

Pengaruh electronic word-of-mouth ewom terhadap brand attitude dan purchase intention pada beauty box Indonesia = The effect of electronic word of mouth ewom on brand attitude and purchase intention case study beauty box Indonesia

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Abstrak

ABSTRAK

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Berubahnya pola perilaku konsumen dalam mencari informasi tentang sebuah produk sebelum memutuskan untuk membeli membuat berbagai perusahaan merubah keputusan pemasaran strategisnya dan berfokus kepada pemasaran digital. Electronic word-of-mouth eWOM merupakan salah satu bentuk hasil pemasaran digital yang mampu memberikan pengaruh besar pada sikap konsumen terhadap suatu merek dan keputusan membeli konsumen. Tesis ini bertujuan untuk melihat apakah eWOM memiliki pengaruh pada brand attitude dan keinginan membeli pada konsumen Beauty Box Indonesia. Penelitian ini memiliki 3 tiga variabel yaitu eWOM, brand attitude, dan purchase intention. Penelitian kuantitatif ini menggunakan kuesioner sebagai instrumen penelitian dan dianalisis menggunakan PLS-SEM. Berdasarkan hasil analisis penelitian, ditemukan bahwa eWOM memiliki pengaruh signifikan terhadap brand attitude dan eWOM berpengaruh pada purchase intention melalui brand attitude.

ABSTRACT

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The change of consumer behavior in finding information about one product before deciding to purchase affect the strategic marketing decisions of many companies and driving them to focus in digital marketing. Electronic word of mouth eWOM is one of the results of digital marketing that capable in influencing the consumer's attitude towards the brand and their purchase decision. The purpose of this research is to examine how eWOM affects brand attitude and purchase intention of Beauty Box Indonesia's customer. This research has 3 three variables which are eWOM, brand attitude, and purchase intention. This quantitative research use questionnaire as the research instrument and analyzed by using PLS SEM. Based on the result of the research analysis, eWOM has significant effect on brand attitude and eWOM affect purchase intention through brand attitude as the mediating variable.