

*Title : EFFECT ELECTRONIC WORD OF MOUTH ON BRAND IMAGE AND PURCHASE INTENTION LAPTOP ASUS AT SURABAYA*

*Name : Veronika Kurnia*

*Dicipline/ Study Programee : Management*

*Contibutor : Dudi Anandya and Silvia Margaretha*

**ABSTRACT**

*This study aims to determine the effect of electronic word of mouth (e-wom) on Asus Laptop's brand image and purchase intention in Surabaya. This research method uses a survey of 150 respondents in Surabaya who have bought and used Asus laptop products. The collected data was analyzed using Structural Equation Modelling (SEM) using AMOS 22.0 and SPSS 18.0. The results of this study found that electronic word of mouth (e-wom) affects the brand image of Asus laptops but does not affect the purchase intention of Asus laptops in Surabaya.*

*Key words: electronic word of mouth, brand image, purchase intention, lifestyle product, laptop*

JUDUL : PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP BRAND  
IMAGE DAN PURCHASE INTENTION LAPTOP ASUS DI SURABAYA

Nama : Veronika Kurnia

Jurusan/Progam Studi : Manajemen

Pembimbing : Dudi Anandya dan Silvia Margaretha

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth(e-wom)* terhadap *brand image* dan *purchase intention* Laptop Asus di Surabaya. Metode penelitian ini menggunakan survei kepada 150 responden di Surabaya yang pernah membeli dan menggunakan produk laptop Asus. Data yang terkumpul dianalisis menggunakan Structural Equation Modelling (SEM) menggunakan AMOS 22.0 dan SPSS 18.0 . Hasil penelitian ini menemukan bahwa *electronic word of mouth(e-wom)* berpengaruh terhadap *brand image* laptop Asus tetapi tidak berpengaruh terhadap *purchase intention* laptop Asus di Surabaya

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