

ABSTRACT

In this modern era, most people in the decision to choose or buy a product are influenced by technological sophistication. Internet users are more fond and more active in using social media. In social media, we can conduct two-way communication where the sender and recipient of the message can interact directly and exchange information online or can be called electronic word of mouth. Over time, the world of e-commerce businesses in the form of online stores has become a necessity in increasing competition for product sales and winning business competition. Lazada is a less popular online store compared to Shopee which is considered the most popular e-Commerce in Indonesia. The number of decreases in Lazada, then this study was formulated that the problems to be discussed are Social Media Usage and Electronic Word Of Mouth affect the Purchase Decision Involvement.

The purpose of this study was to know the effect of Social Media Usage and Electronic word of mouth on Purchase Decision Innovation using 4 variables, namely Social Media Usage, Electronic Word of Mouth, Trust, and Purchase Decision Involvement.

This research was conducted using quantitative methods, with conclusive causal research. The population in this study were Lazada consumers in the city of Bandung. The sample in this study amounted to 250 respondents. The technique used in this study was non-probability by using purposive sampling. Data collection in this study was conducted by distributing questionnaires online through the Google form. And the data analysis technique used in this study is the structural equation modeling (SEM) method using LISREL 8.8 software.

Based on the results of the study, the Social Media variable does not affect the Purchase Decision Involvement. Electronic word Of Mouth has an effect on Purchace Decision Innovation. Variable Social Media Usage and Electrnic Word of Mouth against Trust. Trust affects the Purchase Decision Involvement. Social

Media Usage does not affect the Purchase Decision Investment mediated by the Trust. Electronic Word Of Mouth affects the Purchase Decision Involvement.

Keywords : Social Media Usage, Electronic Word of Mouth, Purchase Decision Involvement, Lazada, SEM