

## **ABSTRACT**

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### **THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND BRAND IMAGE ON CUSTOMER PURCHASE INTENTION AT PT TJOKIE PERMATA LESTARI, MEDAN**

(xviii+67 pages; 6 figures; 20 tables; 6 appendices)

PT Tjokie Permata Lestari is a company engaged in the production of plastic water tanks made of polyethylene which has been established since 7 February 2012. This Company is located at Jalan Jala IV, No.38, Medan Marelan, Medan. The company manufactures a variety of plastic products, including water tanks, and other accessories. Based on the interviews conducted with the leader of PT Tjokie Permata Lestari, the writer found there is a problem related to customer purchasing decisions. The number of purchases is unstable and falls short of the target. It can be seen that PT Tjokie Permata's target is sustainable, and the number of customer purchases is not reached. E-WOM and brand image can significantly contribute to the success and market performance of water tank manufacturers or suppliers. They can influence customer trust, brand preference, and the overall perception of a water tank brand in the marketplace.

Primary and secondary data are used in this research, the questionnaires are distributed to customers of PT Tjokie Permata Lestari, Medan, and data is measured by validity and reliability tests. The sampling method used in this study is the non-probability sampling method, specifically snowball sampling. The data is analyzed using SPSS 26.00, the research model is being tested using normality, heteroscedasticity, multicollinearity, and linearity tests. The data is also tested with linear regression, multiple linear regression, and coefficient of determination test, then the hypothesis test is done with the F-Test and T-Test.

The study has indicated that Electronic Word Of Mouth and Brand Image have a significant influence on Customer Purchase Intention At PT Tjokie Permata Lestari, Medan. For recommendations, companies are advised to improve word of mouth and brand image to increase customer buying interest at PT Tjokie Permata Lestari.

**Keywords: Electronic Word of Mouth, Brand Image, Purchase Intention**

## **ABSTRAK**

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***PENGARUH ELEKTRONIK WORDS OF MOUTH DAN BRAND IMAGE  
TERHADAP NIAT PEMBELIAN PELANGGAN PADA PT TJOKIE  
PERMATA LESTARI, MEDAN***

(xviii+67 halaman; 6 gambar; 20 tabel; 6 lampiran)

*PT Tjokie Permata Lestari merupakan perusahaan yang bergerak di bidang produksi tangki air plastik berbahan polietilen yang telah berdiri sejak 7 Februari 2012. Perusahaan ini beralamat di Jalan Jala IV, No.38, Medan Marelan, Medan. Perusahaan ini memproduksi berbagai produk plastik, termasuk tangki air, dan aksesoris lainnya. Berdasarkan wawancara yang saya lakukan dengan pimpinan PT Tjokie Permata lestari, penulis menemukan adanya permasalahan terkait keputusan pembelian pelanggan. Jumlah pembelian tidak stabil dan tidak mencapai target. Hal ini terlihat bahwa PT Target Tjokie Permata berkesinambungan dan jumlah pembelian nasabah tidak tercapai. E-WOM dan citra merek dapat berkontribusi secara signifikan terhadap keberhasilan dan kinerja pasar produsen atau pemasok tangki air. Mereka dapat mempengaruhi kepercayaan pelanggan, preferensi merek, dan persepsi keseluruhan tentang merek tangki air di pasar.*

*Data primer dan sekunder digunakan dalam penelitian ini, kuesioner disebarkan kepada pelanggan PT Tjokie Permata Lestari, Medan, data diukur dengan uji validitas dan reliabilitas. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah metode non-probability sampling, yaitu snowball sampling. Data dianalisis menggunakan SPSS 26.00, model penelitian diuji menggunakan uji normalitas, heteroskedastisitas, multikolinearitas, dan linieritas. Data juga diuji dengan regresi linier, regresi linier berganda, dan uji koefisien determinasi, kemudian uji hipotesis dilakukan dengan Uji F dan Uji T.*

*Hasil penelitian menunjukkan bahwa Electronic Word Of Mouth dan Brand Image berpengaruh signifikan terhadap Minat Beli Pelanggan Pada PT Tjokie Permata Lestari, Medan. Untuk rekomendasi, perusahaan disarankan agar dapat meningkatkan word of mouth dan brand image agar dapat meningkatkan minat beli pelanggan pada PT Tjokie Permata Lestari.*

***Kata Kunci: Electronic Word of Mouth, Citra Merek, Niat Membeli***