

**THE INFLUENCE OF WORD OF MOUTH (WOM) ON
PSYCHOLOGY FACTORS THROUGH PERSONAL FACTOR
AS INTERVENING FACTOR OF INTENTION TO BUY
THROUGH INTERNET MEDIA (ONLINE SHOPPING) ON
COLLEGE STUDENT CONSUMERS IN BENGKALIS**

Name of Student : Eka Wahyuni
Registration Number : 5404171070
Advisor : Hutomo AtmanMaulana,S.Pd.,M.Si

Abstract

This study aims to explain the influence of Word Of Mouth (WOM) on psychology factors of buying intention through the internet (online shopping), explain the influence of Word Of Mouth (WOM) on personal factors of intention to buy through the internet (Online shopping) and then explain the influence of Word Of Mouth (WOM) on psychology factors through personal factor as an intervening factor of intention to buy through internet media (online shopping). The type of research used is associative research with a quantitative approach. The variables in this study include Word Of Mouth (WOM), psychology factors of intention to buy, and personal factors of intention to buy. The population of this study was college students in Bengkalis who made purchases through the internet media (online shopping). The sample used in this study was 100 respondents who were taken using purposive sampling technique and data collection methods using a questionnaire or questionnaire. The data analysis used is descriptive analysis, Classical assumption, simple linier regression, T test, and path analysis. The results of path analysis show that Word Of Mouth (X) has a significant effect on psychology factors of intention to buy (Y1) and personal factors of intention to buy (Y2), Word Of Mouth (X) has a significant effect on psychology factors (Y1) through personal factor (Y2) as an intervening factor of intention to buy. Based on the results of this study, it is recommended that providers of purchasing services through the internet media (Online Shopping) should pay attention to things that can meet consumer satisfaction so that they will disseminate information or provide recommendations to other consumers about products purchased through internet media (Online Shopping).

Keyword: Word Of Mouth, Psychology Factors, Personal Factors