

## Analisis Pengaruh eWOM Berdasarkan Endorsement, Customer, dan Brand Pada Minat Beli (Studi Pada Akun Instagram @lessaltdiet) = Analysis of the Influence of eWOM Based on Endorsement, Customer, and Brand on Purchase Intention (Study on the Instagram Account @lessaltdiet)

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### Abstrak

Banyaknya trend yang muncul akibat kemajuan teknologi internet dan media sosial memberikan dampak terhadap perubahan gaya hidup. Oleh karena itu pemasar perlu memperhatikan strategi dan media yang digunakan dalam memasarkan produknya. Instagram banyak digunakan sebagai alat pemasar online yang efektif. Fitur pada Instagram memungkinkan pemasaran untuk melakukan electronic word of mouth. Electronic word of mouth merupakan proses berbagi, merekomendasikan, atau memberikan ulasan tentang produk, layanan, atau merek melalui platform digital. eWOM dapat dibagi dari berbagai sumber seperti eWOM dari endorsement, customer dan brand. Penelitian ini fokus pada pengaruh electronic word of mouth dari endorsement, customer, dan brand terhadap minat beli pada produk catering sehat Less Salt Diet, baik secara langsung maupun menggunakan mediator brand trust. Teknik pengambilan sampel yang digunakan adalah sampel non-probabilitas sebanyak 400 responden sesuai dengan rumus Slovin. Hasilnya adalah eWOM dari endorsement dan customer memiliki pengaruh langsung dan tidak langsung terhadap minat beli. Sedangkan eWOM dari brand memiliki pengaruh tidak langsung melalui brand trust terhadap minat beli namun tidak memiliki pengaruh langsung terhadap minat beli.

.....The emergence of various trends due to the advancement of internet technology and social media has significantly impacted lifestyle changes. Consequently, marketers need to carefully consider their strategies and media used to promote their products. Instagram has become a widely used platform for effective online marketing. Its features enable marketers to engage in electronic word of mouth (eWOM), which involves sharing, recommending, or reviewing products, services, or brands through digital platforms. eWOM can stem from different sources, such as endorsements, customers, and brands. This study focuses on the influence of eWOM from endorsements, customers, and brands on purchase intentions for the healthy catering product "Less Salt Diet." Additionally, it examines both direct and indirect effects using brand trust as a mediator. The sample for this research consists of 400 respondents, selected through a non-probability sampling technique, based on the Slovin formula. The findings suggest that eWOM from endorsements and customers has both direct and indirect effects on purchase intentions. On the other hand, eWOM from the brand has only an indirect influence on purchase intentions through brand trust and does not directly affect purchase intentions.