ABSTRACT

This study aimed to analyze the influence of trust and perceived value on brand equity with the mediating variables electronic word of mouth (e-wom) on Business e-commerce Tokopedia. The population in this study is all consumer who are member of the e-commerce Tokopedia. Used as a samples of 100 respondents using purposive sampling method. Data analysis techniques used in this study was validity test, reliability test, classic assumption test, simple linear regression analysis, multiple linear regression analysis, T test, F test, coefficient of determination R2, and path analysis. The result of this study prove that there is a positive effect and significant influence between trust and perceived value on brand equity variables. In addition the results also prove that there are positive and significant influence between electronic word of mouth (e-wom) variable to brand equity variable and electronic word of mouth variable is proved as variables that mediate the relationship between independent variables that is trust and perceived value on dependent variable that brand equity.

Keywords: trust, perceived value, electronic word of mouth, brand equity, e-commerce