

Pengaruh E-wom di Media Sosial Facebook terhadap Brand Image dan Purchase Intention: Studi Kasus terhadap Smartphone Oppo = The Influence of Electronic Word of Mouth in Social Media Facebook on Brand Image and Purchase Intention for Oppo Smartphone

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Abstrak

Bersamaan dengan pertumbuhan internet, Electronic Word-of-Mouth (eWOM), telah menjadi suatu fenomena yang menarik dalam proses pemasaran. Objektif daripada penelitian ini adalah untuk meneliti Faktor yang mempengaruhi eWOM, dan bagaimana eWOM mempengaruhi Purchase Intention & Brand Image terhadap suatu produk. Pendekatan penelitian pada penelitian tentang eWOM, Brand Image, dan Purchase Intention, ini adalah penelitian kuantitatif. Sample penelitian ini adalah 212 responden yang pernah terekspos oleh informasi akan smartphone merek Oppo melalui eWOM pada grup sosial media Facebook. Data sampel dikoleksi dengan Convenience Sampling & Purposive Sampling. Penelitian ini menggunakan kuesioner sebagai instrumen penelitian dan kemudian dianalisa menggunakan Structural Equation Modeling (SEM). Hasil daripada riset ini menunjukkan ada 2 faktor yang mempengaruhi eWOM, serta eWOM mempengaruhi Purchase Intention & Brand Image.

.....With the growth of internet, Electronic Word-of-Mouth (eWOM), has become an interesting phenomenon in the marketing process. The objective of this research is to understand the factors affecting eWOM, and how eWOM affects Purchase Intention & Brand Image of a product. This research uses a quantitative approach. The sample for this research is 212 respondents who are exposed to information regarding Oppo smartphone through eWOM, in Facebook groups. Sample data is collected through Convenience Sampling & Purposive Sampling. This research uses questionnaire as its instruments, which are then analyzed using Structural Equation Modeling (SEM). The results of this research show 2 factors affecting eWOM as well as eWOM have effects on Purchase Intention & Brand Image.