

Pengaruh electronic word of mouth (ewom) terhadap citra merek (brand image) dan niat pembelian (purchase intention) smartphone samsung = Effect of electronic word of mouth (ewom) on (brand image) and (purchase intention) smartphone samsung / Yuliana Purwaningrum

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Abstrak

ABSTRAK

Seiring dengan perkembangan internet, electronic word of mouth telah menjadi fenomena penting di dunia pemasaran. Penelitian ini bertujuan untuk melihat pengaruh dari electronic word of mouth terhadap citra merek dan niat pembelian pada smartphone samsung juga pengaruh citra merek terhadap niat pembelian smartphone samsung. Responden penelitian ini berjumlah 167 orang yang sedang mencari smartphone dan menyukai browsing di internet. Model penelitian menggunakan 3 hipotesis dan diuji dengan metode analisis structural equation model (SEM). Hasil penelitian menyatakan bahwa electronic word of mouth berpengaruh terhadap citra merek smartphone samsung namun tidak berpengaruh terhadap niat pembelian smartphone samsung dan citra merek berpengaruh terhadap niat pembelian smartphone samsung. Sedangkan pada jurnal penelitian acuan menemukan bahwa electronic word of mouth berpengaruh positif terhadap citra merek dan berpengaruh positif yang kuat terhadap niat pembelian smartphone samsung dan citra merek berpengaruh terhadap niat pembelian smartphone samsung.

ABSTRACT

Along with the internet developments, electronic word of mouth had become an important phenomenon in the marketing's world. This study focus to analyze influence of electronic word of mouth on brand image and purchase intention and also influence of brand image on purchase intention smartphone samsung. Respondents of this study are 167 people who are looking for smartphone and liked browsing on the internet. The three hypotheses research model in this study are tested with Structural Equation Modelling (SEM). The results found that electronic word of mouth effect brand image of smartphone samsung but doesn't effect purchase intention of smartphone samsung and the brand image effect on purchase intention of smartphone samsung. While the research journal reference found that electronic word of mouth had positive effect on brand image and strong positive effect on purchase intention of smartphone samsung and brand image effect on purchase intention of smartphone samsung.