

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth* Sosial Media dan *Brand Image* terhadap pengambilan keputusan serta pengaruh tidak langsung *Electronic Word of Mouth* dan Sosial Media terhadap pengambilan keputusan melalui *Brand Image* sebagai variabel intervening.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi yaitu mahasiswa STIESIA Surabaya sebanyak 418, maka teknik pengambilan sampel menggunakan sampel *probability sampling* dan perhitungan *slovin* didapat 100 responden. Data dikumpulkan melalui *google form* kuesioner. Metode analisis yang digunakan adalah *Partial Least Square* dengan menggunakan *software SmartPLS 3.0*.

Hasil penelitian menunjukkan bahwa *EWOM* berpengaruh positif dan signifikan terhadap pengambilan keputusan dan sosial media berpengaruh positif dan signifikan terhadap pengambilan keputusan, kemudian *EWOM* berpengaruh positif dan signifikan terhadap *brand image*, kemudian sosial media berpengaruh dan signifikan terhadap *brand image*, selanjutnya *brand image* berpengaruh positif dan signifikan terhadap pengambilan keputusan. Disamping itu *EWOM* berpengaruh tidak langsung terhadap pengambilan keputusan melalui *brand image* secara positif dan signifikan serta sosial media berpengaruh tidak langsung terhadap pengambilan keputusan melalui *brand image* secara positif dan signifikan.

Kata kunci: *Electronic Word of Mouth*, Sosial Media, Pengambilan Keputusan, *Brand Image*.

ABSTRACT

This research aimed to analyze the effect of Electronic Word of Mouth (EWoM), social media, and brand image on decision-making. Besides, it aimed to analyze the indirect effect of Electronic Word of Mouth and social media on the purchasing decision through brand image as the intervening variable.

The research was quantitative. Moreover, the population was 418 students of STIESIA Surabaya. The data collection technique used probability sampling with Slovin. Furthermore, the instrument of data collection technique used questionnaires. The questionnaires were distributed through google-form to 100 respondents as the sample. Additionally, the data analysis technique used Partial Least Square with the SmartPLS 3.0.

The result showed that both EWoM and social media had a positive and significant effect on decision-making. Likewise, both EWoM and social media had a positive and significant effect on the brand image. In addition, brand image had a positive and significant effect on decision-making. Besides, EWOM had indirect effect on the decision making through brand image had positive and significant effect also social media had indirect effect on the decision making through brand image positive and significant way.

Keywords: *Electronic Word of Mouth, Social Media, Decision Making, Brand Image*

