

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *authenticity* dan *emotional attachment* Chelsea Olivia di Instagram terhadap *Word of Mouth* (WOM) dan *purchase intention* konsumen di Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dan jenis penelitian ini adalah penelitian kausal. Variabel yang digunakan dalam penelitian ini adalah *authenticity*, *emotional attachment*, *Word of Mouth* (WOM) dan *purchase intention*. Jumlah sampel yang digunakan dalam penelitian ini adalah 200 sampel. Teknik analisis data yang digunakan adalah *Structural Equation Model* (SEM) dengan menggunakan program SPSS versi 18 dan AMOS versi 21.

Hasil dalam penelitian menunjukkan bahwa *authenticity* berpengaruh positif terhadap *Word of Mouth* (WOM) dan *purchase intention*. *Authenticity* berpengaruh positif terhadap *emotional attachment*. *Emotional attachment* berpengaruh positif terhadap *Word of Mouth* (WOM) dan *purchase intention*. *Emotional attachment* secara tidak langsung mempengaruhi hubungan antara *authenticity* Chelsea Olivia di Instagram dan *Word of Mouth* (WOM) konsumen di Surabaya. *Emotional attachment* secara tidak langsung mempengaruhi hubungan antara *authenticity* Chelsea Olivia di Instagram dan *purchase intention* konsumen di Surabaya.

Kata kunci: *Authenticity*, *Emotional Attachment*, *Word of Mouth* (WOM) dan *Purchase Intention*.

## ABSTRACT

*The purpose of this research is to examine the influence of authenticity and emotional attachment of Chelsea Olivia in Instagram against Word of Mouth (WOM) and purchase intention of consumer in Surabaya. This research uses the quantitative approach and the design of the research is causal. The research variable are authenticity, emotional attachment, Word of Mouth (WOM) dan purchase intention. The number of samples are 200 samples. Data analysis technique is Structural Equation Model by SPSS 18 and AMOS 21 version program.*

*The result of this research showing that authenticity has a positive effect toward word of mouth (WOM) and purchase intention. Authenticity has a positive effect toward emotional attachment. Emotional attachment has a positive effect toward word of mouth (WOM) and purchase intention. Emotional attachment indirectly impacts both the relationship between Chelsea Olivia's authenticity in Instagram and word of mouth (WOM) of consumers in Surabaya. As well as emotional attachment indirectly impacts both the relationship between Chelsea Olivia's authenticity in Instagram and purchase intention of consumers in Surabaya.*

*Keywords: Authenticity, Emotional Attachment, Word of Mouth (WOM) and, Purchase Intention.*