

ABSTRAK

Penelitian ini bertujuan untuk menyelidiki fenomena *positive electronic word of mouth (EWOM)* yang berkaitan dengan ulasan makanan di restoran atau tempat makan oleh *food influencer* di Instagram. Terdapat lima variabel yang dirasa terkait dengan fenomena tersebut yaitu *positive electronic word of mouth (EWOM)*, *brand attitude*, *trustworthiness*, *expertise* dan *purchase intention*. Berdasarkan lima variabel tersebut penelitian ini menyelidiki dampak pada merek, apa yang dirasakan *viewer* terhadap *food influencer* tersebut serta niat beli. Dengan menggunakan *structural equation modeling (SEM)* dengan software AMOS penelitian ini mencoba menjelaskan fenomena tersebut berdasarkan hipotesis-hipotesis yang ada. Penelitian ini diikuti oleh 230 responden dengan *purposive sampling* yang terdiri dari pengguna akun Instagram di Surabaya yang secara aktif mencari informasi terkait ulasan restoran dan mengikuti akun *food influencer* Instagram. Hasil analisis menunjukkan bahwa *positive EWOM* mempengaruhi secara positif *brand attitude*, *trustworthiness* dan *expertise*. Sedangkan *positive EWOM*, *brand attitude*, *trustworthiness* dan *expertise* tidak memiliki pengaruh terhadap *purchase intention*.

Kata kunci: *electronic word of mouth*, *brand attitude*, *trustworthiness*, *expertise*, *purchase intention*, SEM, AMOS

ABSTRACT

The study aims to investigate the phenomenon of positive electronic word of mouth (EWOM) in relation to the restaurant. There are five variables that are considered to be related with the phenomenon such as positive electronic word of mouth (EWOM), brand attitude, trustworthiness, expertise and purchase intention. Based on five variables, the research emphasizes on effects from these variables to the brand, viewer perceived of the food influencer and purchase intention. Using structural equation modeling (SEM) with software AMOS this study tries to explain the phenomenon based on existing hypotheses. This study was performed by 230 respondents with purposive sampling from active Instagram users in Surabaya who are active in gathering information about restaurant review and following food influencer account in Instagram. The analysis showed that positive EWOM positively affected brand attitude, trustworthiness and expertise. While positive EWOM, brand attitude, trustworthiness dan expertise have no effect to purchase intention.

Keywords: electronic word of mouth, brand attitude, trustworthiness, expertise, purchase intention, SEM, AMOS