

PENGARUH DIMENSI *CUSTOMER ENGAGEMENT* DAN *ELECTRONIC WORD OF MOUTH (e-WOM)* TERHADAP KEPERCAYAAN MEREK PADA *E-COMMERCE*

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Dimensi *Customer Engagement* yaitu *Cognitive Attachment* (X1), *Attitudinal Attachment* (X2), *Behavioral Attachment* (X3) dan *Electronic Word of Mouth* (X4) Terhadap Kepercayaan Merek (Y) Pada *E-commerce*. Metode pengambilan sampel menggunakan *Probability Sampling* yaitu teknik penentuan sampel dengan pertimbangan tertentu. Sampel dalam penelitian ini berjumlah 105 responden pada masyarakat DIY yang pernah berbelanja lebih dari 5 kali melalui *e-commerce* Tokopedia. Berdasarkan hasil uji t pada variabel *Cognitive Attachment* diperoleh t hitung $0,051 < t \text{ tabel } 1,98373$ dengan tingkat signifikansi sebesar $0,960 > 0,05$, maka variabel *Cognitive Attachment* tidak berpengaruh secara signifikan terhadap Kepercayaan Merek. Berdasarkan hasil uji t pada variabel *Attitudinal Attachment* diperoleh nilai t hitung sebesar $0,1927 < t \text{ tabel } 1,98373$ dengan tingkat signifikansi sebesar $0,057 > 0,05$, maka variabel *Attitudinal Attachment* tidak berpengaruh secara signifikan terhadap Kepercayaan Merek. Berdasarkan hasil uji t variabel *Behavioral Attachment* diperoleh nilai t hitung sebesar $4,547 > t \text{ tabel } 1,98373$ dengan nilai signifikansi sebesar $0,000 < 0,05$, maka variabel *Behavioral Attachment* berpengaruh secara signifikan terhadap Kepercayaan Merek. Dari hasil uji t variabel *Electronic Word of Mouth* diperoleh nilai t hitung sebesar $2,334 > t \text{ tabel } 1,98373$ dengan nilai signifikansi sebesar $0,022 < 0,05$, maka variabel *Electronic Word of Mouth* berpengaruh secara signifikan terhadap kepercayaan merek. Berdasarkan hasil uji f diperoleh f hitung sebesar 24,169 dan sig $0,000 < 0,005$, maka *Cognitive Attachment*, *Attitudinal Attachment*, *Behavioral Attachment* dan *Electronic Word of Mouth* berpengaruh secara simultan terhadap kepercayaan Merek. Jadi kesimpulannya variabel *Cognitive Attachment*, *Attitudinal Attachment* tidak berpengaruh secara signifikan terhadap kepercayaan merek, sedangkan variabel *Behavioral Attachment* dan *Electronic Word of Mouth* berpengaruh secara signifikan terhadap Kepercayaan merek.

Kata Kunci : *Customer Engagement*, *Cognitive Attachment*, *Attitudinal Attachment*, *Behavioral Attachment*, *Electronic Word of Mouth*, Kepercayaan merek dan *E-Commerce*

**THE EFFECT OF CUSTOMER ENGAGEMENT DIMENSION AND
ELECTRONIC WORD OF MOUTH (e-WOM) ON BRAND TRUST IN E-
COMMERCE**

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Abstract

This study aimed to determine the effect of Customer Engagement Dimensions, namely Cognitive Attachment (X1), Attitudinal Attachment (X2), Behavioral Attachment (X3), and Electronic Word of Mouth (X4) on Brand Trust (Y) in the E-commerce. The Sampling method was probability sampling with specific considerations. The sample in this study was 105 respondents in the DIY community who had shopped more than five times through Tokopedia e-commerce. The results of the t-test on the Cognitive Attachment variable obtained t count of 0.051 < t table 1.98373 with a Significance level of 0.960 > 0.05; the Cognitive Attachment variable did not significant towards the result of the brand trust. The results of the t-test on the Attitudinal Attachment variable with the value of t-test 0.1927 <t-table 1.98373 with a significance level of 0.057 > 0.05; the Attitudinal Attachment variable was not significant towards the result of the brand trust. The results of the t-test of the Behavioral Attachment variable obtained the t value of 4.547 > t table 1.98373 with a significance value of 0.000 <0.05; the behavioral Attachment variable significantly and positively related to the brand trust. The result of the t-test of Electronic Word of Mouth variable, the value of t-count is 2,334 > table of 1,98373 with a significance value of 0,022 <0,05; Electronic Word of Mouth variable significantly and positively related to the brand trust. The f test results obtained f count of 24,169 and sig 0,000 <0,005; Cognitive Attachment, Attitudinal Attachment, Behavioral Attachment, and Electronic Word of Mouth simultaneously influenced the brand trust. Cognitive Attachment, Attitudinal Attachment did not significant towards the result of the brand trust, and Behavioral Attachment and Electronic Word of Mouth variables significantly and positively related to brand trust.

Keywords : *Customer Engagement, Cognitive Attachment, Attitudinal Attachment, Behavioral Attachment, Electronic Word of Mouth, Brand Trust and E-Commerce*