ABSTRACT

EFFECT OF E-WOM -MEDIATED PURCHASE DECISION ON CONSUMER CONFIDENCE
(A Study on Customer Herbalife Products Through BlackBerry Messenger Application)

By

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The purpose of this study was to determine, explain and analyze the effect of E-WOM on Purchasing Decisions by the Consumer Confidence. In understanding consumer behavior, there are many influences that underlie a person in making decisions purchase of a product or brand. In most people, consumer buying behavior is often preceded and influenced by many stimuli from outside himself, either in the form of marketing stimuli and stimuli from the environment to another. This type of research in this study is the type of research that is eksplanatory reasearch with the help of the program Smart Partial Least Square (PLS). Partially there is no significant effect between E-WOM on purchase decisions. A significant difference between E-WOM against consumer confidence and consumer confidence in purchasing decisions. Variable consumer confidence is a full mediating variables. Simultaneously E-WOM significant influence on purchasing decisions that are mediated by consumer confidence. Advice related to the company making the promotion of innovatio Herbalife products and suggestions for further researchto further develop and add variable companion E-WOM.

Keyword : Electronic Word of Mouth (E-WOM), Consumer Confidence and Buying Decision.