

ABSTRAK

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PENGARUH *BRAND TRUST*, *OBC TRUST*, *REPURCHASE INTENTION* TERHADAP *POSITIVE E-WOM INTENTION* STUDI PADA *E-COMMERCE LAZADA*

Melihat perkembangan era digital di jaman sekarang ini sudah sangatlah maju. Masyarakat di Indonesia sudah tidak asing lagi dengan berbelanja online dan hal ini sudah masuk kedalam kebutuhan masyarakat didalam memenuhi kebutuhannya masing-masing. Indonesia merupakan pengguna *e-commerce* tertinggi di dunia. Di indonesia terdapat banyak sekali *e-commerce* yang dapat digunakan oleh masyarakat. Penelitian yang dilakukan saat ini, melihat dari perusahaan *e-commerce* Lazada yang cenderung kalah saing dengan pesaing lainnya dan dari tahun ke tahun selalu mengalami penurunan pengunjung. Dari melihat permasalahan yang ada maka akan dilakukan penelitian mengenai pengaruh *brand trust*, *obc trust*, *repurchase intention* terhadap *positive e-WOM intention* pada *e-commerce* Lazada. Data yang diambil dilakukan dengan cara menyebarkan kuesioner dalam bentuk link yang disebarakan melalui berbagai sosial media ke setiap individu pengguna *e-commerce* Lazada. Data yang diambil dan diolah dari pengguna *e-commerce* Lazada sebanyak 200 pengguna. Terdapat 6 hubungan variabel dan dari hasil yang didapatkan terbukti bahwa ke-enam variabel memiliki hubungan positif.

Kata Kunci: brand trust, online brand community trust, repurchase intention, positive e-wom intention, obc trust

Referensi: 52

ABSTRACT

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INFLUENCE OF BRAND TRUST, OBC TRUST, REPURCHASE INTENTION ON POSITIVE E-WOM INTENTION STUDY ON LAZADA E-COMMERCE

Seeing the development of the digital era in this day and age is very advanced. People in Indonesia are no strangers to online shopping and this has entered the needs of the community in meeting their respective needs. Indonesia is the highest user of e-commerce in the world. In Indonesia, there are a lot of e-commerce that can be used by the public. Research conducted today, looking at the e-commerce company Lazada which tends to be less competitive with other competitors and from year to year always experiences a decrease in visitors. From looking at the existing problems, research will be carried out on the influence of brand trust, obc trust, repurchase intention on positive e-WOM intention on Lazada e-commerce.

The data taken is carried out by distributing questionnaires in the form of links that are spread through various social media to each individual Lazada e-commerce user. The data taken and processed from Lazada e-commerce users is as many as 200 users.

In this study, it was proven that Brand Trust has a positive effect on OBC Trust, Brand Trust has a positive effect on Repurchase Intention, OBC Trust has a positive effect on Repurchase Intention, Brand Trust has a positive effect on Positive E-WOM Intention, OBC Trust has a positive effect on Positive E-WOM Intention, Repurchase Intention has a positive effect on Positive E-WOM Intention

Keywords: brand trust, online brand community trust, repurchase intention, positive e-wom intention, obc trust

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