

**ANALISIS E-WOM DAN *BRAND TRUST* TERHADAP *PURCHASE INTENTION TIKET.COM***

**(Survey Terhadap Pengguna Media Sosial)**

**TESIS**

Diajukan untuk memenuhi salah satu syarat

Dalam menempuh jenjang strata dua (S2)

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S.S. UNPAS Bandung, 2015

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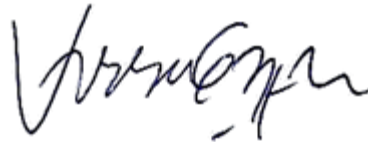
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**(Survey Terhadap Pengguna Media Sosial)**

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## ABSTRAK

Santy Ajeng Zahratu, 1706703, “ANALISIS E-WOM DAN *BRAND TRUST* TERHADAP *PURCHASE INTENTION* TIKET.COM (Survey Terhadap Pengguna Media Sosial)”. Dibawah bimbingan Dr. Vanessa Gaffar, SE.Ak.MBA dan Dr. Heny Hendrayati, S.IP, MM.

Tiket.com merupakan salah satu *Online travel Agent* (OTA) terbaik di Indonesia. Namun sebagai penyedia layanan *booking online*, tiket.com mengalami penurunan penjualan yang signifikan sebagai dampak dari adanya pandemi COVID 19. Diluar kasus COVID 19, *purchase intention* atau minat membeli masyarakat dalam menggunakan tiket.com masih relatif rendah jika dibandingkan dengan kompetitornya yang lain. Saat ini, berkembangnya *ecommerce* dan pengguna media sosial telah membuat konsumen cenderung mencari informasi terkait produk dan *brand* secara *online* sebelum melakukan proses kegiatan pembelian mereka. Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth* (E-WOM) atau komunikasi dari mulut ke mulut melalui elektronik dan kepercayaan merek (*brand trust*) terhadap *purchase intention* pada tiket.com melalui pengguna media sosial. Analisis deskriptif dan verifikatif dilakukan untuk mengetahui gambaran dan juga pengaruh antara variabel yang diteliti dengan menggunakan metode penelitian *Path Analysis*. Penelitian ini menggunakan kuesioner pada 430 responden yang terdiri dari 30 responden *pretest* dan 400 responden penelitian yaitu pengguna media sosial pengikut akun Instagram tiket.com. Berdasarkan hasil penelitian yang dilakukan diketahui bahwa E-WOM, *brand trust* dan *purchase intention* berada dalam kategori kuat. Hasil uji hipotesis juga menunjukkan bahwa E-WOM secara langsung positif dan signifikan berpengaruh terhadap *brand trust*. E-WOM dan *Brand trust* secara bersama-sama secara langsung memiliki pengaruh positif dan signifikan terhadap *purchase intention*. *Brand trust* secara signifikan mampu memediasi secara tidak langsung pengaruh E-WOM terhadap *purchase intention*.

**Kata kunci:** E-WOM, Brand Trust, Purchase Intention

## ABSTRACT

Santy Ajeng Zahratu, 1706703, “ **AN ANALISIS OF E-WOM AND BRAND TRUST ON PURCHASE INTENTION IN TIKET.COM (Survey on Social Media Users)**”. Supervised by Dr. Vanessa Gaffar, SE.Ak.MBA dan Dr. Heny Hendrayati, S.IP, MM.

*Tiket.com is one of Top Online travel Agent (OTA) in Indonesia. However as service provider of booking online, tiket.com has been experiencing significant drop in sales during COVID 19. Outside of the pandemic case, public intention in purchase and using tiket.com is still relatively low compared to other competitors. Nowadays, with the development of ecommerces and also social media users, customers tend to seek informations that related to products and brands before making their purchase activities process. This study aim to analysing effect of Electronic Word of Mouth (E-WOM) and brand trust on purchase intention in tiket.com through media sosial users. Deskriptive and Verificative analysis are used in order to find about both the idea and effect of every reseached variabels using Path Analysis as the reseacrh method. This research is also using quesioner toward 340 respondent who consist of 30 pretest respondent and 400 research repondent are media sosial users respondent of tiket.com official account's followers. Based on the results is shown that E-WOM, brand trust and purchase intention of tiket.com on social media users in strong category. The result of hypotesis showing that E-WOM directly have significant and positve effect towards brand trust. Both E-WOM and brand trust simultaneously have significant and positive effect towards purchase intention. Brand trust is also significantly have capability to intervening indirectly the effect E-WOM toward purchase intention.*

**Keywords:** E-WOM, Brand Trust, Purchase Intention

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