

**IMPACT OF ELECTRIC WORD OF MOUTH AND  
BRAND ATTITUDE TOWARDS PURHCASE  
INTENTION OF APPLE SMARTWATCH IN  
SURABAYA**



**BY  
BRAHMA KRISNAYAKTI  
3303015025**

**INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM  
FACULTY OF BUSINESS  
WIDYA MANDALA CATHOLIC UNIVERSITY  
SURABAYA  
2019**

**IMPACT OF ELECTRIC WORD OF MOUTH AND BRAND ATTITUDE  
TOWARDS PURCHASE INTENTION OF APPLE SMARTWATCH IN  
SURABAYA**

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By:  
BRAHMA KRISNA  
3303015025

INTERNATIONAL BUSINESS MANAGEMENT  
FACULTY OF BUSINESS  
WIDYA MANDALA CATHOLIC UNIVERSITY  
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**APPROVAL PAGE**

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By:  
BRAHMA KRISNA  
3303015025

Approved and Accepted  
to be submitted to the test team

Advisor I,



Dr. Wahyudi Wibowo, ST., MM  
NIK. 311.15.0855  
Date:.....

 Advisor II,



Andi Anugerah Amrullah, SE., M.Fin.  
NIK. 311.18.1001  
Date:.....

**VALIDATION PAGE**

**Final Assignment that is written by: Brahma Krisna NRP 3303015025.** Has been examined on Tuesday, 2 July 2019 and declared to have PASSED by the Examiner Team.

Examiner Team Leader



Dr. Dra. Ec. Lydia Ari Widyarini, MM.

NIK 311.92.0.0183

CONFIRMED BY:

Dean,

Head Of Program,



Dr. Edoyicus Lasdi, M.M., Ak.,  
CA., CPAI.  
NIK: 321.99.03.70



Robertus Sigit Haribowo Lukito,  
S.E., M.Sc.  
NIK: 311.11.0678

AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND  
PUBLICATION APPROVAL OF SCIENTIFIC PAPER

For the sake of knowledge development, I, as a student of Widya Mandala Catholic University Surabaya:

I, The undersigned below:

Name : Brahma Krisna

NRP : 33015025

Title : The Effect of eWOM and Brand Attitude Towards Customer Purchase Intention on Apple Smartwatch in Surabaya

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 paper 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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(Brahma Krisna)

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The author aware that this thesis is not perfect. So the author openly open to critics and suggestion. Hopes that this thesis will give more knowledge and useful for the readers.

Surabaya, 2019

A handwritten signature in black ink, appearing to be 'B. Krisna', enclosed within a faint rectangular border.

Brahma Krisna

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## ABSTRAK

Di era digital ini telah terjadi perubahan social pada masyarakat, dimana semuanya menjadi serba digital. Sebelumnya orang harus saling bertemu terlebih dahulu untuk berkomunikasi atau berbagi pengalaman. Namun sekarang karena adanya teknologi orang dapat berkomunikasi di mana saja dan kapan saja bahkan dengan orang yang tidak mereka kenal. Penelitian ini terinspirasi dari penelitian sebelumnya yang mengangkat topik mengenai dampak eWOM dan Brand Attitude terhadap Purchase Intention.

Riset ini untuk memahami Purchase Intention terhadap Apple Smartwatch menggunakan eWOM dan Brand Attitude di Surabaya. Riset ini menggunakan metode penelitian kuantitatif, dengan total responden 150 orang yang berusia 17 tahun atau lebih. Responden harus mengisi kuesioner yang terdapat di google form yang telah di bagikan melalui media social. Penelitian ini menggunakan LISREL Structural Equation Modeling sebagai alat analisa.

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

**Kata Kunci:** eWOM, Brand Attitude , Purchase Intention

## ABSTRACT

In this digital era there have been social changes in society, where everything has become digital. Previously people had to meet each other first to communicate or share experience. But now because of technology people can communicate anywhere and anytime even with people they don't know. This research was inspired by previous research which raised the topic of the impact of eWOM and Brand Attitude on Purchase Intention.

This research is to understand Purchase Intention on Apple Smartwatch using eWOM and Brand Attitude in Surabaya. This research uses quantitative research methods, with a total of 150 respondents aged 17 years or more. Respondents must fill out a questionnaire contained in the google form that has been shared through social media. This study uses LISREL Structural Equation Modeling as an analysis tool. This study found that (1) eWOM significantly affected Brand Attitude, (2) Brand Attitude is also positive and significantly affects Purchase Intention, (3) eWOM also directly and positively affects Purchase Intention.

Keywords: eWOM, Brand Attitude , Purchase Intention,