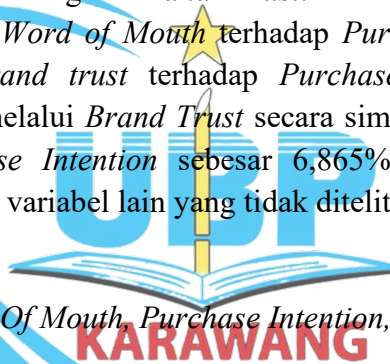


ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis dan menjelaskan : (1) Korelasi antara pengaruh *Electronic Word of Mouth* dengan *Brand Trust*; (2) Pengaruh secara parsial antara *Electronic Word of Mouth* terhadap *Purchase Intention* pada konsumen MS-Glow stokis Rani; (3) pengaruh parsial antara *Brand trust* terhadap *Purchase intention* pada konsumen MS-Glow Stokis Rani; (4) pengaruh *Electronic Word of Mouth* terhadap *Purchase Intention* melalui *Brand Trust* secara simultan pada konsumen MS-Glow Stokis Rani. Penelitian dilakukan dengan menggunakan metode deskriptif verifikatif dengan pendekatan kuantitatif, dengan teknik pengambilan sample menggunakan *Purposive Sampling* dengan jumlah sample sebanyak 144 Responden. Teknik analisis yang digunakan ialah analisis jalur (*Path Analysis*).

Penelitian ini menunjukkan hasil bahwa terdapat korelasi positif dan kuat antara *Electronic Word of Mouth* dengan *Brand Trust*. Terdapat Pengaruh parsial yang signifikan antara *Electronic Word of Mouth* terhadap *Purchase Intention*. dan terdapat pengaruh parsial antara *Brand trust* terhadap *Purchase intention* yang signifikan. *Electronic Word of Mouth* melalui *Brand Trust* secara simultan berpengaruh positif dan signifikan terhadap *Purchase Intention* sebesar 6,865% sedangkan sisanya sebesar 3,135% merupakan pengaruh variabel lain yang tidak diteliti dalam penelitian.

Kata kunci: *Electronic Word Of Mouth, Purchase Intention, Brand Trust*.



ABSTRACT

This study aims to determine, analyze and explain: (1) the correlation between the influence of Electronic Word of Mouth with Brand Trust; (2) the partial effect of Electronic Word of Mouth on Purchase Intention of MS-Glow Stockist Rani consumers, (3) the partial effect of Brand Trust on Purchase Intention of MS-Glow stokis Rani consumers; (4) the effect of Electronic Word of Mouth on Purchase Intention through Brand Trust simultaneously on MS-Glow Stokis Rani consumers. The research was conducted using a descriptive verification method with a quantitative approach, with a sampling technique using purposive sampling with a total sample of 144 respondents. The analytical technique used is path analysis.

This study shows the results that there is a positive and strong correlation between Electronic Word of Mouth and Brand Trust. There is a significant partial effect between Electronic Word of Mouth on Purchase Intention. And there is a partial effect between Brand Trust on Purchase Intention which is significant. Electronic Word of Mouth through Brand Trust simultaneously has a positive and significant effect on Purchase Intention of 6.865% while the remaining 3.135% is the influence of other variables not examined in the study.

Keywords: Electronic Word Of Mouth, Purchase Intention, Brand Trust.

