

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari lima variabel (*recommendations & referrals, ratings & reviews, forums & communities, perceived ease of use, perceived usefulness*) terhadap niat beli dari konsumen (*purchasing intention*). Selain itu dalam penelitian ini menggunakan variabel *trust* sebagai variabel intervening. Populasi yang digunakan dalam penelitian ini adalah seluruh orang yang telah melakukan pembelian produk lewat media *online* Kaskus. Sampel dalam penelitian ini adalah orang yang dalam tiga bulan terakhir telah melakukan pembelian produk lewat media *online* Kaskus. Teknik pengambilan sampel dalam penelitian ini adalah *non-probability sampling* dengan metode penentuan sampel *purposive sampling* dengan jumlah sampel sebanyak 200 orang, Pengumpulan data dilakukan dengan menggunakan kuesioner, sedangkan metode yang digunakan untuk analisis adalah *Structural Equation Modelling* (SEM) dengan menggunakan *software* statistik AMOS versi 20.0.

Hasil dari penelitian ini membuktikan bahwa empat variabel, yaitu: *recommendations & referrals, ratings & reviews, forums & communities* dan *perceived usefulness* berpengaruh signifikan terhadap *purchasing intention*. Namun hal ini tidak terjadi pada variabel *perceived ease of use* terhadap *purchasing intention*.

Kata Kunci: *recommendations & referrals, ratings & reviews, forums & communities, perceived ease of use, perceived usefulness* dan *purchasing intention*

## ABSTRACT

The study aims to determine the influence of five variables (recommendations & referrals, ratings & Reviews, forums & communities, perceived ease of use, perceived usefulness) to the buying intent of a consumer (purchasing intention). In addition, in this study used a variable trust as a intervening variable. The population used in this research is the entire person who has made the purchase of the product through Kaskus online media. The samples in this study were people who in the last three months have made a product purchase through Kaskus online media. The sampling techniques in this study are non-probability sampling with sampling methods purposive sampling with a total sample of 200 people, data collection is conducted using questionnaires, while methods are Used for analysis is Structural Equation Modelling (SEM) using the Statistics software AMOS version 20.0.

The results of this study proved that four variables, namely: Recommendations & Referrals, ratings & Reviews, forums & communities and perceived usefulness have significant effect on purchasing intention. However, this does not happen in the variable perceived ease of use to purchasing intention.

Keywords: Recommendations & referrals, ratings & Reviews, forums & communities, perceived ease of use, perceived usefulness and purchasing intention