

## ABSTRACT

### THE EFFECT OF TRUST, EASE OF USE, AND ELECTRONIC WORD OF MOUTH ON ONLINE BUYING INTEREST AT TOKOPEDIA

By:  
M. Robih Noprizal

This study aims to see whether trust, convenience, and electronic word of mouth influence purchase intention on Tokopedia. The population in this study was 100 consumers who had purchased products at Tokopedia. The analytical method used is multiple linear regression. The independent variables in this study are trust, e-wom, and ease of use, while the dependent variable is buying interest. The results of the study show that trust, Ease, and women have a positive effect on online buying interest.

Keywords: Trust, Ease of Use, E-WOM, Interest in Buying Online

