

## ABSTRAK

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***PENGARUH ELECTRONIC WORD OF MOUTH DAN PERCEIVED VALUE  
TERHADAP PURCHASE INTENTION DI MAXX COFFEE KARAWACI  
SELAMA PANDEMI COVID – 19***

(57 halaman + lampiran )

Para pelaku bisnis mengoptimalkan pemasaran online dan digital branding sebagai sarana komunikasi dengan target konsumennya, mulai dari fokus ke pemasaran digital melalui media sosial, kerjasama dengan ojek online, membentuk tim reseller, hingga word of mouth. Konsumen yang memberikan testimoni tentang produk atau jasa tersebut kepada orang lain sehingga secara tidak langsung konsumen tersebut telah melakukan promosi, sehingga membentuk image positif di benak masyarakat. Oleh karena itu dalam penelitian ini akan mencari tahu apakah terdapat pengaruh positif antara *electronic word of mouth (e-WOM)*, *monetary value*, *hedonic value* dan *utilitarian value* terhadap kesadaran merek dan niat beli konsumen. Penelitian ini menggunakan metode kuantitatif, data diambil dengan menggunakan Google Form yang disebarikan kepada 60 orang untuk studi pendahuluan dan 162 responden untuk penelitian actual. Pengambilan data dilakukan dengan menggunakan *convenience sampling*. Data yang diperoleh diolah dengan menggunakan aplikasi SmartPls 3.0. Hasil dari penelitian ini menunjukkan bahwa terdapat Tidak terdapat pengaruh positif dan signifikan *Electronic Word Of Mouth* terhadap *Purchase Intention*. Terdapat pengaruh positif dan signifikan *Monetary Value* terhadap *Purchase Intention*. Terdapat pengaruh positif dan signifikan *Hedonic Value* terhadap *Purchase Intention*. Tidak terdapat pengaruh positif dan signifikan *Utilitarian Value* terhadap *Purchase Intention*

Referensi : 26, tahun 1996-2018

**Kata kunci:** *electronic word of mouth (e-WOM)*, *monetary value*, *hedonic value*, *utilitarian value*

## ABSTRACT

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***THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND PERCEIVED VALUE ON PURCHASE INTENTION AT MAXX COFFEE KARAWACI DURING THE COVID-19 PANDEMIC***

*(57 pages + attachments)*

*Business people optimize online marketing and digital branding as a means of communication with their target consumers, starting from focusing on digital marketing through social media, collaborating with online motorcycle taxis, forming a reseller team, to word of mouth. Consumers who provide testimonials about these products or services to other people so that indirectly these consumers have carried out promotions, thus forming a positive image in the minds of the public. Therefore, in this study, we will find out whether there is a positive influence between electronic word of mouth (e-WOM), monetary value, hedonic value and utilitarian value on brand awareness and consumer purchase intentions. This research uses quantitative methods, data is taken using Google Form which is distributed to 60 people for preliminary studies and 162 respondents for actual research. Data collection was done by using convenience sampling. The data obtained was processed using the SmartPls 3.0 application. The results of this study indicate that there is no positive and significant effect of Electronic Word Of Mouth on Purchase Intention. There is a positive and significant influence of Monetary Value on Purchase Intention. There is a positive and significant effect of Hedonic Value on Purchase Intention. There is no positive and significant effect of Utilitarian Value on Purchase Intention*

*Reference : 26, 1996-2018*

***Keywords:*** *electronic word of mouth (e-WOM), monetary value, hedonic value, utilitarian value*