

JUDUL : PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP
PURCHASE INTENTION MELALUI *VALUE CO-CREATION* PADA *SOCIAL
NETWORKING SITE* UNTUK *SMARTPHONE SAMSUNG* DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk membuktikan pengaruh dari *electronic word of mouth* melalui *value co-creation* terhadap *purchase intention* dari pengguna *smartphone Samsung* di Surabaya.

Jenis penelitian yang digunakan adalah *basic business research* dengan tujuan *causal* dan pendekatan penelitian kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling* dengan sampel merupakan responden yang berusia 18 tahun ke atas, pengguna *smartphone Samsung* dan aktif di dalam media sosial *Facebook*. Responden yang digunakan dalam penelitian ini berjumlah 150 orang. Analisis dalam penelitian ini adalah SEM (*Structural Equation Modelling*) dan kemudian diolah dengan menggunakan *software PASW Statistics 18 for windows* dan juga *AMOS versi 22.0 for windows* yang digunakan untuk pengujian *Measurement Model (Outer Model)* dan *Structural Model (Inner Model)*.

Hasil penelitian ini menunjukkan bahwa *electronic word of mouth* dengan *value co-creation* berpengaruh positif, *electronic word of mouth* memiliki pengaruh positif terhadap *purchase intention*, dan *value co-creation* tidak memiliki pengaruh positif terhadap *purchase intention*.

Kata kunci : *electronic word of mouth, purchase intention, value co-creation*

**TITLE : THE EFFECT OF ELECTRONIC WORD OF MOUTH ON THE
CUSTOMER PURCHASE INTENTION IN SOCIAL NETWORKING SITES FOR
SAMSUNG SMARTPHONE IN SURABAYA**

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ABSTRACT

The purpose of this research aims to prove the effect of Electronic Word of Mouth on the customer Purchase Intention through Value Co-Creation in Social Networking Site for Samsung at Surabaya.

The type of research used is basic business research with causal objectives and quantitative research approaches. This research uses a purposive sampling approach with the sample is respondents aged 18 years and above, using Samsung Smartphone and being active on Facebook. Respondents used in this study were 150 people. The analysis in this study is SEM (Structural Equation Modeling) and then processed using SPSS software version 18 for windows and also AMOS version 22.0 for windows used for testing the Measurement Model (Outer Model) and Structural Model (Inner Model).

The results of this study indicate that Electronic Word of Mouth has a positive effect on Value Co-Creation, Value Co-Creation does not have any effect on Purchase Intention, and Electronic Word of Mouth has a positive effect on Purchase Intention.

**Keywords: *electronic word of mouth, purchase intention, value co-creation
electronic word of mouth***