

INTISARI

Penelitian ini bertujuan untuk menguji Pengaruh *excitement*, *brand image*, dan *brand love* terhadap *word of mouth* produk sepatu Vans di Surabaya. Banyak faktor – faktor yang menyebabkan seseorang melakukan *word of mouth* terkait merek sepatu Vans. Word of mouth tersebut juga ada yang bersifat positif maupun yang negatif.

Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang membeli dan memakai sepatu Vans dalam 3 bulan terakhir dan berpendidikan minimal SMA atau sederajat. Responden dalam penelitian ini berjumlah 180 orang. Analisis dilakukan dalam penelitian ini dengan menggunakan model SEM (*Structural Equation Modeling*) melalui *software* AMOS 16 untuk pengujian *measurement* dan *Structural*.

Hasil penelitian ini menunjukkan bahwa *brand love*, *brand image* mempunyai pengaruh positif terhadap Word of mouth sepatu Vans di Surabaya.

Kata kunci : *Brand love*, *Brand image*, *Brand personality*, *Word of mouth*, *Fashion brands*, *Brand identity*.

ABSTRACT

This study aims to examine Influence excitement, brand image, and brand love to word of mouth product Vans shoes in Surabaya. Many factors - factors that cause a person to do word of mouth related brand Vans shoes. Word of mouth is also there that are positive or negative.

his study using purposive sampling approach, in which a sample of respondents who purchase and wear Vans shoes in the last 3 months and at least high school education or equivalent. Respondents in this study amounted to 180 people. The analysis performed in this study using a model of SEM (Structural Equation Modeling) through 16 AMOS software for measurement and Structural testing.

These results indicate that brand love, brand image have a positive effect on Word of mouth Vans shoes in Surabaya.

Keyword : Brand love, Brand image, Brand personality, Word of mouth, Fashion brands, Brand identity.