

ABSTRAK

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PENGARUH EWOM DAN EREFERRAL TERHADAP BRAND IMAGE DAN DAMPAKNYA TERHADAP PURCHASE INTENTION: STUDI KASUS PADA PRODUK PERAWATAN KULIT WAJAH MEREK NIVEA
(xiv + 114 halaman; 9 gambar; 24 tabel; 6 lampiran)

Persaingan bisnis di Indonesia saat ini mengarah pada persaingan yang sangat ketat khususnya bagi perusahaan yang bergerak di industri kosmetik. Perusahaan yang bergerak pada industri tersebut bersaing untuk memperoleh pangsa pasar, salah satunya adalah perusahaan Nivea. Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word-of-mouth* (*eWOM*) dan *electronic referral* (*eReferral*) terhadap *brand image* dan dampaknya terhadap *purchase intention* dengan adanya pengaruh moderasi *gender*. Responden penelitian berjumlah 486 orang responden baik laki-laki dan perempuan yang mengetahui produk perawatan kulit wajah merek Nivea dan berdomisili di Jakarta, Bogor, Depok, Tangerang dan Bekasi (Jabodetabek). Data pada penelitian ini diperoleh dari data primer dan data sekunder. Data primer diperoleh melalui kuesioner *online* dengan item pertanyaan dalam bentuk skala likert 1-6 yang kemudian diolah dengan SmartPLS 3.2.8. sedangkan data sekunder diperoleh dari buku, jurnal, maupun internet. Hasil penelitian ini menunjukkan bahwa *eWOM* memiliki pengaruh positif dan signifikan terhadap *brand image*, *eWOM* tidak berpengaruh signifikan terhadap *purchase intention*, *eReferral* berpengaruh positif dan signifikan terhadap *brand image*, *eReferral* berpengaruh positif dan signifikan terhadap *purchase intention*, *brand image* berpengaruh positif dan signifikan terhadap *purchase intention*, *gender* yang berperan sebagai variabel moderasi dapat memoderasi *eWOM* dan *purchase intention*, namun *gender* tidak dapat memoderasi *eReferral* terhadap *purchase intention* dan *gender* tidak dapat memoderasi *brand image* terhadap *purchase intention*. Perbedaan hasil penelitian ini dengan penelitian yang dilakukan Abubakar, Ilkan dan Sahin (2016) adalah terdapat tiga hipotesis yang ditolak, yaitu pengaruh *eWOM* terhadap *purchase intention*, *gender* memoderasi *eReferral* terhadap *purchase intention* dan *gender* memoderasi *brand image* terhadap *purchase intention*.

Referensi : 152 (1973 - 2019)

Kata Kunci : *Electronic Word-of-Mouth, Electronic Referral, Brand Image, Purchase Intention, Gender*

ABSTRACT

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THE INFLUENCE OF EWOM AND EREFERRAL TOWARDS BRAND IMAGE AND ITS IMPACT ON PURCHASE INTENTION: A CASE STUDY ON NIVEA FACIAL PERAWATAN KULIT WAJAH PRODUCTS

(xiv + 114 pages; 9 pictures; 24 tables; 6 attachments)

Business competition in Indonesia currently leads very tight competition, especially for companies that engaged in the cosmetics industry. So, companies engaged in the industry compete to gain market share, one of the company is Nivea. This study aims to analyze the influence of electronic word-of-mouth (eWOM) and electronic referral (eReferral) towards brand image and its impact on purchase intention with gender as a moderating variables. Research respondents numbered 486 respondents both men and women who known Nivea facial skincare products and domiciled in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek). The research data in this study were collected from primary data and secondary data. Primary data was collected from the online questionnaire in form of question with 1-6 Likert Scale and processed by SmartPLS 3.2.8. While secondary data were collected from books, journals, and from the internet. The results of this study indicate that eWOM has a positive and significant effect on brand image, eWOM has no significant effect on purchase intention, eReferral has a positive and significant effect on brand image, eReferral has a positive and significant effect on purchase intention, brand image has a positive and significant effect on purchase intention, gender which acts as a moderating variable can moderate eWOM and purchase intention, but gender cannot moderate eReferral to purchase intention and gender cannot moderate brand image to purchase intention. The difference between the results of this study and the research conducted by Abubakar, Ilkan and Sahin (2016) were the three hypotheses that's rejected. The three hypotheses were the effecr of eWOM on purchase intention, gender moderates eReferral on purchase intention and gender moderates brand image on purchase intention.

Reference : 152 (1973 - 2019)

Keywords : Electronic Word-of-Mouth, Electronic Referral, Brand Image, Purchase Intention, Gender