ABSTRAK

**PENGARUH ELECTRONIC WORD OF MOUTH DAN INSTAGRAM
SEBAGAI SOCIAL MEDIA MARKETING TERHADAP CITRA
MEREK DAN MINAT BELI PADA E-COMMERCE
STUDI PADA BITTERSWEET BY NAJLA LAMPUNG**

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Electronic word of mouth (e-WOM) dan Pemasaran Media Sosial banyak dimanfaatkan konsumen untuk menggali informasi mengenai suatu produk. Informasi yang diperoleh dari berbagai sumber di internet akan mempengaruhi persepsi konsumen terhadap citra merek, risiko dan mendorong minat beli konsumen. Penelitian ini bertujuan untuk menguji pengaruh variabel electronic word of mouth, dan pemasaran media sosial terhadap minat beli dengan brand image sebagai variabel intervening. Penelitian ini dilakukan secara kuantitatif pada 150 responden. Penelitian dilakukan pada seluruh masyarakat Lampung yang mengetahui tentang Bittersweet by Najla Lampung di Instagram dan pernah melakukan pembelian melalui e-commerce. Metode yang digunakan adalah Structural Equation Model dengan Software SmartPLS 3.3.3 tahun 2023. Hasil dari pengujian ini menunjukkan bahwa hipotesis satu,dua,tiga,empat dan lima terbukti kebenarannya,dan dapat disimpulkan bahwa electronic word of mouth berpengaruh positif dan signifikan pada brand image dan minat beli, dan pemasaran media sosial berpengaruh positif terhadap brand image dan minat beli serta signifikan terhadap brand image dan signifikan terhadap minat beli. Sedangkan brand image berpengaruh positif dan signifikan terhadap minat beli.

Kata Kunci : Electronic Word of Mouth, Pemasaran Social media, Citra merek, Minat Beli

ABSTRACT

THE EFFECT OF ELECTRONIC WORD OF MOUTH AND INSTAGRAM AS SOCIAL MEDIA MARKETING ON BRAND IMAGE AND PURCHASE INTENTION TOWARD E-COMMERCE

By

TASIA KUSUMA KARTIKA

Electronic word of mouth (e-WOM) and Social Media Marketing are widely used by consumers to gather information about a product. Information obtained from various sources on the internet will affect consumer perceptions of brand image, risk and encourage consumer buying interest. This study aims to examine the effect of electronic word of mouth variables, and social media marketing on purchase intention with brand image as an intervening variable. This research was conducted quantitatively on 150 respondents. The research was conducted on all Lampung people who know about Bittersweet by Najla Lampung on Instagram and have made purchases through e-commerce. The method used is Structural Equation Model with SmartPLS 3.3.3 software in 2023. Statistical results after hypothesis testing show that each variable, namely: These results indicate that hypotheses one, two, three, four and five are proven, and it can be concluded that electronic word of mouth has a positive and significant effect on brand image and purchase intention, and social media marketing has a positive effect on brand image and purchase intention and is significant to brand image and significant to purchase intention. Meanwhile, brand image has a positive and significant effect on purchase intention.

Keywords : Electronic Word of Mouth, Social Media Marketing, Brand Image, Purchase Intention