

ABSTRACT

The development of technology in the world today is growing rapidly and technology is increasingly sophisticated. The increasing use of the internet in everyday life is caused by the development of technology that can make it easier for each individual to obtain information and connect with other individuals online. Because the development of technology in the world is very developed, the use of social media has an important role in the daily life of an individual or group.

The purpose of this study was to determine how large the dimensions of the influence contained in the electronic word-of-mouth variable and the perceived value of the trust-mediated purchase decision of MS Glow beauty products.

The research method used is a quantitative methodology. The data obtained were using a questionnaire using a non-probability sampling technique with purposive sampling. So in this study using a sample of 385 respondents. Furthermore, the data analysis technique used is Structural Equation Modeling with Smart-PLS.

The results obtained from the electronic word-of-mouth variable and perceived value have a positive and significant influence on purchasing decisions mediated by trust.

Based on the results of the study, MS Glow is expected to be able to improve service quality and product quality to maintain trust, customer value perceptions and increase positive reviews through social media. The results of this study are expected to be used as a reference source in further research and it is recommended for variables not examined in this study or to replace the object of research.

Keywords: electronic word-of-mouth, perceived value, purchase decision, trust.