

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Electronic word of Mouth (E-WOM), Brand Image, dan Brand Trust berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk AC Midea. Penelitian ini menggunakan pendekatan deskriptif kuantitatif bertujuan untuk mengetahui hubungan dua variabel atau lebih. Populasi penelitian ini adalah konsumen yang membeli produk AC Midea di PT Midea Planet Indonesia cabang Medan sebanyak 100 orang. Hasil penelitian secara parsial variabel *Electronic Word of Mouth* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pada PT. Midea Planet Indonesia cabang Medan. Secara parsial variabel *Brand Image* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pada PT. Midea Planet Indonesia cabang Medan. Secara parsial variabel *Brand Trust* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pada PT. Midea Planet Indonesia cabang Medan. Variabel *Electronic Word of Mouth*, *Brand Image* dan *Brand Trust* secara bersama-sama (simultan) memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pada PT. Midea Planet Indonesia cabang Medan.

Kata kunci: *Electronic Word of Mouth*, *Brand Image*, *Brand Trust* dan Keputusan Pembelian

ABSTRACT

This research aims to determine the influence of Electronic word of Mouth (E-WOM), Brand Image, and Brand Trust have a positive and significant effect on purchasing decisions for Midea AC products. This research uses a quantitative descriptive approach aimed at finding out the relationship between two or more variables. The population of this research is 100 consumers who purchased Midea AC products at PT Midea Planet Indonesia Medan branch. The partial research results show that the Electronic Word of Mouth (X1) variable has a positive and significant influence on purchasing decisions at PT. Midea Planet Indonesia Medan branch. Partially, the Brand Image (X2) variable has a positive and significant influence on purchasing decisions at PT. Midea Planet Indonesia Medan branch. Partially, the Brand Trust (X3) variable has a positive and significant influence on purchasing decisions at PT. Midea Planet Indonesia Medan branch. The variables Electronic Word of Mouth, Brand Image and Brand Trust together (simultaneously) have a positive and significant influence on purchasing decisions (Y) at PT. Midea Planet Indonesia Medan branch.

Keywords: *Electronic Word of Mouth, Brand Image, Brand Trust and purchasing decisions*