SUMMARY

MUSLIH MUGHOFFAR. The Influence of eWOM and Brand Image on Purchase Intention Heavenly Blush Yogurt Products. Supervised by UJANG SUMARWAN and NETTI TINAPRILLA.

The development of the world of communication technology is like the internet, making it easier for people to consume and produce information. Every community activity uses the internet as a medium for communicating, doing business, and so on. This makes the promotion mix like traditional WOM (word of mouth) evolve into eWOM (electronic word of mouth). In several studies related to eWOM that there is an influence on brand image and interest in buying consumers. Heavenly Blush is one of the companies that produce yogurt in Indonesia. Related research is needed to find out the impact of eWOM consumer activities on Brand Image and interest in buying Heavenly Blush yogurt products. The results can be used as a formula for the managerial implications of the marketing team to determine the right marketing strategies at this time and in the future.

The research method used is a survey in the form of a structured questionnaire. The study was conducted in the JABODETABEK area (Jakarta, Bogor, Tangerang, Depok, Bekasi) in April - June 2018. The sampling technique in this study was carried out by Non Probability Sampling with Purposive Sampling method in which the sample unit studied was adjusted to the criteria certain applied based on research objectives. The respondents studied were consumers who already knew Heavenly Blush yogurt products but had never consumed at least 17 years of age. Statistical analysis used is PLS (Partial Least Square) analysis by first testing the Validity and Reliability of the research model. PLS is one of the alternative methods of SEM (Structural Equation Modeling). The purpose of using PLS analysis is to examine the effect of model-oriented predictions.

The results showed that there was a significant influence of the eWOM variable on the brand image variable with the t-count value > 1.96 (95% confidence interval) that is equal to 4.224. The eWOM variable has a significant direct effect on the interest in buying heavenly blush products with a t-count value > 1.96 that is equal to 4.260. Brand image is the last variable that has significant results on buying interest with a t-count > 1.64 (90% confidence interval) which is equal to 1,748.

Keywords: eWOM, brand image, purchase intention, yogurt