

ABSTRAK

Lidya (01011170308)

ANALISIS PENGARUH *SOCIAL MEDIA USAGE*, *ELECTRONIC WORD OF MOUTH* SERTA *TRUST* SEBAGAI MEDIATOR TERHADAP *PURCHASE DECISION INVOLVEMENT* DI PERUSAHAAN ONLINE RETAIL SOCIOLLA

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh antara *Social Media Usage*, *Electronic Word of Mouth* serta *Trust* sebagai mediator terhadap *Purchase Decision Involvement*. Penelitian ini akan membahas perusahaan online retail yaitu perusahaan Sociolla menggunakan pendekatan kuantitatif dengan metode pengumpulan data kuisioner. Kuisioner berupa Google Form disebarikan kepada responden yang berdomisili di Jabodetabek maupun non-Jabodetabek. Model pengukuran pada penelitian ini dianalisis dengan menggunakan aplikasi SmartPLS 3.0. Terdiri dari model luar yaitu uji validitas dan uji reliabilitas, serta model dalam yang menguji R-square, T-statistik dan P-value. SEM digunakan untuk menguji hubungan konstruk dalam kerangka teori penelitian ini. Penelitian menunjukkan bahwa *Social Media Usage*, *Electronic Word of Mouth*, serta *Trust* sebagai mediator memiliki hubungan yang signifikan terhadap *Purchase Decision Involvement*. Penelitian ini diharapkan dapat berguna bagi perusahaan Sociolla serta memperluas kontribusi penelitian sebelumnya.

Referensi : (1985-2020)

Kata Kunci : *Social Media Usage*, *Electronic Word of Mouth*, *Trust*, *Purchase Decision Involvement*, Sociolla

ABSTRACT

Lidya (01011170308)

ANALYSIS OF THE EFFECT OF SOCIAL MEDIA USAGE, ELECTRONIC WORD OF MOUTH AND TRUST AS MEDIATOR TOWARDS PURCHASE DECISION INVOLVEMENT IN SOCIOLLA ONLINE RETAIL COMPANY

The purpose of this study was to determine the effect of Social Media Usage, Electronic Word of Mouth and Trust as mediator towards Purchase Decision Involvement. This study will discuss an online retail company named Sociolla using a quantitative approach with questionnaire data collection methods. Questionnaires in the form of Google Forms distributed to respondents who live in Jabodetabek and non-Jabodetabek areas. The measurement model in this study was analyzed using SmartPLS 3.0 application. It consists of an external model (validity and reliability tests) as well as internal model (R-square, T-statistics and P-value). SEM is used to test the relationship between constructs within the theoretical framework of this research. Research shows that Social Media Usage, Electronic Word of Mouth, and Trust have a significant relationship towards Purchase Decision Involvement. This research is expected to be useful for Sociolla company and expand the contribution of previous research.

References : (1985-2020)

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