

ABSTRACT

This study aimed to analyze the effect arising from web quality and eWOM on trust and its influence on Purchase Intention from website BerryBenka.com. The variables used in this study is Web Quality and eWOM as an independent variable, then Trust as an intervening variable lastly, Purchase Intention as the dependent variable. The sample in this study were 110 respondents that came from the consumer of online shop BerryBenka in Semarang.

The method used is non-probability sampling by distributing questionnaires to the respondents (consumer of online shop BerryBenka.com in Semarang). In this study developed a theoretical model to propose three hypotheses to be tested using analysis tools Structural Equation Modeling (SEM) which is operated through a program AMOS 21.0. Based on the research of data processing SEM for full model has met the criteria of goodness of fit as follows, the value of chi-square = 66,563; probability = 0,059; RMSEA = 0,055; CMIN/DF = 1,331; GFI = 0,913; TLI = 0,966; CFI = 0,974, and a marginal criteria which is AGFI = 0,864. With the result, it can be said that this model is feasible to be used. The results showed that the purchase intention can be improved by we quality and eWOM that affect the consumer trust as a determinant of success to increase consumer purchase intention.

Keywords: web quality, ewom, consumer trust, and consumer purchase intention