

HUBUNGAN ANTARA *E-WOM*, *CUSTOMER TRUST* DENGAN *BRAND LOYALTY* PADA *E-COMMERCE* “X”

ABSTRAK

Transaksi e-commerce di Indonesia mengalami peningkatan di periode 2018 sampai dengan 2022. Peningkatan ini terjadi seiring dengan imbas pembatasan sosial berskala besar yang dilakukan pemerintah karena pandemi covid-19. Kondisi ini menimbulkan persaingan yang ketat diantara e-commerce yang beroperasi di Indonesia. penelitian ini bertujuan untuk mengetahui hubungan *electronic words of mouth (ewom)*, *customer trust* dan *brand loyalty* pada e-commerce “X”. Subjek pada penelitian ini adalah para pengguna aplikasi e-commerce X yang telah melakukan transaksi lebih dari dua kali. Teknik pemilihan sampel yang digunakan adalah *purposive sampling* dengan jumlah sampel penelitian sebanyak 150 responden. Metode analisis yang digunakan adalah analisis korelasi *Pearson Product Moment*. Hasil penelitian menunjukkan bahwa *electronic words of mouth (EWOM)* dan *customer trust* memiliki hubungan yang positif dan signifikan dengan *brand loyalty*. *Electronic words of mouth (EWOM)* memiliki hubungan yang positif dengan *customer trust*.

Kata Kunci: *ewom, customer trust, brand loyalty, e-commerce*



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RELATIONSHIP BETWEEN E-WOM, CUSTOMER TRUST ON BRAND LOYALTY IN “X” E-COMMERCE

ABSTRACT

E-commerce transactions in Indonesia have increased from 2018 to 2022. This increase occurred in line with the impact of large-scale social restrictions imposed by the government due to the COVID-19 pandemic. This condition creates intense competition among e-commerce operating in Indonesia. This study aims to determine the relationship between electronic words of mouth (ewom), customer trust and brand loyalty in e-commerce "X". The subjects in this study were users of the e-commerce application X who had made transactions more than twice. The sample selection technique used was purposive sampling with a total sample of 150 respondents. The analytical method used is Pearson Product Moment correlation analysis. The results of the study show that electronic words of mouth (EWOM) and customer trust have a positive and significant relationship with brand loyalty. Electronic word of mouth (EWOM) has a positive relationship with customer trust.

Keywords: *ewom, customer trust, brand loyalty, e-commerce*

