

Analisis pengaruh brand awareness terhadap trust, ewom dan purchase intention pada onlineshop e-commerce: studi kasus Tokopedia = Analysis of the effect of brand awareness on trust, ewom and purchase intention to online shop e-commerce: a case Sstudy on Tokopedia

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20447086&lokasi=lokal>

Abstrak

Beberapa tahun terakhir pertumbuhan jumlah pengguna Internet di Indonesia selalu mengalami peningkatan. Internet tidak hanya digunakan sebagai sumber informasi, tapi juga dijadikan sebagai sarana pembangun koneksi antar individu hingga menjadi lahan bisnis. Salah satu bisnis yang sedang menjadi tren baru di pasaran Indonesia adalah online shop e-commerce. Banyak sekali online shop e-commerce bermunculan sehingga persaingan antar online shop e-commerce pun semakin tinggi. Untuk menjadi online shop e-commerce No 1 di Indonesia banyak cara dilakukan salah satunya meningkatkan brand awareness terhadap kustomer. Penelitian ini dilakukan bertujuan untuk menganalisis pengaruh brand awareness terhadap trust, ewom dan purchase intention dari kustomer. Data penelitian diperoleh dengan menyebarkan kuesioner online di Internet. Total didapatkan 127 jawaban kuesioner yang valid yang digunakan untuk analisis. Analisis menggunakan pendekatan Structural Equation Model SEM dan menggunakan alat AMOS 23. Dari hasil analisis didapatkan bahwa brand awareness mempunyai pengaruh yang signifikan dan positif terhadap eWOM electronic Word of Mouth tapi tidak berpengaruh langsung terhadap trusts dan purchase intention. eWOM juga memberi pengaruh yang signifikan terhadap trust dan purchase intentionsedangkan Trustjuga memberi pengaruh yang sangat signifikan terhadap Purchase Intention.

In the last few years, the number of Internet users in Indonesia was growing rapidly. Internet is not only used as a source of information, but also connect peoples and as a commercial enterprise. One of business that is becoming a new trend in the Indonesian market is online shop e commerce. So many online shop commerce grow, so the competition between online shop be higher. To be the No 1 online shop e commerce in Indonesia, so many way will do, one of the way is increase customer brand awareness. The purpose of this study is to analyze the things that affect the willingness of customers brand awareness to trust, eWOM dan purchase intention. Data were obtained by distributing online questionnaires in Internet. Total 127 valid questionnaire responses were used for analysis. The analysis was conducted using Structural Equstion Model SEM and AMOS 23 as the tools. We found that brand awareness have a positive and significant effect to eWOM electronic Word of Mouth but not significant effect to trust and purchase intention.eWOM also have a positive and significant effect to the trust and purchase intention, and trust also have a positive and significant effect to the purchase intention.