

Analysis of the impact of electronic word of mouth (EWOM) and brand awareness on purchase intention with the mediating role of brand image: a case study of online transportation in Indonesia = Analisa terhadap pengaruh electronic word of mouth (EWOM) dan brand awareness terhadap purchase intention dengan brand image sebagai mediator: studi kasus transportasi online di Indonesia

Nadya Tasya Saraswati, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20474948&lokasi=lokal>

Abstrak

This study aims to examine and analyze the influence of electronic word of mouth EWOM, brand awareness and brand image on purchase intention of online transportation in Indonesia. The research data is based on 338 respondents who have taken the online questionnaire, and are those who have not yet used online transportation in Indonesia, but have obtained information about it through online media. Purposive sampling method has been used in this research where population members selected to participate in this research is based on the authors judgment. The analysis method used is structural equation model SEM through AMOS software.

The result shows that there is a positive and significant influence of electronic word of mouth, brand awareness, and brand image on purchase intention with brand image as a mediator between electronic word of mouth, brand awareness and purchase intention variables. This research certainly has several limitations, thus future research may include other variables in order to obtain new knowledge and understanding in the context of online transport.

Penelitian ini bertujuan untuk menguji dan menganalisa pengaruh electronic word of mouth, brand awareness, dan brand image terhadap purchase intention pada transportasi online di Indonesia. Data penelitian berdasarkan 338 responden yang berpartisipasi melalui kuisisioner online, dan responden yang belum pernah menggunakan transportasi online di Indonesia, tetapi pernah membaca informasi terkait transportasi online via media online. Metode sampling yang digunakan adalah metode purposive sampling, yaitu pemilihan sampel dengan beberapa kriteria tertentu/ Metode analisis yang digunakan dalam penelitian ini adalah structural equation model SEM dengan bantuan software AMOS.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan variabel electronic word of mouth, brand awareness, brand image terhadap purchase intention, serta brand image berperan sebagai mediator antara electronic word of mouth, brand awareness dan purchase intention. Penelitian ini tentunya memiliki beberapa keterbatasan, sehingga penelitian selanjutnya disarankan untuk menggunakan variabel penelitian lainnya yang bertujuan untuk mendapatkan pengetahuan dan pemahaman baru dalam konteks transportasi online.