

PENGARUH *ELECTRONIC-WORD OF MOUTH* TERHADAP *PURCHASE INTENTION* YANG DIMEDIASI OLEH *BRAND IMAGE* PADA *SMARTPHONE*

VIVO

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic-Word of Mouth* (E-WOM) terhadap *Purchase Intention* yang dimediasi oleh *Brand Image* pada produk *Smartphone VIVO*. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Populasi dalam penelitian ini adalah pengguna dan calon pengguna *smartphone VIVO*, dengan teknik pengambilan sampel menggunakan metode *non-probability sampling*. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan metode *Partial Least Square* (PLS) dengan pendekatan *Embedded Two-Stage Approach*. Hasil penelitian menunjukkan bahwa *Electronic-Word of Mouth* (E-WOM) berpengaruh signifikan terhadap *Brand Image* dan *Purchase Intention*. Selain itu, *Brand Image* juga terbukti berpengaruh signifikan terhadap *Purchase Intention*. Hasil pengujian mediasi menunjukkan bahwa *Brand Image* mampu memediasi pengaruh *Electronic-Word of Mouth* (E-WOM) terhadap *Purchase Intention* pada *Smartphone VIVO*.

Kata Kunci : *Electronic-Word Of Mouth, Brand Image, Purchase Intention*

***THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE
INTENTION WITH BRAND IMAGE AS A MEDIATING VARIABLE ON VIVO
SMARTPHONES***

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ABSTRACT

This study aims to analyze the effect of Electronic Word of Mouth (E-WOM) on Purchase Intention mediated by Brand Image on VIVO smartphones. This research employs a quantitative method with a descriptive and verificative approach. The population of this study consists of users and potential users of VIVO smartphones, with the sample determined using a non-probability sampling technique. Data were collected through questionnaires and analyzed using Partial Least Square (PLS) with an Embedded Two-Stage Approach. The results indicate that Electronic Word of Mouth (E-WOM) has a significant effect on Brand Image and Purchase Intention. Furthermore, Brand Image is proven to have a significant effect on Purchase Intention. The mediation test results show that Brand Image is able to mediate the effect of Electronic Word of Mouth (E-WOM) on Purchase Intention for VIVO smartphones.

Keywords : Electronic–Word Of Mouth, Brand Image, Purchase Intention