

ABSTRACT

Known as one of the cities with the most smartphone users in Indonesia, Bandung is a good market for smartphone sellers in Indonesia, one of them is Renan Store, an online store that sells iPhone smartphones. Renan Store uses social media as a means of marketing and sales, in its development there are negative statements that tremble in online media relating to Renan Store. So that how negative statements (e-WoM) can affect consumers' Purchase Intention mediated by Trust.

The method used in this study is quantitative with the type of descriptive and causal analysis research. The types of data needed for this study are primary data and secondary data. Sampling is done by non-probability sampling method type of purposive sampling. The sample in this study were 400 respondents who lived or settled in the city of Bandung, who knew, and followed the Renan Store account on Instagram. Data analysis used Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis and data processing using SmartPLS software version 3.2.8.

Based on the results of the descriptive analysis it is known that e-WoM, Trust, and Purchase Intention variables have a good effect on Renan Store consumers, from the hypothesis test results it is known that e-WoM has a significant effect on Trust, e-WoM has a significant effect on Purchase Intention, and influential e-WoM significant to Purchase Intention mediated by Trusts on consumers Renan Store in the city of Bandung.

Keywords: *e-WoM, Trust, Purchase Intention, Renan Store*