

INTISARI

Penelitian ini membahas tentang electronic word of mouth terhadap purchase intention secara langsung dan tidak langsung dengan brand image dan brand trust sebagai variabel mediasi pada komunitas Mi Fans Yogyakarta.

Populasi dalam penelitian ini adalah seluruh anggota komunitas Mi Fans Yogyakarta di aplikasi media sosial Telegram berjumlah 1.300 orang. Teknik sampling yang digunakan dalam penelitian ini adalah purposive sampling yaitu sampel diambil sebanyak 180. Pengumpulan data menggunakan kuesioner dan kemudian dianalisis dengan menggunakan uji statistik dengan metode SEM (Structural Equation Modelling) dengan menggunakan software AMOS 21.

Hasil penelitian menunjukkan bahwa electronic word of mouth secara langsung berpengaruh signifikan terhadap purchase intention, namun electronic word of mouth secara tidak langsung melalui brand image dan brand trust tidak berpengaruh terhadap purchase intention. Hal ini menunjukkan bahwa pengaruh electronic word of mouth terhadap purchase intention merupakan pengaruh langsung tanpa peran variabel mediasi.

Kata Kunci: Electronic word of mouth, Brand image, brand trust, dan purchase intention.

ABSTRACT

This study discusses electronic word of mouth on purchase intention directly and indirectly with brand image and brand trust as a mediating variable on Mi Fans Community in Yogyakarta.

The population in this study are all member of Mi Fans Community in Yogyakarta on social media application Telegram with the total amount of 1.300 members. Sampling technique used in this research is purposive sampling that is taken as 180 samples. The data were collected using a questionnaire and then analyzed using a statistical test by SEM (Structural Equation Modelling) using AMOS 21.

The result shows that the electronic word of mouth had significant effect directly toward purchase intention, but electronic word of mouth indirectly through brand image and brand trust shows no significant influence toward purchase intention. It indicates that electronic word of mouth on purchase intention is direct influence without the role of the mediation variable.

Keywords: Elcetronic word of mouth, brand image, brand trust, and purchase intention.