

ABSTRAK

Penelitian ini merupakan studi empiris dengan judul “Analisis Pengaruh *E-Wom* Dan *Brand Personality* Yang Dimediasi Oleh *Consumen Trust* Terhadap *Repurchase Intention* (Studi Pada Konsumen Bumdes Ujub Desa Srowot)”. Bertujuan untuk menganalisis peran dari *Consumen Trust* dalam memediasi *E-WOM* dan *Brand Personality* terhadap *Repurchase Intention*. Penelitian ini meneliti fenomena yang terjadi di BUMDes UJUB. Memiliki populasi sebanyak 115 responden berupa konsumen dari BUMDes UJUB yang diambil menggunakan metode *accidental sampling*. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) dan diolah menggunakan AMOS 24. Hasil dari penelitian ini menunjukkan bahwa : (1) *E-WOM* berpengaruh positif terhadap *Consumen Trust*. (2) *Brand Personality* berpengaruh positif terhadap *Consumen Trust*. (3) *Consumen Trust* berpengaruh positif terhadap *Repurchase Intention*. (4) *E-WOM* berpengaruh positif terhadap *Repurchase Intention*. (5) *Brand Personality* berpengaruh positif terhadap *Repurchase Intention*. (6) *Consumen Trust* dapat memediasi *E-WOM* terhadap *Repurchase Intention* secara signifikan. (7) *Consumen Trust* dapat memediasi *Brand Personality* terhadap *Repurchase Intention* secara signifikan.

Kata Kunci : *E-WOM, Brand Personality, Consumen Trus, Repurchase Intention.*

ABSTARCT

This research is an empirical study with the title “Analysis the influence of E-WOM and Brand Personality mediated by Consumer Trust on Repurchase Intention (Study of BUMDes UJUB in Srowot Village)”. Aims to analyze the role of Consumer Trust in mediating E-WOM and Brand Personality on Repurchase Intention. This Research examines the phenomena that occur in BUMDes UJUB. It has a population of 115 respondents in the form of consumers from BUMDes UJUB who were taken using accidental sampling method. Data were analyzed using Structural Equation Modelling (SEM) and processed using AMOS 24. The result of this research show that : (1) E-WOM has positive effect on Consumer Trust. (2) Brand Personality has a positive effect on Consumer Trust. (3) Consumer Trust has a positive influence on Repurchase Intention. (4) E-WOM has a positive effect on Repurchase Intention. (5) Brand Personality has positive influence on Repurchase Intention. (6) Consumer Trust can significantly mediate E-WOM on Repurchase Intention. (7) Consumer Trust can significantly mediate Brand Personality on Repurchase Intention.

Keywords : *E-WOM, Brand Personality, Consumer Trust, Repurchase Intention*