ABSTRACT

IMPLICATIONS ELECTRONIC WORD OF MOUTH TO THE CUSTOMER LOYALTY MEDIATED BY BRAND TRUST AND CUSTOMER SATISFACTION

(Study in students who ever shopped online in Bandar Lampung)

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This study aims to analyze the influence of electronic word of mouth on customer loyalty which is mediated by brand trust and customer satisfaction in the students have ever shopped online in Bandar Lampung. This study uses four variables, namely electronic word of mouth (X), brand trust (Z1), customer satisfaction (Z2) and customer loyalty (Y). After a literature review and preparation of hypotheses, data were collected throught questionnaires distributed method to the 80 students have ever shopped online in Bandar Lampung using purposive sampling technique. While the data analysis as structural analogy is done by using the Smart PLS 2.0 m2 which is run with computer media.

This study uses the measurement model (outer model) and the model of structural equation analysis (inner model) and hypothesis testing as the data processing techniques. The fourth hypothesis of this study indicate that the electronic word of mouth significantly influence on customer satisfaction, brand trust significantly influence customer loyalty, electronic word of mouth significantly influence customer loyalty, electronic word of mouth no significantly influence brand trust, and consumer satisfaction no significantly influence customer loyalty. Accordingly, companies that do business online should be able to maintain the electronic word of mouth owned so as to provide confidence in the brand and consumer satisfaction and create customer loyalty.

Keywords: electronic word of mouth, brand trust, customer satisfaction and customer loyalty.