

ABSTRACT

Technological developments that continue to develop affect the decision-making process to buy a product, for example, social media is used as a means of communication and information on a product, or brand to consumers, consumers and other consumers, by sharing good or bad experiences on social media in using a certain product. Word of Mouth, which is expected to increase the trust of potential consumers towards a product, will later be taken into consideration by potential consumers who have the potential to increase the company's sales. OLX is an e-commerce platform that provides or serves as a free advertising platform, which has decreased every year from 2017 to 2020 OLX, while the internet in Indonesia continues to grow, besides that the author has analyzed OLX user complaints that have the potential to affect OLX E-WOM.

This study aims to measure Social Media Usage and Electronic Word of Mouth on Purchase Decision Involvement through Trust, using four variables, namely Social Media Usage, Electronic Word of Mouth, Trust, and Purchase Decision Involvement.

This research was conducted using quantitative methods, with causal conclusive research. The population in this study are OLX consumers in Indonesia, with a sample of 319 respondents. The technique used in this research is non-probability using purposive sampling. Data collection in this study was carried out by distributing online questionnaires through Google forms. And the data analysis technique used in this study is the method (SEM) using LISREL 8.8 . software

Based on the research results, the Social Media variable has an effect on Purchase Decision Involvement. Electronic word of mouth has an effect on purchase decision involvement. Social Media Usage and Electronic Word Of Mouth variables affect Trust. Trust has an effect on Purchase Decision Involvement. Social Media Usage affects the Purchase Decision Involvement mediated by the Trust. Electronic Word Of Mouth has an effect on Purchase Decision Involvement mediated by Trust.

The results of this study are expected to be used as an evaluation for OLX in order to increase sales and increase consumer confidence and purchasing decisions.

Keywords: Social Media Usage, Electronic Word of Mouth, Trust, Purchase Decision Involvement.