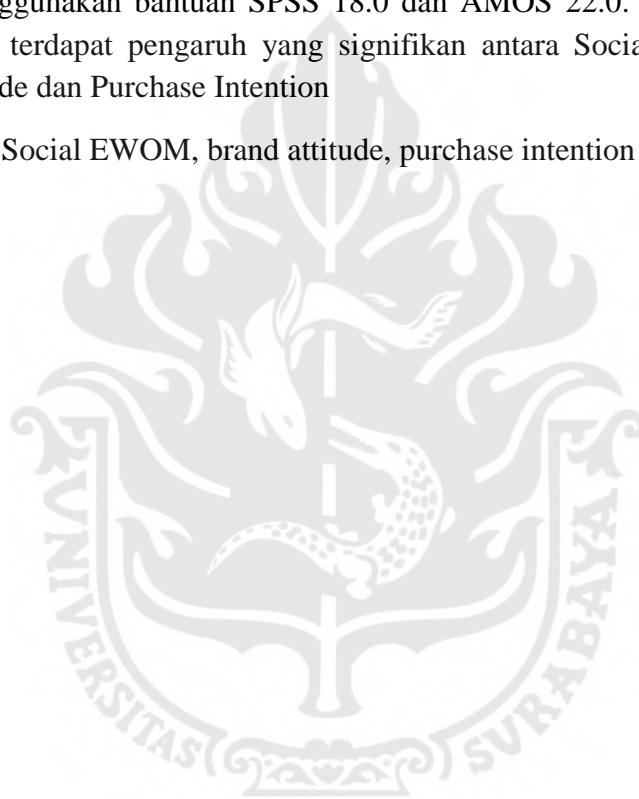


INTISARI

Penelitian ini bertujuan untuk mencari tau dan menganalisis pengaruh Social EWOM terhadap Brand Attitude dan Purchase Intention dengan objek kamera Nikon dan menggunakan media Youtube.yang berlokasi di Surabaya Penelitian ini menggunakan *basic research* yang menggunakan 3 variabel yaitu Social EWOM, Brand Attitude, dan Purchase Intention.

Sumber data didapatkan dengan menyebarkan kuisioner. Sampel penelitian ini berjumlah 150 kuisioner yang disebarkan di Surabaya. Data akan diolah dengan menggunakan bantuan SPSS 18.0 dan AMOS 22.0. Hasil penelitian ini menunjukkan terdapat pengaruh yang signifikan antara Social EWOM terhadap Brand Attitude dan Purchase Intention

Kata kunci : Social EWOM, brand attitude, purchase intention



ABSTRACT

This study have purpose to identify and analuze the influence of Social EWOM on Brand Attitude and Purchase Intention with Nikon camera as objects and using Youtube as a media in Surabaya. This research uses basic research that uses 3 variables, Social EWOM, Brand Attitude, and Purchase Intention

Sources of data using distributing questionnaires. The research sample consisted of 150 respondents that distributed in Surabaya. Data will be processed using SPSS 18.0 and AMOS 22.0. The results of this studi indicate that there is a significant influence between Social EWOM on Brand Attitude and Purchase Intention

Keyword: Social EWOM, brand attitude, purchase intention

