

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh eWOM terhadap minat beli smartphone Samsung melalui citra merek sebagai variable mediator. Subjek dalam penelitian ini adalah masyarakat yogyakarta yang mengetahui produk smartphone. Dalm penelitian ini sempel berjumlah 190 responden yang di pilih dengan metode *purposive sampling*. Alat analisis yang di gunakan adalah *Structural Equation Modeling* (SEM).Berdasarkan analisis yang telah dilakukan diperoleh hasil terdapat Pengaruh positif signifikan eWOM terhadap citra merek pada smartphone Samsung, terdapat Pengaruh positif signifikan citra merek terhadap minat beli pada smartphone Samsung, eWOM berpengaruh positif signifikan terhadap minat beli dimediasi oleh citra merek, terdapat Pengaruh positif signifikan eWOM terhadap minat beli pada smartphone Samsung.

Kata kunci: eWOM, Citra Merek, Minat Beli

ABSTRACT

This study aims to analyze the effect of eWOM on Samsung smartphone buy interest through brand image as a variable mediator. Subjects in this study are yogyakarta community who know the smartphone product. Dalm this study sempel amounted to 190 respondents who are selected by the method of purposive sampling. The analytical tool that is used is Structural Equation Modeling (SEM). Based on the analysis that has been obtained, there is a significant positive effect of eWOM on the brand image on Samsung smartphones, there is a significant positive effect of brand image on buying interest in Samsung smartphone, eWOM has a significant positive effect on Buying interest is mediated by brand image, there is a significant positive effect of eWOM on buying interest in Samsung smartphones.

Keywords: eWOM, Brand Image, Buy Interest