

ABSTRAK

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PERAN *BRAND TRUST* DAN *ONLINE BRAND COMMUNITY TRUST* SERTA MEDIASI *REPURCHASE INTENTION* DALAM MEMPENGARUHI *POSITIVE EWOM INTENTION* PADA PERUSAHAAN *E-COMMERCE* TOKOPEDIA

(xviii + 168 Halaman; 11 Gambar; 39 Tabel; 3 Diagram; 5 Lampiran)

Penelitian ini bertujuan untuk mempelajari bagaimana hubungan antara *brand trust* dan *Online Brand Community trust* (selanjutnya akan disebut sebagai *OBC trust*) terhadap *positive eWOM intention* serta peran mediasi *repurchase intention* dalam mempengaruhi *positive eWOM intention* pada suatu kelompok *OBC*. Penelitian ini menggunakan metode penelitian kuantitatif dengan metode pengumpulan data kuesioner online yaitu google form. Penelitian ini ditujukan hanya kepada individu yang masuk dalam kelompok *OBC* Tokopedia pada platform sosial media di Indonesia. Model pengukuran pada *outer model* dan *inner model* dianalisa dengan menggunakan SmartPLS 3.0. Model penelitian dibentuk dengan mereplikasi penelitian Sánchez et al. (2020) serta dinilai menggunakan data sampel 309 pengguna *OBC* Tokopedia dengan PLS-SEM. Hasil dari penelitian ini menunjukkan lima hipotesis diterima dan satu hipotesis ditolak serta satu peran mediasi terima (*partial mediation*) dan satu peran mediasi ditolak (tidak memediasi). Penelitian ini merujuk pada teori dan praktik pemasaran dengan menganalisis gabungan *OBC trust* dan *brand trust* terhadap hubungan relasi perusahaan-konsumen dalam konteks *OBC* Tokopedia.

Kata Kunci : *EWOM*; *OBC*; *Brand*; *Trust*; *Repurchase*; Tokopedia

Referensi : 167 (2002-2020)

ABSTRACT

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THE ROLE OF BRAND TRUST AND ONLINE BRAND COMMUNITY TRUST AND REPURCHASE INTENTION MEDIATION IN INFLUENCING POSITIVE EWOM INTENTION IN E-COMMERCE COMPANY TOKOPEDIA

(xviii + 168 Pages; 11 Figures; 39 Tables; 3 Diagrams; 5 Appendix)

This study aims to study how the relationship between brand trust and Online Brand Community trust (hereinafter referred to as OBC trust) on positive eWOM intention and the mediating role of repurchase intention in influencing positive eWOM intention in an OBC group. This study uses quantitative research methods with online questionnaire data collection methods, namely google form. This research is aimed only at individuals who are part of the OBC Tokopedia group on social media platforms in Indonesia. The measurement model on the outer model and inner model was analyzed using SmartPLS 3.0. The research model was formed by replicating the research of Sánchez et al. (2020) and assessed using sample data of 309 Tokopedia OBC users with PLS-SEM. The results of this study indicate that five hypotheses are accepted and one hypothesis is rejected and one role is accepted (partial mediation) and one mediation role is rejected (not mediating). This research refers to marketing theory and practice by analyzing the combination of OBC trust and brand trust on company-consumer relations in the context of OBC Tokopedia.

Keywords : EWOM; OBC; Brand; Trust; Repurchase; Tokopedia

References : 167 (2002-2020)