

ABSTRACT

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The purpose of this research is to analyze the influence of Word of Mouth through Brand Image and Brand Trust on Apple Product Purchase Decisions. The analysis method in this research uses quantitative primary data, the test stages carried out are: Validity Test (Covergent Validity and Discriminant Validity), Reability Test, R2 Test, F Test and Hypothesis Test. The data used in this research used a questionnaire instrument, and valid data was collected from 150 respondents. The sampling method in this research is nonprobability sampling with purposive sampling technique. The testing tool used is Smart PLS 3.0. The research results show that the results of the T Test Word of Mouth has a significant effect on Brand Image, Word of Mouth has no significant effect on Purchasing Decisions, Word of Mouth has a significant effect on Brand Trust, Brand Image has a significant effect significant effect on Brand Trust, Brand Image does not have a significant effect on Purchasing Decisions, Brand Trust has a significant effect on Purchasing Decisions, Word of Mouth does not have a significant effect on Purchasing Decisions through Brand Image, Word of Mouth does not have a significant effect on Purchasing Decisions through Brand Image, Word of Mouth has a significant effect on Purchasing Decisions through Brand Trust, and Word of Mouth through Brand Image and Brand Trust has a significant effect on Purchasing Decisions for Apple products.

Keywords: Word of Mouth, Brand Image, Brand Trust, and Purchasing Decisions