

ABSTRACT

The basic needs of humans continue to increase along with the number of companies that participate in balancing these needs, including businesses in the textile sector. The large number of businesses makes it difficult to decide which place to choose. Humans tend to spread rumors (word of mouth) and rely on existing relationships (engagement) until they finally have a place of trust.

Word of Mouth (WOM) is a term used to describe service brand-related communications that consumers encounter at the pre-purchase stage. Customer engagement is one of the keys to business success in the modern marketing era. Consumer trust is a belief given by the buyer to the seller in fulfilling the promises made.

This research aims to determine the influence of rumors and customer involvement on customer trust in CV Azad. This research uses quantitative research methods with the technique used using path analysis. The population in this study was CV Azad customers with a total sample of 100 people using the Cochran formula.

Based on the results obtained from the word of mouth, customer engagement and customer trust are good. The research can be continued because it has passed the validation and reliability tests as well as the classical assumption tests. For the dominant influence of rumors on customer trust.

From this research it can be concluded that rumors and customer involvement have a positive and significant effect on customer trust, both partially and simultaneously.

Keyword: Word of Mouth, Customer Engagement, Customer Trust.