

ABSTRACT

This research was conducted to determine the effect of trust, electronic word of mouth and experience on purchase intentions. This research was conducted at one of the e-commerce sites namely Bukalapak. The data used are primary data using 198 respondents in Jabodetabek and it is known that the Bukalapak. The methods of data collection using insidental method, with the research instrument questionnaire. Data site was analyzed using Structural and Equation Model (SEM) Partial Least Square (smartPLS 3.0) applications to test all relationships between trust variables, electronic word of mouth and experience with buying interest. The results of this study indicate that trust has a positive and significant relationship on purchase intention, electronic word of mouth has a positive and significant relationship on purchase intention and experience has a positive and significant relationship on purchase intention.

Keywords: trust, electronic word of mouth, experiences and purchase intention.

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh kepercayaan, *electronic word of mouth* dan pengalaman terhadap minat beli. Penelitian ini dilakukan pada salah satu situs *e-commerce* yaitu Bukalapak. Data yang digunakan adalah data primer menggunakan 198 responden di Jabodetabek dan telah mengetahui situs Bukalapak. Metode pengumpulan data dengan menggunakan metode insidental dan instrument penilitian adalah kuesioner. Data dianalisis menggunakan aplikasi Structural Positive and Equation Model (SEM) Partial Least Square (smartPLS 3.0) untuk menguji semua hubungan antara variabel kepercayaan, electronic word of mouth dan pengalaman terhadap minat beli. Hasil dari penelitian ini menunjukkan bahwa kepercayaan berpengaruh positif dan signikan terhadap minat beli, *electronic word of mouth* berpengaruh positif dan signikan terhadap minat beli dan pengalaman memiliki hubungan yang positif dan signikan terhadap minat beli.

Kata Kunci: kepercayaan, *electronic word of mouth*, pengalaman dan minat beli.