

## ABSTRAK

Darmayani, Kadek Deni (2026), Analisis Pengaruh Brand Awareness, Brand Trust, dan e-WOM terhadap Keputusan Pembelian pada platform e-commerce PT Tokopedia di kota Singaraja. Tesis, S2 Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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**Kata kunci:** *Brand Awareness, Brand Trust, e-WOM, Keputusan Pembelian,*

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Awareness, Brand Trust,* dan e-WOM terhadap Keputusan Pembelian pada platform *e-commerce* Tokopedia. Penelitian ini difokuskan pada konsumen Generasi Z di Kota Singaraja yang aktif menggunakan platform *e-commerce* Tokopedia

Penelitian ini menggunakan pendekatan kuantitatif, Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan teknik *purposive sampling*. Penentuan jumlah sampel mengacu pada aturan *Roscoe*, sehingga ditetapkan sebanyak 100 responden. Kriteria responden meliputi konsumen yang pernah berbelanja di Tokopedia minimal dalam enam bulan terakhir, berusia 18–28 tahun, merupakan pengambil keputusan pembelian, menggunakan Tokopedia secara aktif minimal mengakses dalam satu bulan terakhir, Data dikumpulkan melalui kuesioner dan dianalisis menggunakan *Statistical Package for the Social Sciences* (SPSS) versi 25 dengan metode analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa *Brand Awareness, Brand Trust,* dan e-WOM berpengaruh positif dan signifikan terhadap Keputusan Pembelian, baik secara parsial maupun simultan. Temuan ini menunjukkan bahwa peningkatan *Brand Awareness, Brand Trust,* dan e-WOM dapat mendorong konsumen dalam mengambil keputusan pembelian.

Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan strategi pemasaran Tokopedia, khususnya dalam meningkatkan kepercayaan konsumen dan mengelola e-WOM secara efektif untuk meningkatkan keputusan pembelian di kalangan Generasi Z.

## **ABSTRACT**

*Darmayani, Kadek Deni (2026). Analysis of the Influence of Brand Awareness, Brand Trust, and e-WOM on Purchase Decisions on the PT Tokopedia E-commerce Platform in Singaraja City. Thesis, Master of Management Study Program, Post-Graduate Program, Universitas Pendidikan Ganesha.*

*This thesis has been approved and examined by Advisor I: Trianasari, M.M. Ph.D. and Advisor II: Dr. I Nengah Suarmanayasa, SE., M.Si.*

**Keywords:** *Brand Awareness, Brand Trust, e-WOM, Purchase Decision.*

*This study aims to analyze the influence of Brand Awareness, Brand Trust, and electronic Word of Mouth (e-WOM) on Purchase Decisions on the Tokopedia e-commerce platform. This research focuses on Generation Z consumers in Singaraja City who are active users of the Tokopedia platform.*

*This study employed a quantitative approach. The sampling technique utilized was non-probability sampling, specifically purposive sampling. Following Roscoe's rule for sample size determination, 100 respondents were selected. The criteria for respondents included consumers aged 18–28 years who had purchased from Tokopedia at least once within the last six months, acted as the primary decision-maker in the purchase, and actively accessed the platform within the last month. Data were collected via questionnaires and analyzed using the Statistical Package for the Social Sciences (SPSS) version 25, employing multiple linear regression analysis.*

*The results of the study indicate that Brand Awareness, Brand Trust, and e-WOM have a positive and significant influence on Purchase Decisions, both partially and simultaneously. These findings demonstrate that enhancing Brand Awareness, Brand Trust, and e-WOM can effectively drive consumers to make purchase decisions.*

*This research is expected to contribute to the development of Tokopedia's marketing strategies, particularly in strengthening consumer trust and effectively managing e-WOM to increase purchase decisions among Generation Z.*