ABSTRAK

Stefanie Claudia Abdi Muljo. (01619200021)
"PENGARUH ELECTRONIC WORD OF MOUTH, BRAND IMAGE, PRODUCT KNOWLEDGE, DAN EASE OF USE TERHADAP PURCHASE INTENTION PENGGUNA APLIKASI ZALORA INDONESIA"
(xviii + 135 halaman; 25 tabel; 6 gambar)

Penelitian ini dilakukan dengan tujuan mencari tahu apakah ada hubungan yang positif antara *electronic word of mouth (EWOM), brand image, product knowledge,* dan *ease of use* terhadap *purchase intention* secara online pada aplikasi Zalora Indonesia. Pengumpulan data responden dilakukan dengan menyebarkan kuesioner yang terdiri dari 26 item kuesioner berbentuk pernyataan dengan skala likert 1-5 dalam bentuk *google form* secara *online* melalui *platform* sosial media. Hasil data dalam penelitian ini diperoleh dari 255 responden yang merupakan target populasi adalah pengunjung aplikasi Zalora, belum pernah berbelanja online di Zalora, dan domisilinya berada di Jakarta, Bogor, Depok, Tangerang, dan Bekasi. Penelitian ini menggunakan kuesioner dengan *non-probability convenience sampling* sebagai teknik pengambilan sampelnya. Proses analisa data dilakukan dengan *Structure Equation Model* dengan menggunakan *Partial Least Square Structural Equation Model (PLS-SEM)*. Berdasarkan hasil analisis data menjelaskan bahwa *purchase intention* dipengaruhi secara positif *electronic word of mouth (EWOM), brand image, product knowledge,* dan *ease of use*.

Kata kunci: *Electronic Word of Mouth (EWOM), Brand Image, Product Knowledge, Ease of Use, Purchase Intention.*

ABSTRACT

Stefanie Claudia Abdi Muljo (01619200021)
"THE INFLUENCE ELECTRONIC WORD OF MOUTH, BRAND IMAGE, PRODUCT KNOWLEDGE, AND EASE OF USE TOWARD PURCHASE INTENTION FOR ZALORA INDONESIA APPLICATION USER"
(xviii + 135 pages; 25 table; 6 pictures)

The main purpose of this study was to determine the effect of electronic word of mouth (EWOM), brand image, product knowledge, and ease of use towards customer online purchase intention on Zalora application user particularly in Indonesia. Data of respondents were collected using a questionnaire consists of 26 items with likert 1-5 scale in google form distributed online through social media platform. The data were used and collected from 255 respondents that are the target population who is a visitor of Zalora application, who never experience transaction before in Zalora, and residing in Jakarta, Bogor, Depok, Tangerang and Bekasi. This study is using questionnaire with non-probability convenience sampling method as a sampling technique. The research data processed with Partial Least Square Structural Equation Model (PLS-SEM) as a tool. From this research, the result has shown that electronic word of mouth (EWOM), brand image, product knowledge, and ease of use have positive effect towards online purchase intention.

Keywords: *Electronic Word of Mouth (EWOM), Brand Image, Product Knowledge, Ease of Use, Purchase Intention.*