

Analisis pengaruh electronic word of mouth di social media dan brand image terhadap keputusan pembelian (studi dalam memilih preschool highscope) = The influence analysis of electronic word of mouth in social media and brand image towards purchase intention study on choosing highscope preschool

Rica Sharma, author

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Abstrak

Tesis ini membahas hubungan electronic word-of-mouth di social media dan brand image terhadap keputusan pembelian, studi dalam memilih preschool Highscope. Penelitian ini adalah penelitian kuantitatif dengan desain eksplanatori, responden adalah orang tua yang diwakili oleh ibu dari murid yang terdaftar di preschool Highscope, berjumlah 97 orang. Metode analisa data dilakukan dengan analisa statistik deskriptif dan analisa jalur untuk membuktikan hipotesis dalam penelitian ini. Hasil penelitian menunjukkan bahwa electronic word-of-mouth (e-WOM) di social media dan brand image memiliki pengaruh signifikan baik secara terpisah maupun secara bersama-sama terhadap keputusan pembelian.

.....This thesis discusses about the relationship electronic word-of-mouth in social media and brand image on purchase decisions, in choosing a preschool Highscope study. This research is a quantitative study with explanatory design; respondents are parents who are represented by the mother of a student enrolled in preschool Highscope, totaling 97 people. Data analysis method are descriptive statistical analysis and path analysis to prove this research hypothesis. The results showed that the electronic word-of-mouth (e-WOM) in social media and brand image has a significant effect, either separately or jointly to the purchasing decision.