

ABSTRACT

Currently, the development of technology is quite rapid and the development of this technology is very close to with the internet. This can provide a change in social life in the community, how to communicate a person as well as a distinct opportunity for the business. PT. GO-JEK Indonesia is a pioneer company that initiated an online motorcycle taxi service in Indonesia. Currently, there have been other online motorcycle companies that have actively activated. Thus, in order to continue to compete, PT. GO-JEK Indonesia should encourage customers to conduct repeat purchase activities. The purpose of this research is to know how word of mouth word of mouth (E-WOM), brand image, customer trust, customer satisfaction and repurchase intention at PT. GO-JEK Indonesia, and to find out how much influence of word of mouth (E-WOM), brand image, customer trust and customer satisfaction to buy back intention both partially and simultaneously.

Exogenous variables that exist in this research use the theory of Kotler & Keller (2016), while for variable repurchase intention use theory from Kimppa (2014). Exogenous variables used are the electronic word of mouth (E-WOM), brand image, customer trust, and customer satisfaction.

This research belongs to quantitative research, whereas based on its purpose this research belongs to descriptive study with emphasis on a causal relation. Sampling technique used in this research is nonprobability sampling with convenience sampling method. Respondents consisted of 400 customers of PT. GO-JEK Indonesia who has been using GO-JEK applications. Data analysis techniques use structural equation modeling analysis with the help of SmartPLS 2.0.

From the results of the study known that all categories fall into either category because it is in the range between 68% to 84%. Partially, almost all hypotheses are quite significant. Will, for E-WOM hypothesis significant against repeated intention rejected. Simultaneously, E-WOM variables, brand image, customer trust and customer satisfaction in this study have a significant influence on the intention to buy back at PT. GO-JEK Indonesia is 59.3%, while the remaining 40.7% is owned by other factors not examined in this research.

Based on the research result, PT. GO-JEK Indonesia needs to improve the quality of service to its customer service and driver. This is because both parties have a very important role. In addition, the framework in this study is the result of modifications from the previous two journals. Thus, this model needs to be reexamined for further research with different objects and add other variables.

Keywords : *Electronic Word Of Mouth (E-WOM), Brand Image, Customer Trust, Customer Satisfaction, Repurchase Intention*