

**Pengaruh electronic word of mouth (eWOM) di media sosial terhadap purchase intention: studi pada layanan YesBoss Indonesia = The influence of electronic word of mouth (eWOM) in social media toward purchase intention: study on YesBoss Indonesia service**

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Abstrak

Tujuan penelitian ini adalah untuk menganalisis pengaruh eWOM di media sosial terhadap purchase intention pada layanan YesBoss Indonesia. Data diperoleh melalui penyebaran kuesioner kepada 100 responden yang pernah terpapar informasi mengenai YesBoss dan belum pernah menggunakan YesBoss. Data dianalisis dengan regresi sederhana SPSS 23.0, dari uji data yang dilakukan menunjukkan terdapat pengaruh eWOM sebesar 53,3 %, yang menunjukkan bahwa electronic word of mouth di media sosial memiliki pengaruh yang kuat terhadap purchase intention.

.....The purpose of this study was to determine the influence of eWOM in social media on purchase intention in YesBoss Indonesia service. Data were obtained through questionnaires spread to 100 respondents exposed about YesBoss service via social media and have not try in YesBoss. Data were analyzed with SPSS version 23.0 simple regression, and the final results showed that eWOM significantly affect with a power of 53,3 % indicate that electronic word (eWOM) in social media have a strong effect toward purchase intention.