

## INTISARI

Penelitian ini bertujuan untuk menguji adanya pengaruh *Word of Mouth* terhadap *Trust* dan pengaruh *Trust* terhadap *Purchase Intention*. penelitian ini menggunakan restoran D'Cost di Surabaya. Peneliti menyebarkan 100 kuesioner yang dilakukan di mall PTC dan di restoran D'Cost.

Penelitian ini menggunakan program *SPSS for windows 18.0* yaitu dengan menggunakan regresi sederhana. Pada regresi ini diujikan hubungan pengaruh secara parsial antara *word of mouth* terhadap *trust* dan *trust* terhadap *purchase intention*. Hasil regresi ini akan menunjukkan seberapa besar koefisien *word of mouth* terhadap *trust* dan besarnya koefisien *trust* terhadap *purchase intention*.

Hasil penelitian ini menunjukkan adanya pengaruh *Word of Mouth* terhadap *Trust* dan pengaruh *Trust* terhadap *Purchase Intention* pada restoran D'Cost di Surabaya.

Kata kunci: *word of mouth, trust, purchase intention,*

## ABSTRACT

*This study aims to examine the influence of Word of Mouth on the Trust and the influence of the Trust on Purchase Intention. This study uses D'Cost restaurant in Surabaya. Researchers deploy 100 questionnaires conducted at the PTC mall and in D'Cost restaurant .*

*This study used SPSS 18.0 for windows is by using simple regression. In this regression tested the influence of the partial relationship between word of mouth to the trust and the trust to purchase intention. The results of this regression coefficient would indicate how much to trust the word of mouth and the magnitude of the coefficient of trust on purchase intention.*

*The results of this study demonstrate the influence of Word of Mouth on the Trust and the influence of the Trust on Purchase Intention on the D'Cost restaurant in Surabaya.*

*Keywords: word of mouth, trust, purchase intention*

