

ABSTRACT

Dillco chocolate is one of the companies offering specialty chocolate powder products in Bandung. Today, Dillco has several product competitors, so the suitable marketing strategy is needed to be able to market its products well. Dillco online marketing is through social media and marketplace. Dillco offline marketing is through Word of Mouth. According to this, it is necessary to do research on the effect of consumer purchasing decisions on e trust and Word of mouth. This study uses a survey method using a questionnaire which distributed to Dillco customers in the Bandung. The analysis used is linear regression analysis with the dependent variable is consumer decisions and the independent variables are e-trust (X1) and WOM (X2). The results of this study are the significant value of The results of this study are based on the results of F Test simultaneously e-trust and word of mouth significantly influence the purchasing decision process can be seen from the results of the F test analysis, it can be explained that the F count is greater than Ftable ($112.992 > 2.14$) and the sig value . (0,000) < 0.05 . And based on the T Test partially includes benevolence, ability, integrity and willingness to depend, positive review, recommendations and encouragement. Of the seven sub-variables that have no significant effect are benevolence, integrity and willingness to depend, while others, namely ability, positive review, recommendations and encouragement have a significant effect on the process of purchasing decisions.