

***THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND BRAND
AWARENESS ON PURCHASE INTENTION MEDIATED BY TRUST IN
TOKOPEDIA***

ABSTRACT

This study aims to determine the influence of E-WOM and Brand Awareness on Purchase Intentions with Trust as a mediating variable on Tokopedia in the city of Depok

The analysis method in this research uses quantitative primary data with structural equation modeling (SEM), the test stages carried out are: descriptive statistical tests, measurement models (outer models) and structural models (inner models). The data used in this research used a questionnaire instrument via Google Form and valid data was collected from 100 respondents. The sampling method in this research is nonprobability sampling with purposive sampling technique. The testing tool used is smart partial least squares (SmartPLS)

The results of this research indicate that E-WOM has a significant influence on Trust and Purchase Intention. Trust also has a positive effect on Purchase Intention. Apart from that, E-WOM influences Purchase Intention through Trust as a mediating variable. However, Brand Awareness has no effect on Trust and although it has a direct effect on Purchase Intention, the effect is not significant when mediated by Trust.

*Keywords: Brand Awareness, Electronic Word of Mouth, Purchase Intention, Trust
(xiii + 81 + Attachments)*

Bibliography (2019 - 2024)