THE INFLUENCE ELECTRONIC WORD OF MOUTH, BRAND IMAGE, PRODUCT QUALITY, AND REFERENCE GROUPS ON BUYING INTEREST IN VISITORS TO OUTLET SAMSUNG IN THE MALL BEKASI CYBER PARK

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Abstract

This research is quantitative research which aims to determine the effect of word of mouth electronics, brand image, product quality and reference groups on buying interest in visitors to Samsung outlets in the mall bekasi cyber park. The population in this study were all visitors to the Samsung outlet at the mall in Bekasi and understanding Samsung products. The sample size was taken as many as 70 respondents, with a non-probability sampling method with a type of purposive sampling. Data collection is done through a questionnaire. The data analysis technique used is descriptive and inferential analysis, using Partial Least Square (PLS) tools. The results of this study indicate that (1) word of mouth electronics do not have a significant effect on buying interest with a coefficient of 0.001. (2) brand image has a significant influence on buying interest with a coefficient of 0.355. (3) product quality has a significant effect on buying interest with a coefficient of 0.419. (4) the reference group has a significant effect on buying interest with a coefficient of 0.179.

Keywords: Electronic Word of Mouth, Brand Image, Product Quality, Reference Group, Buying Interest

PENGARUH *ELECTRONIC WORD OF MOUTH,* CITRA MEREK, KUALITAS PRODUK, DAN KELOMPOK ACUAN TERHADAP MINAT BELI PADA PENGUNJUNG *OUTLET* SAMSUNG DI *MALL* BEKASI *CYBER* PARK

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Abstrak

Penelitian ini adalah penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh *electronic word of mouth*, citra merek, kualitas produk dan kelompok acuan terhadap minat beli pada pengunjung *outlet* Samsung di *mall* bekasi *cyber park*. Populasi dalam penelitian ini adalah semua pengunjung *outlet* Samsung yang berada di *mall* bekasi *cyber park* dan paham produk Samsung. Ukuran sampel diambil sebanyak 70 responden, dengan metode pengambilan sampel *non-probability* dengan jenis *purposive sampling*. Pengumpulan data dilakukan melalui kuesioner. Teknik analisis data yang digunakan adalah analisis deskriptif dan inferensial, menggunakan alat *Partial Least Square* (PLS). Hasil penelitian ini menunjukkan bahwa (1) *electronic word of mouth* tidak memiliki pengaruh yang signifikan terhadap minat beli dengan koefisien 0,001. (2) citra merek memiliki pengaruh signifikan terhadap minat beli dengan koefisien 0,355. (3) kualitas produk berpengaruh signifikan terhadap minat beli dengan koefisien 0,419. (4) kelompok acuan berpengaruh signifikan terhadap minat beli dengan koefisien 0.179.

Kata kunci: *electronic word of mouth*, citra merek, kualitas produk, kelompok acuan, minat beli