

ABSTRAK

Nama : Raihan Fazila
Program Studi : Manajemen
Judul : Pengaruh Brand Image, Brand Trust, dan Electronic Word of Mouth terhadap Keputusan Pembelian di Shopee pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Image*, *Brand Trust*, dan *Electronic Word of Mouth* terhadap Keputusan Pembelian di Shopee pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang diperoleh melalui penyebaran kuesioner kepada 100 responden yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan dengan menggunakan analisis regresi linear berganda yang diolah melalui aplikasi *Statistical Package for the Social Sciences* (SPSS). Hasil penelitian menunjukkan bahwa secara parsial *Brand Image* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi sebesar $0,001 < 0,05$ dan nilai t hitung sebesar $3,447 > t$ tabel sebesar 1,984. *Brand Trust* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi sebesar $0,008 < 0,05$ dan nilai t hitung sebesar $2,693 > t$ tabel sebesar 1,984. *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi sebesar $0,011 < 0,05$ dan nilai t hitung sebesar $2,580 > t$ tabel sebesar 1,984. Nilai Adjusted R Square sebesar 0,298 menunjukkan bahwa sebesar 29,8% variasi keputusan pembelian dapat dijelaskan oleh variabel *Brand Image*, *Brand Trust*, dan *Electronic Word of Mouth* sedangkan sisanya sebesar 70,2% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini. Berdasarkan hasil penelitian dapat disimpulkan bahwa *Brand Image*, *Brand Trust*, dan *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian di Shopee pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh.

Kata Kunci: *Brand Image*, *Brand Trust*, *Electronic Word of Mouth*, Keputusan Pembelian, Shopee.

ABSTRACT

This study aims to analyze the influence of Brand Image, Brand Trust, and Electronic Word of Mouth on Purchase Decisions at Shopee among students of the Faculty of Economics and Business, Malikussaleh University. This study employed a quantitative approach using primary data collected through questionnaires distributed to 100 respondents selected through a purposive sampling technique. The data were analyzed using multiple linear regression with the assistance of the Statistical Package for the Social Sciences (SPSS). The results indicate that Brand Image has a positive and significant effect on purchase decisions, with a significance value of $0.001 < 0.05$ and a calculated t-value of 3.447, which is greater than the critical t-value of 1.984. Brand Trust also has a positive and significant effect on purchase decisions, with a significance value of $0.008 < 0.05$ and a calculated t-value of 2.693, which is greater than the critical t-value of 1.984. Furthermore, Electronic Word of Mouth has a positive and significant effect on purchase decisions, with a significance value of $0.011 < 0.05$ and a calculated t-value of 2.580, which is greater than the critical t-value of 1.984. The Adjusted R Square value of 0.298 indicates that 29.8% of the variation in purchase decisions can be explained by Brand Image, Brand Trust, and Electronic Word of Mouth, while the remaining 70.2% is explained by other variables not examined in this study. Based on the findings, it can be concluded that Brand Image, Brand Trust, and Electronic Word of Mouth have a positive and significant effect on purchase decisions at Shopee among students of the Faculty of Economics and Business, Malikussaleh University.

Keywords: *Brand Image, Brand Trust, Electronic Word of Mouth, Purchase Decision, Shopee.*