

ABSTRAK

Tujuan penelitian ini untuk menguji pengaruh *brand image*, *e-wom* dan *customer relationship* terhadap *purchase decision* dengan *brand trust* sebagai variable intervening pada PT. Sinar Sentosa Primatama. Metode penelitian menggunakan analisis deskriptif kuantitatif, dengan metode analisis verifikatif dengan SMART PLS. Jumlah sampel sebanyak 115 responden pada konsumen PT. Sinar Sentosa Primatama. Hasil penelitian menunjukkan bahwa variabel *brand image*, *electronic word of mouth* dan *customer relationship* secara langsung berpengaruh secara signifikan terhadap *Brand Trust*. Variabel *brand image*, *customer relationship*, dan *brand trust* secara langsung berpengaruh secara signifikan terhadap *Purchase Decision*. Sedangkan variabel *electronic word of mouth* secara langsung tidak berpengaruh secara signifikan terhadap *Purchase Decision*. Variabel *brand trust* memediasi hubungan antara *brand image*, dan *electronic word of mouth* terhadap *purchase decision*. Sedangkan variabel *brand trust* tidak memediasi hubungan antara *customer relationship* terhadap *purchase decision*.

Kata kunci: *brand image*, *e-wom* , *customer relationship*, *purchase decision* dan *brand trust*.

ABSTRACT

The purpose of this study was to examine the influence of brand image, e-wom and customer relationship on purchase decision with brand trust as an intervening variable at PT. Sinar Sentosa Primatama. The research method used quantitative descriptive analysis, with verification analysis method with SMART PLS. The number of samples was 115 respondents at PT. Sinar Sentosa Primatama consumers. The results showed that the variables of brand image, electronic word of mouth and customer relationship directly have a significant effect on Brand Trust. The variables of brand image, customer relationship, and brand trust directly have a significant effect on Purchase Decision. While the variable of electronic word of mouth directly does not have a significant effect on Purchase Decision. The variable of brand trust mediates the relationship between brand image, and electronic word of mouth on purchase decision. While the variable of brand trust does not mediate the relationship between customer relationship on purchase decision.

Keywords: brand image, e-wom, customer relationship, purchase decision, and brand trust.

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