

ABSTRACT

This research was conducted to determine the effect of Electronic Word of Mouth and consumer trust on product purchase intentions at Shopee Indonesia. The purpose of this study was to find out and analyze how Electronic Word of Mouth at Shopee Indonesia, how consumer trust in Shopee Indonesia, how to buy products at Indonesian Shopee, and to know the effect of Electronic Word of Mouth and consumer confidence simultaneously and partially on intention to buy products at Shopee Indonesia.

Electronic Word of Mouth is a positive or negative statement made by a potential customer or previous customer regarding a product or company that is provided for many people and for institutions through the internet (Hennig-Thurau in Lin, et al., 2013: 31). According to Ujang Sumarwan (2011: 165-166), consumer trust is consumer knowledge about an object, its attributes, and benefits. Sari and Kusuma (2014: 54) explain in their research that consumer purchase intention is obtained from a learning process and thought processes that form a perception.

In this study, the type of research used is descriptive and causal. The sampling technique used is non probability sampling with a purposive sampling method. The respondents used in this study amounted to 100 people. Data analysis techniques were carried out using descriptive analysis and multiple linear regression analysis.

The results of this study indicate that there is a significant influence between Electronic Word of Mouth and Consumer Trust in the intention to Buy Products in Shopee Indonesia at 21,8%, while the remaining 78,2% is influenced by factors not examined in this study.

The conclusion of this study, the overall E-WOM variable is in the very good category. Overall of variables consumer trust are in the good category. The variable purchase intention of the product as a whole is in the good category.

Keywords: Electronic Word of Mouth, Consumer Trust, Product Buying Intention, Shopee.