

PENGARUH *FIRM GENERATED CONTENT, BRAND LOYALTY, BRAND AWARENESS, ELECTRONIC WORD OF MOUTH* TERHADAP *PURCHASE INTENTION* PADA AKUN *INSTAGRAM* PRODUK KOPI KAPAL API DI SIDOARJO

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *firm generated content, brand loyalty, brand awareness, electronic word of mouth* terhadap *purchase intention* terhadap akun *instagram* produk kopi Kapal Api di Sidoarjo. Penelitian ini menggunakan *causal research* dengan pendekatan kuantitatif dan data kuesioner sejumlah 255 responden teknik pengambilan sampel pada penelitian ini adalah *non probability*, untuk menganalisis penelitian tersebut menggunakan SEM (*Structural Equation Modeling*) menggunakan *Software* SPSS versi 25 dan AMOS versi 22. Hasil penelitian ini menunjukkan *firm generated content* terhadap *brand awareness & brand loyalty, brand loyalty, firm generated content* terhadap *electronic word of mouth, firm generated content, brand loyalty, brand awareness* terhadap *purchase intention* berpengaruh positif dan signifikan sedangkan *brand awareness* terhadap *electronic word of mouth* dan *electronic word of mouth* terhadap *purchase intention* berpengaruh negatif dan tidak signifikan.

Kata Kunci: *firm generated content, brand loyalty, brand awareness, word of mouth electronics, purchase intentions*

***INFLUENCE OF FIRM GENERATED CONTENT, BRAND LOYALTY,
BRAND AWARENESS, ELECTRONIC WORD OF MOUTH ON PURCHASE
INTENTION ON THE INSTAGRAM ACCOUNT OF KAPAL API COFFEE
PRODUCTS IN SIDOARJO***

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ABSTRACT

This research aims to find out the influence of firm generated content, brand loyalty, brand awareness, electronic word of mouth on purchase intentions on the Instagram account of Kapal Api coffee products in Sidoarjo. This study used causal research with quantitative approaches and questionnaire data of 255 respondents sampling techniques in this study is non probability, to analyze the study using SEM (Structural Equation Modeling) using SPSS Software version 25 and AMOS version 22. The results of this study showed firm generated content towards brand awareness & brand loyalty, brand loyalty, firm generated content against electronic word of mouth, firm generated content, brand loyalty, brand awareness of purchase intentions had a positive and significant effect while brand awareness of electronic word of mouth and electronic word of mouth against purchase intention had a negative and insignificant effect.

Keywords: firm generated content, brand loyalty, brand awareness, word of mouth electronics, purchase intentions