

PENGARUH SOCIAL COMMERCE, SATISFACTION DAN BRAND TRUST
TERHADAP INTENTION TO BUY DAN POSITIVE WORD OF MOUTH
(STUDI PADA CITRALAND MEGAH BATAM)

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This study aims to determine the impacts of social commerce (recommendation & referrals, ratings & reviews, and forum & communities) and consumer satisfaction on the consumers of CitraLand Megah Batam brand trust. This research also examined the effect of brand trust on consumers' intention to buy and positive word of mouth behaviours. The data in this study collected from 300 respondents consisting the consumers and potential consumers of CitraLand Megah Batam. The data were analysed using Structural Equation Modelling (SEAT) with AMOS ver. 19. The results provides empirical evidence of the interrelationships among social commerce, consumer satisfactions, brand trust, intention to buy, and word of mouth behaviours. While consumer identification to the brand not significantly affects consumer satisfaction to the product, brand identity and the values provided by brand showed positive influences on consumer satisfaction. Furthermore, both social commerce and consumer satisfaction significantly increase consumers' brand trust, and the given variables also influences intention to buy and positive word of mouth behaviours by the consumers. Implications of the findings and direction for future research are discussed.

Keywords Marketing, Brand, Social Commerce