

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh eWOM dan citra merek terhadap minat beli. Populasi dalam penelitian ini adalah seluruh mahasiswa Fakultas Ekonomi UII. Sampel yang digunakan sebanyak 98 responden dengan metode *accidental sampling*. Pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan regresi linear berganda. Hasil analisis data menunjukkan bahwa secara serentak maupun parsial faktor yang terdiri dari *electronic word of mouth* (eWOM) dan citra merek berpengaruh signifikan terhadap minat beli. Variabel eWOM menunjukkan hasil yang lebih dominan dibanding dengan citra merek.

Hasil Yang Diperoleh dari penelitian ini menunjukkan adanya pengaruh yang positif secara parsial maupun secara bersama-sama *electronic word of mouth* (e-WOM) dan citra merek terhadap minat beli konsumen. Berdasarkan persamaan regresi linier berganda yang ada juga menunjukkan bahwa variabel *electronic word of mouth* (eWOM) berpengaruh positif sebesar 0,487 dan variabel citra merek berpengaruh positif sebesar 0,421.

Berdasarkan hasil korelasi berganda (R) sebesar 0,814 yang menunjukkan bahwa terdapat hubungan yang sangat kuat dan positif antara *electronic word of mouth* (eWOM) dan citra merek dengan minat beli konsumen. Artinya bahwa rata-rata setiap terjadi peningkatan pada variabel *electronic word of mouth* (eWOM) dan citra merek maka minat beli konsumen akan juga meningkat. Berdasarkan hasil koefisien determinasi berganda (R^2) sebesar 0,656, menunjukkan variabel independent secara bersama-sama mempengaruhi variabel dependent sebesar 65,6% sisanya sebesar 34,4% dipengaruhi variabel lain yang tidak dimasukkan dalam penelitian misal seperti kualitas pelayanan, promosi dan lain-lain. Untuk hasil analisis kedua variabel diatas koefisien determinasi parsial terbesar ditunjukkan oleh variabel *electronic word of mouth* (eWOM) sebesar 0,332. dengan demikian variabel yang paling dominan berpengaruh terhadap minat beli konsumen adalah variabel *electronic word of mouth* (eWOM).

Kata Kunci: Pemasaran Elektronik, *Electronic Word of Mouth*(eWOM), Citra Merek, Minat Beli

Abstract

This research aimed to analyze the influence eWOM and brand image of the buying intention. The population in this study were all students of the Faculty of Economics UII. The samples used were 98 respondents with accidental sampling method. Collecting data using questionnaires that have been tested for validity and reliability. The analysis in this study using multiple linear regression. The results of data analysis showed that simultaneously and partially a factor consisting of electronic word of mouth (eWOM) and brand image significantly influence buying interest. Variable eWOM showed results that were more dominant than the brand image.

The results obtained from this research showed a positive correlations partially or together among electronic word of mouth (e-WOM) and brand image to consumers purchase intention. Based on the multiple linear regression equation also indicate that the variable electronic word of mouth (eWOM) positively effecting amount 0.487 and brand image variable positively effecting amount 0.421.

Based on the results of multiple correlation (R) of 0.814 which indicates that there is a very strong and positive correlation between electronic word of mouth (eWOM) and brand image with consumer's purchase intention. It means that on average each of an increase in variable electronic word of mouth (eWOM) and brand image that consumers buying intention will also increase. Based on the results of multiple determination coefficient (R²) of 0,656, showed independent variables affect together to the dependent variable for the remaining 65.6% of 34.4% which influenced by other variables not included in the study such as quality of service, promotions and others, for the second analysis above variables The partial coefficient of determination shown by the variable electronic word of mouth (eWOM) of 0.332. thus the most dominant variable influence on consumer purchase interest is variable electronic word of mouth (eWOM).

Keywords: Electronic Marketing, Electronic Word of Mouth (eWOM), Brand Image, Purchase Intention