

ABSTRACT

This research is intended to find out whether brand trust mediates the relationship between information sharing and consumer knowledge with the purchase decision of Vivo smartphone users in the city of Bandung. This research is a quantitative type of research in which data obtained from online questionnaires will be processed using the help of applications such as SmartPls. Through this research, it can be seen whether Information sharing and Consumer Knowledge can influence Purchase Decisions on Vivo Smartphones mediated by Brand Trust.

The author uses partial least square with the SmartPls application which helps the writer to find mediation relationships between variables in the study because the data presented are complete and ordered in this study. The theory used is largely dominated by Sekaran and Bougie (2016) and Kotler and Armstrong (2008) with their marketing theory.

After a study of 100 Vivo smartphone users found male-dominated user criteria. Then overall a significant positive was found for each of the highly influential variables, it was also found that brand trust mediated fully or fully the relationship between information sharing and consumer knowledge of the purchase decision.

Keyword: Information Sharing, Consumer Knowledge, Purchase Decision, and Brand Trust.