

## ABSTRAK

Penelitian ini bertujuan untuk menguji serta menganalisis pengaruh *Homophily*, *Attitude* dan *Trust* terhadap *Purchase Intention* aplikasi *e-commerce* pada konten *review* oleh Rio Gandhi di YouTube. Populasi dalam penelitian ini adalah seluruh pengguna *e-commerce* yang pernah berbelanja di aplikasi *e-commerce* dan pernah menonton konten *review e-commerce* oleh Rio Gandhi di YouTube. Sampel yang dipergunakan adalah sebanyak 119, dihitung berdasarkan software *G\*Power* versi 3.1.9.4. Metode penarikan sampel menggunakan *purposive sampling*. Metode pengumpulan data menggunakan instrumen penyebaran kuesioner. Metode analisis data menggunakan *Partial Least Square* (PLS) versi 4.0. Penelitian ini membuktikan bahwa *Homophily*, *Attitude* dan *Trust* berpengaruh positif dan signifikan terhadap *Purchase Intention*.

Kata Kunci: *Homophily*, *Attitude*, *Trust*, *Purchase Intention*



## **ABSTRACT**

*This study aims to determine the effect of Homophily, Attitude and Trust on Purchase Intention for e-commerce applications on review content by Rio Gandhi on YouTube. The population in study were all e-commerce users who had shopped on e-commerce applications and had watched Rio Gandhi's e-commerce application review content on YouTube. The sample used is 119, calculated based on G\*Power software version 3.1.9.4. The sampling method uses purposive sampling. The methods of data collection using a questionnaire distribution instrument. The data analysis method using Partial Least Square (PLS) version 4.0. This study proves that Homophily, Attitude and Trust have a positive and significant effect on Purchase Intention.*

*Keywords: Homophily, Attitude, Trust, Purchase Intention*

