

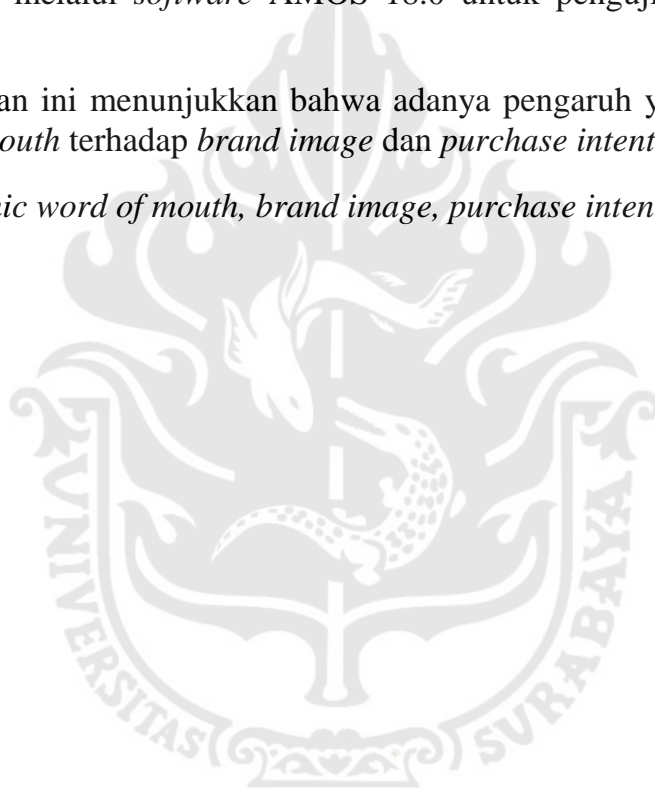
INTISARI

Penelitian ini bertujuan untuk menguji Pengaruh *Electronic Word of Mouth* terhadap *Brand Image* dan *Purchase Intention* mobil Toyota di Surabaya. Penelitian ini menggunakan applied research yang menggunakan 3 variabel, yaitu *Electronic word of mouth (E-WOM)*, *Brand Image* dan *Purchase Intention* dimana sampel berupa responden yang pernah menggunakan produk Toyota dalam 6 bulan terakhir, pernah membaca *review online*, berdomisili di Surabaya dan berpendidikan minimal SMA atau sederajat.

Responden dalam penelitian ini berjumlah 150 orang. Analisis dilakukan dengan menggunakan *SPSS 18.0 for software* dan dengan menggunakan model SEM (*Structural Equation Modeling*) melalui *software* AMOS 18.0 untuk pengujian *measurement* dan *Structural*.

Hasil penelitian ini menunjukkan bahwa adanya pengaruh yang signifikan antara *electronic word of mouth* terhadap *brand image* dan *purchase intention*.

Kata kunci: *electronic word of mouth, brand image, purchase intention*



ABSTRACT

This study aimed to test the Electronic Word of Mouth Effect on Brand Image and Purchase Intention Toyota cars in Surabaya. This study uses an applied research which uses three variables, namely Electronic word of mouth (e-WOM), Brand Image and Purchase Intention in which a sample of respondents who had used the product of Toyota in the last 6 months, ever read a review online, domiciled in Surabaya and educated at least high school or equivalent.

Respondents in this study amounted to 150 people. The analysis performed with SPSS for software and using a model of SEM (Structural Equation Modeling) via AMOS 18.0 software for measurement and Structural testing.

Results of this study indicate that there is significant influence between the electronic word of mouth on the brand image and purchase intention.

Keywords: *electronic word of mouth, brand image, purchase intention*