

**PENGARUH E-WOM (*ELECTRONIC WORD OF MOUTH*) DAN E-TRUST
(*ELECTRONIC TRUST*) TERHADAP E-PURCHASE DECISION
(Studi Pada Pengguna Shopee di Kabupaten Jombang)**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui pengaruh *E-WOM (Electronic Word Of Mouth)* dan *E-Trust (Electronic Trust)* Terhadap *E-Purchase Decision* Shopee. Metode yang digunakan dalam penelitian adalah metode penelitian kuantitatif dengan jenis penelitian eksplanatori. Analisis data pada penelitian ini menggunakan analisis deskriptif dan inferensial melalui regresi linier berganda yang di olah dengan menggunakan bantuan SPSS. Dalam pengambilan sampel dengan menggunakan metode *nonprobability sampling* dengan teknik *insidental sampling*, dengan jumlah sampel 100 responden. Metode pengumpulan data dalam penelitian ini adalah menggunakan kuisioner atau angket. Hasil dari penelitian ini menunjukkan bahwa *E-WOM (Electronic Word Of Mouth)* dan *E-Trust (Electronic Trust)* berpengaruh positif dan signifikan terhadap *E-Purchase Decision*.

Kata Kunci: *Electronic Word Of Mouth, Electronic Trust, E-Purchase Decision*

THE EFFECT OF E-WOM (ELECTRONIC WORD OF MOUTH) AND E-TRUST (ELECTRONIC TRUST) ON E-PURCHASE DECISION
(Study on Shopee Users in Jombang Regency)

ABSTRACT

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This study aims to determine the effect of E-WOM (Electronic Word Of Mouth) and E-Trust (Electronic Trust) on Shopee's E-Purchase Decision. The method used in this research is quantitative research method with explanatory research type. Data analysis in this study used descriptive and inferential analysis through multiple linear regression which was processed using SPSS. In taking the sample using the non-probability sampling method with incidental sampling technique, with a sample of 100 respondents. The method of data collection in this study is to use a questionnaire or questionnaire. The results of this study indicate that E-WOM (Electronic Word Of Mouth) and E-Trust (Electronic Trust) have a positive and significant effect on E-Purchase Decision.

Keywords: *Electronic Word Of Mouth, Electronic Trust, E-Purchase Decision*