

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Pengaruh *Psychological Motivations* (*Entertainment, Sociality, dan Information*) dan *Trust* terhadap *Attitudes* serta *Postive Word Of Mouth* pada *Messenger Line* di Surabaya, Indonesia.

Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan *software* Lisrel 8.70. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *purposive sampling*. Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dengan menyebarkan kuesioner. Jumlah sampel yang digunakan dalam penelitian ini adalah 250 responden.

Hasil penelitian ini menunjukkan adanya pengaruh langsung *Psychological Motivations* dan *Trust* terhadap *Positive Word of Mouth*. Sebaliknya, *Attitudes* secara tidak langsung menjadi mediasi hubungan *Psychological Motivations* terhadap *Positive Word of Mouth*.

Psychological Motivations dibedakan menjadi 3 variabel yaitu, *Entertainment, Sociality, dan information*.

Kata kunci: *Psychological Motivations, Entertainment, Sociality, Information, Trust, Attitudes, Postive Word Of Mouth, Messenger, Line*

ABSTRACT

This research aims to know and analyze the influence of Psychological Motivations (Entertainment, Sociality, and Information) and Trust to Attitudes and Postive Word Of Mouth on Messenger Line in Surabaya, Indonesia.

Data processing is done by using Structural Equation Modeling (SEM) with Lisrel 8.70 software. The sampling technique used is non probability sampling with the type of purposive sampling. The data were obtained directly from the respondents who met the characteristics of the population determined by spreading the questionnaire. The number of samples used in this study is 250 respondents.

The results of this study indicate the direct influence of Psychological Motivations and Trust on Positive Word of Mouth. Moreover, Attitudes indirectly mediates the relationship of Psychological Motivations to Positive Word of Mouth.

Psychological Motivations are divided into 3 variables namely, Entertainment, Sociality, and information.

Keywords: Psychological Motivations, Entertainment, Sociality, Information, Trust, Attitudes, Postive Word Of Mouth, Messenger, Line.