

Abstrak

Penelitian ini bertujuan untuk menguji secara empiris pengaruh kualitas produk, kepercayaan merek, dan media sosial marketing terhadap keputusan pembelian mobil honda brio di kota gresik dengan *e-word of mouth* sebagai variabel intervening. Dalam pandangan teori analisa keputusan pembelian sangat penting dilakukan oleh setiap perusahaan untuk supaya diminati oleh konsumen dan dapat mencapai target penjualannya. Studi sebelumnya menunjukkan hasil yang bervariasi tentang pengaruh kualitas produk, kepercayaan merek, dan media sosial marketing terhadap keputusan pembelian, itulah sebabnya topik ini masih relevan. Dengan menggunakan 110 sampel responden dengan metode *purposive sampling*, studi ini menyajikan bukti baru tentang manfaat pengaruh kualitas produk, kepercayaan merek, dan media sosial marketing terhadap keputusan pembelian dengan *e-word of mouth* sebagai variabel intervening. Hasil dari penelitian ini menemukan kualitas produk dan media sosial *marketing* berpengaruh signifikan terhadap *electronic word of mouth*, kepercayaan merek tidak berpengaruh signifikan terhadap *electronic word of mouth*, *electronic word of mouth* dan media sosial *marketing* berpengaruh signifikan terhadap keputusan pembelian. kualitas produk dan kepercayaan merek tidak berpengaruh signifikan terhadap keputusan pembelian. *electronic word of mouth* mampu memediasi kualitas produk dan media sosial *marketing* terhadap keputusan pembelian. *electronic word of mouth* tidak dapat memediasi kepercayaan merek terhadap keputusan pembelian.

Kata kunci: kualitas produk, kepercayaan merek, media sosial marketing, keputusan pembelian, *e-word of mouth*

Abstract

This study aims to empirically examine the influence of product quality, brand trust, and social media marketing on purchasing decisions for Honda Brio cars in Gresik City, with electronic word of mouth (e-WOM) as an intervening variable. According to purchasing decision theory, understanding consumer decision-making is crucial for companies to attract customers and achieve sales targets. Previous studies have shown mixed results regarding the influence of product quality, brand trust, and social media marketing on purchasing decisions, which is why this topic remains relevant. Using a purposive sampling method, data were collected from 110 respondents. This study provides new evidence on how product quality, brand trust, and social media marketing affect purchasing decisions through the mediating role of e-WOM. The findings reveal that product quality and social media marketing significantly influence electronic word of mouth, while brand trust does not. Additionally, both electronic word of mouth and social media marketing have a significant effect on purchasing decisions. However, product quality and brand trust do not significantly influence purchasing decisions directly. Electronic word of mouth is found to mediate the relationship between product quality and social media marketing with purchasing decisions, but it does not mediate the relationship between brand trust and purchasing decisions.

Keywords: *product quality, brand trust, social media marketing, purchase decision, electronic word of mouth*