

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh langsung dan tidak langsung *electronic word of mouth* terhadap *purchase intention* melalui *brand image* pada produk tas laptop Eiger dengan *brand image* sebagai variabel *intervening*.

Jenis penelitian yang digunakan adalah penelitian kuantitatif. Populasi pada penelitian ini adalah mahasiswa STIESIA Surabaya yang diambil secara *random* atau acak dari prodi S1 Akutansi, S1 Manajemen, D3 Akutansi dan D3 Manajemen yang digunakan untuk sampel sebanyak 100 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*. Pengumpulan data berupa kuesioner *online* melalui *google form*. Teknik analisis data yang digunakan adalah PLS (*Partial Least Square*) dengan menggunakan *software* SmartPLS 3.0

Hasil penelitian pengaruh langsung menunjukkan bahwasanya *electronic word of mouth* berpengaruh positif secara langsung dan signifikan terhadap *brand image*, *brand image* berpengaruh positif secara langsung dan signifikan terhadap *purchase intention*, *electronic word of mouth* berpengaruh positif secara langsung dan signifikan terhadap *purchase intention*. Sedangkan, hasil penelitian pengaruh tidak langsung menunjukkan *brand image* sebagai variabel *intervening* mampu memediasi pengaruh *electronic word of mouth* terhadap *purchase intention* secara positif dan signifikan.

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

ABSTRACT

This research aimed to examine the direct and indirect effect of electronic word of mouth on purchasing intentions with the brand image as the intervening variable for the Eiger Laptop bag products.

The research was quantitative. Moreover, the population was students of S1 Accounting, S1 Management, D3 Accounting, and D3 Management STIESIA Surabaya consisting of 100 respondents. The data collection technique used non-probability sampling, in which all members of the population were the sample. Furthermore, the instrument of data collection technique used online questionnaires through a google form. Additionally, the data analysis technique used PLS (Partial Least Square) with SmartPLS 3.0.

The result of the direct effect showed that electronic word of mouth had a positive and significant effect on brand image. While brand image had a direct and significant effect on purchasing intentions. Likewise, electronic word of mouth had a direct and significant effect on purchasing intentions. Meanwhile, the result of the indirect effect showed that the brand image as the intervening variable was capable to mediate the effect of electronic word of mouth positively and significantly on purchasing intentions.

Keywords: *Electronic Word Of Mouth, Brand Image, Purchase Intention.*



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