ABSTRAK

Perilaku konsumen yang semakin kritis dan selektif dalam memenuhi kebutuhan produk mereka telah menjadi motivasi bagi pelaku bisnis untuk menyajikan informasi produk melalui ulasan konsumen, yang dibangun berdasarkan pengalaman dan kepercayaan terhadap *marketplace* Tokopedia. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh E-WOM, *Customer Experience,* dan E-Trust terhadap Keputusan Pembelian. Penelitian ini menggunakan metode penelitian kuantitatif dengan menyebarkan kuesioner kepada mahasiswa AMIKOM Purwokerto pengguna *marketplace* Tokopedia dengan jumlah sampel penelitian ini adalah 100 orang responden. Metode pengambilan sampel menggunakan tafsiran interval. Metode analisis yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas, uji t dan uji f tahap analisa yang digunakan SPSS dan uji hipotesis. Hasil penelitian dari uji t menunjukkan bahwa nilai t hitung E-WOM sebesar 4,484 > 1,948 artinya ada pengaruh antara E-WOM terhadap Keputusan Pembelian. Nilai t hitung *Customer Experience* sebesar 2,863 > 1,948 artinya ada pengaruh antara *Customer Experience* terhadap Keputusan Pembelian. Nilai t hitung E-Trust sebesar 4,059 > 1,948 artinya ada pengaruh antara E-Trust terhadap Keputusan Pembelian dan uji f menunjukkan nilai 0,000 bahwa E-WOM, *Customer Experience* dan E-Trust mempengaruhi Keputusan Pembelian secara simultan.

Kata kunci: E-WOM, *Customer Experience*, E-Trust, Keputusan Pembelian

ABSTRACT

Consumer behavior which is increasingly critical and selective in meeting their product needs has become a motivation for business people to present product information through consumer reviews, which are built on experience and trust in the Tokopedia marketplace. This research aims to determine and analyze the influence of E-WOM, Customer Experience, and E-Trust on Purchasing Decisions. This research uses quantitative research methods by distributing questionnaires to AMIKOM Purwokerto students who use the Tokopedia marketplace with a sample size of 100 respondents. The sampling method uses interval interpretation. The analytical methods used in this research are validity tests, reliability tests, t tests and f tests, the analysis stages used by SPSS and hypothesis testing. The research results from the t test show that the calculated t value of E-WOM is 4.484 > 1.948, meaning that there is an influence between E-WOM on purchasing decisions. The calculated t value for Customer Experience is 2.863 > 1.948, meaning that there is an influence between Customer Experience and Purchasing Decisions. The calculated t value of E-Trust is 4.059 > 1.948, meaning that there is an influence between E-Trust on Purchasing Decisions and the f test shows a value of 0.000 that E-WOM, Customer Experience and E-Trust influence Purchasing Decisions simultaneously.

Keywords: E-WOM, Customer Experience, E-Trust, Purchasing Decisions