

INTISARI

Tujuan penelitian ini adalah untuk menguji efek dari *social e-WOM* terhadap *brand attitude* dan *purchase intention smartphone* di Surabaya.

Data yang diambil dari 150 responden dianalisis dengan menggunakan *Structural Equation Model* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan AMOS versi 18. Responden secara acak diambil dari pengguna aktif Facebook terutama yang mengikuti *newsfeed* dan *Fan Page smartphone* di kota Surabaya, Indonesia.

Berdasarkan hasil pengujian, ditemukan bahwa variabel *social e-WOM* memiliki hubungan yang positif dan pengaruh yang signifikan terhadap *brand attitude* dan *purchase intention smartphone* serta *brand attitude* yang memiliki hubungan positif signifikan terhadap *purchase intention smartphone*. Oleh karena itu, dapat disimpulkan bahwa semua hipotesis terdukung. Dalam penelitian ini, variabel *brand attitude* terhadap *purchase intention* memiliki pengaruh terkuat daripada variabel yang lain.

Kata kunci: *social e-WOM*, *brand attitude*, *purchase intention*, Facebook.

ABSTRACT

The purpose of this study is to examine the effect of social e-WOM on brand attitude and purchase intention of smartphone in Surabaya.

Data from 150 respondent were analyzed using Structural Equation Model (SEM) via the Statistical Package for Social Sciences computer program version 18 and AMOS version 18. Respondent were randomly drawn from active Facebook users especially those who follow newsfeed and Fan Page of smartphone in Surabaya city, Indonesia.

Based from test result, it was found that variable social e-WOM has a positive and significant impact on brand attitude and purchase intention of smartphone and also brand attitude has a positive and significant impact on purchase intention of smartphone. Thus, all hypotheses are supported. In this study, brand attitude on purchase intention has a strongly impact than other.

Keywords: social e-WOM, brand attitude, purchase intention, Facebook.