

ABSTRAK

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“PENGARUH BRAND IMAGE ADVERTISEMENT DAN E-WOM TERHADAP PURCHASE INTENTION KONSUMEN TOKO ONLINE BLIBLI”

(124 halaman, 16 gambar; 24 Tabel)

Bisnis online saat ini berkembang sangat pesat terutama dimasa pandemic ini, para konsumen terutama saat adanya pembatasan kegiatan. Untuk itu masyarakat akan menggunakan toko online dalam bekerja baik kebutuhan sehari-hari maupun kebutuhan alat-alat rumah tangga dan lain-lain. Salah satu toko online yang berkembang adalah Blibli. Dalam penelitian ini peneliti memaparkan dimensi-dimensi *brand image*, *advertisement* dan E-WOM dan menjadi variabel yang mempengaruhi *purchase intention* konsumen terhadap toko online Blibli. Dimensi ekuitas *brand image*, *advertisement* dan E-WOM terdiri dari citra merek, iklan, E-WOM/ komunikasi dari mulut ke mulut secara daring, *purchase intention*. Responden yang dipilih adalah individu yang tidak pernah menggunakan toko online Blibli. Jumlah sampel yang digunakan dalam penelitian ini adalah 210 responden. Data dikumpulkan melalui penyebaran kuisisioner dengan skala pengukuran yaitu interval. Data yang sudah dikumpulkan lalu diuji dengan menggunakan program smartPLS 3.0. Dari hasil analisa, dapat disimpulkan bahwa *brand image*, *advertisement* dan E-WOM berpengaruh positif terhadap kuantitas *purchase intention* konsumen.

Referensi: 2000-2021

Kata Kunci: *Brand image*, *advertisement*, *electronic word of mouth (E-WOM)*, *purchase intention*.

ABSTRACT

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"INFLUENCE OF BRAND IMAGE ADVERTISEMENT AND E-WOM ON CONSUMER PURCHASE INTENTION ON BLIBLI ONLINE STORE"

(124 pages, 16 pictures; 24 tables)

Online business is currently growing very rapidly, especially during this pandemic, consumers, especially when there are activities. For this reason, people will use online stores to work both their daily needs and the needs of household appliances and others. One of the growing online stores is Blibli. In this study, the researcher describes the dimensions of *brand image*, *advertising* and E-WOM as well as the variables that influence consumer buying intentions towards the Blibli online store. The dimensions of *brand image* equity, *advertising* and E-WOM consist of *brand image*, *advertising*, E-WOM word of mouth communication, *purchase intention*. The selected respondents are individuals who have never used the Blibli online store. The number of samples used in this study were 210 respondents. Data were collected through the distribution of questionnaires with a measurement scale, namely intervals. The data that has been collected is then tested using the smartPLS 3.0 program. From the results of the analysis, it can be said that *brand image*, *advertising*, and E-WOM do not have a positive effect on the quantity of consumer buying intentions.

Reference: 2000-2021

Keywords: *Brand image*, *advertising*, *electronic word of mouth* (E-WOM), *purchase intention*.