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

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FOREWORDS

Big thanks to Jesus Christ for His blessings and love so that author can finish this thesis with titled “Effect of Social Electronic Word-of-Mouth and Brand Attitude towards Purchase Intention of Apple Smartwatch in Surabaya”. 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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Surabaya, 2019

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.


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,