

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh Electronic Word Of Mouth Dan Harga terhadap Keputusan Pembelian dengan Brand Trust sebagai Variabel Intervening pada Produk Ms Glow. Metode penarikan sampel yang digunakan adalah *non probability sampling* yaitu konsumen Ms Glow Pada Mahasiswa Upi Yptk Padang yang kebetulan bertemu sebanyak 100 responden. Metode yang digunakan adalah Structure Equation Modeling (SEM) dengan Partial Least Square (PLS) 3.0. Hasil pengujian hipotesis menunjukkan bahwa Pengaruh eWOM terhadap

Brand Trust Electronic Word of Mouth (eWOM) memiliki pengaruh positif dan signifikan terhadap *Brand Trust*. Pengaruh Harga terhadap *Brand Trust* Harga memiliki pengaruh positif terhadap *Brand Trust*. Keputusan Pembelian eWOM memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Pengaruh Harga terhadap Keputusan Pembelian Harga juga berpengaruh positif signifikan terhadap keputusan pembelian. Pengaruh *Brand Trust* terhadap Keputusan Pembelian *Brand Trust* memiliki pengaruh positif terhadap keputusan pembelian. Pengaruh eWOM terhadap Keputusan Pembelian melalui *Brand Trust* sebagai Variabel Intervening *e-WOM*. Pengaruh Harga terhadap Keputusan Pembelian melalui *Brand Trust* sebagai Variabel Intervening Harga berpengaruh positif dan signifikan

Kata Kunci : Eletronic Word Of Mouth, Harga ,Keputusan Pembelian, Brand Trust

ABSTRACT

This research aims to find out how much the Influence of Electronic Word Of Mouth and Price on Purchase Decisions with Brand Trust as an Intervening Variable in Ms Glow Products. The sample withdrawal method used was non-probability sampling, namely Ms. Glow consumers at Upi Yptk Padang students who happened to meet as many as 100 respondents. The method used is Structure Equation Modeling (SEM) with Partial Least Square (PLS) 3.0.

The results of hypothesis testing show that the influence of eWOM on Brand Trust Electronic Word of Mouth (eWOM) has a positive and significant influence on Brand Trust. Effect of Price on Brand Trust Price has a positive influence on Brand Trust. Purchase Decision eWOM has a positive and significant influence on purchasing decisions. The Effect of Price on Purchase Decisions Price also has a significant positive effect on purchase decisions. Brand Trust's influence on purchase decisions Brand trusts have a positive influence on purchase decisions. The Effect of eWOM on Purchase Decisions through Brand Trust as an Intervening Variable e-WOM., the Effect of Price on Purchase Decisions through Brand Trust as an Intervening Price Variable has a positive and negative effect

Keywords : Eletronic Word Of Mouth, Price, Purchase Decision, Brand Trust