ABSTRAK

Yuniar Widya Ningrum. 2026. *Pengaruh Reference Group dan Electronic Word of Mouth (e-WOM) terhadap Purchase Decision pada Pecel 99 Kota Madiun melalui Trust sebagai Variabel Mediasi.* Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun.

Pembimbing (I) Hari Purwanto, S.E., M.M. Pembimbing (II) Dian Citaningtyas Ari Kadi, S.E., M.M. Penelitian ini bertujuan menganalisis pengaruh *Reference Group* dan *Electronic Word of Mouth (e-WOM*) terhadap *Purchase Decision* melalui *Trust* sebagai variabel mediasi pada konsumen Pecel 99 Kota Madiun. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 384 responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan Structural Equation Modeling-Partial Least Square (SEM-PLS) dengan SmartPLS 3. Hasil penelitian menunjukkan bahwa *Reference Group* dan *Electronic Word of Mouth (e-WOM)* berpengaruh positif dan signifikan terhadap *Trust* dan *Purchase Decision.* Selain itu, *Trust* berpengaruh positif dan signifikan terhadap *Purchase Decision* serta mampu memediasi pengaruh *Reference Group* dan *Electronic Word of Mouth (e-WOM)* terhadap Purchase Decision.

Kata Kunci: *Reference Group, Electronic Word of Mouth (e-WOM), Trust, Purchase Decision.*

ABSTRACT

The Influence of Reference Group and Electronic Word of Mouth (e-WOM) on Purchase Decision at Pecel 99 Madiun through Trust as a Mediating Variable.

This study aims to analyze the influence of Reference Group and Electronic Word of Mouth (e-WOM) on Purchase Decision through Trust as a mediating variable among consumers of Pecel 99 Madiun. This research employed a quantitative approach using a survey method involving 384 respondents. Data were collected through questionnaires and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 3. The findings indicate that Reference Group and Electronic Word of Mouth (e-WOM) have a positive and significant effect on Trustand Purchase Decision. In addition, Trust has a positive and significant effect on Purchase Decision and mediates the influence of Reference Group and Electronic Word of Mouth (e-WOM) on Purchase Decision.

Keywords: *Reference Group, Electronic Word of Mouth (e-WOM), Trust, Purchase Decision.*