

THE EFFECT OF ELECTRONIC WORD OF MOUTH TOWARD BRAND IMAGE AND PURCHASE INTENTION: A CASE STUDY OF SAMSUNG SMARTPHONE

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ABSTRACT

The aim of this research was to determine The Effect of Electronic Word of Mouth toward Brand Image and Purchase Intention: case study of Samsung Smartphone Influence of. This research was conducted in Indonesia that were taken as sample were those who have experienced using Smartphone. The data was collected by using questionnaire based on Likert scale. The method of sample is using convenient sampling with 214 respondents were chosen to represent overall users. The data was then analyzed by using Structural Equation Modeling analysis with the helping of SPSS and AMOS. The result of this study found that there are significant and positive impacts of Electronic Word of Mouth, Brand Image, and Purchase Intention.

Keyword: *Electronic Word of Mouth, Brand Image, Purchase Intention*

Pengaruh Elektronik Word of Mouth TERHADAP CITRA MEREK DAN KENIATAN PEMBELIAN: STUDI KASUS SAMSUNG SMARTPHONE

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ABSTRAKSI

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Electronic Word of Mouth terhadap citra merek (Brand Image) dan niat pembelian (Purchase Intention): studi kasus pengaruh Smartphone Samsung. penelitian yang dilakukan di Indonesia yang diambil sebagai sampel adalah mereka yang pernah mengalami penggunaan smartphone. Data dikumpulkan dengan menggunakan kuesioner berdasarkan skala likert. Metode sampel menggunakan convenience sampling dengan 214 responden dipilih untuk mewakili keseluruhan pengguna. Data kemudian dianalisis dengan menggunakan analisis Structural Equation Modeling (SEM) dengan bantuan SPSS dan AMOS. Hasil penelitian ini menemukan bahwa ada dampak positif dan signifikan dari Electronic Word of Mouth, Brand Image, dan Purchase Intention.

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