

## ABSTRAK

**Mutia Violine, 2015/15059148: Pengaruh *Trust, Normative Influence, dan Informational Influence* terhadap *Electronic Word of Mouth* Belanja Online *Queen Gallery* Melalui Media Sosial Instagram**

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This research is a causative study that is useful for analyzing the relationship between one variable with another variable or in other words how a variable can influence other variables, namely *Trust, Normative Influences* and Information Effects on *E-WOM*. The purpose of this study was to find out consumer responses to beliefs, *Normative Influences, Informational Influences* on EWOM online shopping Queen Gallery on Instagram. The methodology used in this study was obtained from the distribution of questionnaires. The population in this study is Instagram Queen Gallery followers. The results of the study indicate that 1. *Trust* has a positive and significant effect on the *Electronic Word of Mouth* in Queen Gallery 2. The Normative effect has a positive and significant effect on word of mouth electronically at Queen's Gallery. 3. Information Effects have a positive and significant effect on Word Electronic Mouth at Queen's Gallery.

**Kata Kunci: *Electronic Word Of Mouth, Trust, Normative Influence, dan Informational Influence,***