

PENGARUH *SOCIAL E-WOM* DAN *BRAND ATTITUDE* TERHADAP *PURCHASE INTENTION* PADA MOBIL DAIHATSU DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *social e-wom* dan *brand attitude* terhadap *purchase intention* pada mobil Daihatsu di Surabaya. Jenis penelitian pada penelitian ini adalah *basic research* dengan menggunakan pendekatan kuantitatif. Penelitian ini juga termasuk *causal research* dengan teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan jumlah sampel sebanyak 150 responden berusia minimal 17 tahun, berdomisili di Surabaya, berpendidikan minimal SMA dan pernah membaca dan menulis ulasan di Facebook Daihatsu dalam satu tahun terakhir. Pengolahan data penelitian ini menggunakan SEM (*Structural Equation Modeling*) dengan program (*software*) AMOS 22.0.0.

Hasil penelitian ini menunjukkan bahwa *social e-wom* berpengaruh positif terhadap *brand attitude*, *social e-wom* berpengaruh positif terhadap *purchase intention*, begitu pula dengan *brand attitude* berpengaruh positif terhadap *purchase intention*.

Kata Kunci : *Social E-WOM, Purchase Intention, Brand Attitude*

***THE EFFECT OF SOCIAL E-WOM AND BRAND ATTITUDE ON
PURCHASE INTENTION ON DAIHATSU CAR IN SURABAYA***

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ABSTRACT

This study aims to analyze the effect of social e-wom and brand attitude on purchase intention on Daihatsu cars in Surabaya. The type of research in this research is basic research using a quantitative approach. This study also includes causal research with the sampling technique used was non-probability sampling as many as 150 respondents aged 17 years, living in Surabaya, having minimum of High School education, and having read and wrote the review on Daihatsu's Facebook. The data processing of this research uses SEM (Structural Equation Modeling) with AMOS 22.0.0 program (software).

The results of this study indicate that social e-wom has a positive effect on brand attitude, social e-wom has a positive effect on purchase intention, as well as brand attitude has a positive effect on purchase intention.

Keyword : Social E-WOM, Purchase Intention, Brand Attitude