

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth*, *brand image*, dan *brand trust* terhadap keputusan pembelian Sariayu Martha Tilaar Kota Bandung secara simultan maupun parsial. Metode penelitian ini adalah menggunakan metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden, analisis data yang digunakan adalah analisis regresi linear berganda, korelasi berganda, analisis koefisien determinasi dan uji hipotesis.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *electronic word of mouth*, *brand image*, dan *brand trust* terhadap keputusan pembelian. Besarnya pengaruh *electronic word of mouth*, *brand image*, dan *brand trust* secara simultan sebesar 72% dan sisanya 28% dipengaruhi oleh variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *electronic word of mouth* terhadap keputusan pembelian sebesar 18,36%, pengaruh *brand image* terhadap keputusan pembelian sebesar 27,6%, dan pengaruh *brand trust* sebesar 26% sehingga dapat disimpulkan bahwa brand image memberikan pengaruh paling besar terhadap keputusan pembelian

**Kata Kunci : Electronic Word Of Mouth, Brand Image, Brand Trust , Keputusan Pembelian**

## **ABSTRACT**

*This research aims to determine the influence of electronic word of mouth, brand image, and brand trust on purchasing decisions for Sariayu Martha Tilaar Bandung City simultaneously or partially. This research method uses descriptive and verification methods with a sample size of 100 respondents. The data analysis used is multiple linear regression analysis, multiple correlations, coefficient of determination analysis and hypothesis testing.*

*The research results show that there is a positive and significant influence between electronic word of mouth, brand image and brand trust on purchasing decisions. The simultaneous influence of electronic word of mouth, brand image and brand trust is 72% and the remaining 28% is influenced by other variables not studied. Partially, the influence of electronic word of mouth on purchasing decisions is 18.36%, the influence of brand image on purchasing decisions is 27.6%, and the influence of brand trust is 26% so it can be concluded that brand image has the greatest influence on purchasing decisions.*

***Keywords : Electronic Word Of Mouth, Brand Image, Brand Trust ,Purchase Decision***