

ABSTRACT

The development of the times in the modern era has made the internet known by all circles and penetrated into various generations throughout Indonesia. One of them is Generation Z who is very friendly with technological advances so they have begun to make some or all of their activities *online*, one of which is in *online* shopping. This study aims to analyze the influence of *Electronic Word of Mouth* (E-WOM), convenience and trust of Tokopedia users on online buying *interest among* Gen-Z Muslims in the DKI Jakarta area.

This study was conducted on Generation Z Muslims in the DKI Jakarta area using a sample of 120 respondents selected using *purposive sampling* techniques. The data collection method was carried out by distributing *online* questionnaires & questionnaires *offline* to respondents. This study uses a multiple linear regression analysis technique processed using *SPSS Statistics 22*.

The results of the study show that *Electronic Word of Mouth* (E-WOM), the convenience and trust of Tokopedia users have a positive and significant effect on online buying *interest among* Generation Z Muslims in the DKI Jakarta area both partially and simultaneously. The value of the determination coefficient shows that 65.3% of the dependent variables of buying interest can be explained by independent variables and the remaining 34.7% are explained by other factors that are not included in this study.

Keywords: *Generation Z, Electronic Word of Mouth (E-WOM), convenience, trust and purchase intention.*

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