

ABSTRAK

PENGARUH *LIFESTYLE*, *TRUST* DAN *ELECTRONIC WORD OF MOUTH* TERHADAP *PURCHASE INTENTION* PADA PRODUK FASHION ROUGHNECK DI TIKTOK

Oleh:
Achmad Rizky Wibowo

Penelitian ini bertujuan untuk mengetahui apakah *lifestyle*, *trust* dan *electronic word of mouth* berpengaruh terhadap *purchase intention* pada produk fashion Roughneck di Tiktok. Jenis penelitian yang digunakan adalah penelitian kuantitatif bersifat kausalitas. Populasi yang dipilih dalam penelitian ini adalah seluruh calon konsumen produk fashion Roughneck di Tiktok. Metode penarikan sampel yang digunakan dalam penelitian ini adalah *nonprobability sampling* dengan menggunakan teknik *purposive sampling* diperoleh 140 responden. Metode analisis data yang digunakan pada penelitian ini adalah analisis *partial least squares structural equation modeling* (PLS-SEM). Hasil analisis menyatakan bahwa *lifestyle* berpengaruh terhadap *purchase intention* pada produk fashion Roughneck di Tiktok. Hasil analisis menyatakan bahwa *rust* berpengaruh terhadap *purchase intention* pada produk fashion Roughneck di Tiktok. Hasil analisis menyatakan bahwa *electronic word of mouth* tidak berpengaruh terhadap *purchase intention* pada produk fashion Roughneck di Tiktok

Kata Kunci: Lifestyle, Trust, Electronic Word Of Mouth Dan Purchase Intention

ABSTRACT

THE INFLUENCE OF LIFESTYLE, TRUST AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION ON ROUGHNECK FASHION PRODUCTS ON TIKTOK

By:

Achmad Rizky Wibowo

This study aims to determine whether lifestyle, trust and electronic word of mouth affect purchase intention on Roughneck fashion products on Tiktok. The type of research used is causality quantitative research. The population chosen in this study were all potential consumers of Roughneck fashion products on Tiktok. The sampling method used in this study is nonprobability sampling using purposive sampling technique obtained 140 respondents. The data analysis method used in this research is partial least squares structural equation modeling (PLS-SEM) analysis. The results of the analysis state that lifestyle affects purchase intention on Roughneck fashion products on Tiktok. The results of the analysis state that trust affects purchase intention on Roughneck fashion products on Tiktok. The results of the analysis state that electronic word of mouth has no effect on purchase intention for Roughneck fashion products on Tiktok.

Keywords: Lifestyle, Trust, Electronic Word Of Mouth And Purchase Intention