IMPACT OF SOCIAL ELECTRONIC WORD OF MOUTH AND BRAND ATTITUDE TOWARDS PURCHASE INTENTION OF XIAOMI SMARTPHONE IN INDONESIA

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Acknowledge that this final research study report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published in internet or other media (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

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FOREWORDS

Big thanks to Jesus Christ for His blessings and love so that author can finish this thesis with titled “Impact of Social Electronic Word-of-Mouth and Brand Attitude towards Purchase Intention of Xiaomi Smartphone in Indonesia”. This thesis is written as one of the requirements for the author to be given the title in Bachelor of Management from Business Faculty of Widya Mandala Catholic University Surabaya

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ABSTRAK

Perkembangan teknologi serta meningkatnya variasi penggunaan internet di dunia ini membentuk ciri berkomunikasi yang semula komunikasi interpersonal. Wujud komunikasi tersebut berubah menjadi komunikasi elektronik. Bahkan pada zaman sekarang orang menggunakan media sosial untuk berkomunikasi. Penelitian ini terinspirasi dari penelitian sebelumnya yang mengangkat topik mengenai dampak dari social eWOM dan brand attitude terhadap purchase intention.


Penelitian ini menemukan bahwa (1) Social eWOM mempengaruhi Brand Attitude secara signifikan, (2) Brand Attitude juga secara positif dan signifikan mempengaruhi Purchase Intention. Juga (3) Social eWOM mempengaruhi secara langsung dan positif terhadap Purchase Intention konsumen.

Kata kunci: Social eWOM, Brand Attitude, Purchase Intention, Theory Planned Behaviour.
ABSTRACT

From the rapid change of technology also the use of internet worldwide, communication between people to people has been reshaped. From the interpersonal communication become virtual way of communication called electronic word of mouth. Even now people use social media to communicate. This study is inspired from the previous research study that seeks about the use of social eWOM and brand attitude impact to purchase intention.

This research is conducted to understand purchase intention of Xiaomi smartphone using social electronic word-of-mouth and brand attitude in Indonesia. This research is using quantitative method of study. The total numbers of respondents are 150 people who are more than 17 years old, social media user, live in Indonesia and know Xiaomi. In order to participate in this research, the respondents must fill out the questionnaire given by researcher using google form. Researcher use Structural Equation Modeling with LISREL 8.8 as the analytical tool in this study. This study finds that (1) Social Electronic Word-of-Mouth has significant impact on Brand Attitude, (2) Brand Attitude significantly impact Purchase Intention and (3) Social Electronic Word-of-Mouth has positively impact Purchase Intention.

Keyword: Social eWOM, Brand Attitude, Purchase Intention, Theory of Planned Behavior.