

ABTRACT

This study aims to determine the effect of EWOM communication and security on purchase intention through trust as an intervening variable on the Tokopedia shopping site. This type of research is correlation research which analyzes the relationship between variables through hypothesis testing. This study used a sample 120 respondents. Sampling used a purposive sampling technique with the characteristics of being over 17 years old and having visited Tokopedia before. The test tool used with the help of SPSS version 19.

The result showed that EWOM communication and security through trust had no effect on purchase intention at Tokopedia.

Keywords : Electronic Word Of Mouth (EWOM), communication, security, trust, purchase intention.