

Pengaruh Iklan, *Electronic Word Of Mouth* dan Kepercayaan Terhadap *Purchase Decision Online Shop*

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Abstrak

Penelitian ini dilakukan untuk menguji pengaruh *iklan*, *electronic word of mouth*, dan *kepercayaan* terhadap *purchase decision*. Data penelitian ini diambil dari satu sumber yaitu pengunjung *website* *berrybenka.com*. Dalam penelitian ini jumlah sampel yang dibutuhkan adalah 87 responden. Metode analisis ini menggunakan *Partial Least Square* (PLS) yang digunakan untuk menganalisis pengaruh variabel. Hasil penelitian menunjukkan bahwa diantara tiga hipotesis, satu diantaranya ditolak karena tidak signifikan. Detail dari hasil dimulai sebagai berikut : (1) *iklan* tidak berpengaruh signifikan terhadap *purchase decision*. (2) *electronic word of mouth* berpengaruh signifikan terhadap *purchase intention*. (3) *kepercayaan* berpengaruh signifikan terhadap *purchase decision*. Berdasarkan hasil, disarankan agar perusahaan *online shop* *berrybenka.com* harus memperhatikan variabel yang digunakan dalam penelitian ini. Penelitian selanjutnya, peneliti mengharapkan dengan menambah variabel lain termasuk variabel yang tidak dianalisis dalam penelitian ini yang akhirnya dapat mengembangkan *purchase decision* pada konsumen *online shop* *berrybenka.com*

Kata Kunci : *Iklan, Electronic Word Of Mouth, Kepercayaan, Purchase Decision*

Influence of Advertising, Electronic Word Of Mouth and Trust Toward Purchase Decision Online Shop

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Abstract

This study was conducted to examine the influence of advertising, electronic word of mouth, and confidence in the purchase decision. The research data was taken from a single source, namely berrybenka.com website visitors. In this study the number of samples required is 87 respondents. This analysis method using Partial Least Square (PLS) is used to analyze the influence of variables. The results showed that among the three hypotheses, one of which was rejected because it was not significant. Details of the results begins as follows: (1) the ad does not significantly influence the purchase decision. (2) electronic word of mouth significant effect on purchase intention. (3) trust significantly influence the purchase decision. Based on the results, it is suggested that the company online shop berrybenka.com should pay attention to the variables used in this study. Subsequent studies, researchers expect to add other variables, including variables that were not analyzed in this study may eventually expand to the consumer purchase decision online shop berrybenka.com

Keyword: Advertising, Electronic Word Of Mouth, Trust, Purchase Decision.