

Pengaruh *Electronic Word Of Mouth*, *Brand Image* dan *Brand Trust* Terhadap Minat Beli Produk *Smartphone* Iphone

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Abstrak

Penelitian ini dilakukan untuk menguji pengaruh variabel *electronic word of mouth*, *brand image* dan *brand trust* terhadap minat beli produk *smartphone* iPhone. Penelitian ini menggunakan teknik *non probability sampling* dengan metode *purposive sampling*. Sampel dalam penelitian adalah 60 responden di kelurahan Gandul Cinere Depok yang pernah mengakses internet dan mengetahui produk *smartphone* iPhone. Pengujian hipotesis dalam penelitian ini menggunakan *Partial Least Square* (PLS) dengan program smartPLS 3.0 dan tingkat signifikansi 95% ($\alpha=5\%$). Hasil dari pengujian diperoleh (1) hubungan *electronic word of mouth* terhadap minat beli signifikan (2) hubungan *brand image* terhadap minat beli signifikan (3) hubungan *brand trust* terhadap minat beli signifikan.

Kata kunci : *electronic word of mouth*, *brand image*, *brand trust* dan minat beli

The Influence of Electronic Word Of Mouth, Brand Image and Brand Trust on Interest Buying Iphone Smartphone Products

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Abstract

This study was conducted to examine the effect of electronic word of mouth variables, brand image and brand trust on the buying interest of iPhone smartphone products. This research uses non probability sampling technique with purposive sampling method. The sample in this research is 60 respondents in Gandul Cinere Depok village who ever access internet and know iPhone smartphone product. Hypothesis testing in this study using Partial Least Square (PLS) with smartPLS 3.0 program and 95% significance level ($\alpha=5\%$). The result of the test is (1) the relationship of electronic word of mouth to significant buying interest (2) the relationship of brand image to significant buying interest (3) brand trust relationship to significant buying interest.

Keywords : electronic word of mouth, brand image, brand trust and buying interest