

ABSTRAK

Penelitian ini bertujuan untuk menganalisis *positive electronic word of mouth (Positive E-WOM)* terhadap *brand image, attitude, trust* dan *purchase intention*. Penelitian ini menggunakan pendekatan kuantitatif. Sampel dalam penelitian ini adalah pengguna media sosial Instagram yang menjadi *followers "harvestcakes"* dan belum pernah membeli produk tersebut. Penelitian ini menggunakan *purposive sampling* dengan responden sebanyak 120 orang. Adapun alat yang digunakan untuk mengumpulkan data adalah kuesioner yang hasilnya akan dianalisis dengan menggunakan *Structural Equation Model (SEM)* dengan *Partial Least Square (PLS)*. Di dalam penelitian ini, ditemukan bahwa *positive electronic word of mouth (Positive E-WOM)* berpengaruh positif dan signifikan terhadap *brand image, attitude toward brand*, dan *trust*, sedangkan *positive electronic word of mouth (Positive E-WOM)* tidak berpengaruh terhadap *purchase intention*. Selain itu, *brand image* dan *attitude toward brand* tidak berpengaruh terhadap *purchase intention*, sedangkan *trust* berpengaruh positif dan signifikan terhadap *purchase intention*.

Kata kunci: *electronic word of mouth (E-WOM), brand image, attitude toward brand, trust, purchase intention, SEM*.

ABSTRACT

The aim of the research is to analyze how positive electronic word of mouth (Positive E-WOM) can affect brand image, attitude toward brand, trust and purchase intention. This research is using quantitative approach. The samples in this research are the followers of “harvestcakes” in Instagram. This research uses purposive sampling by respondents as many as 120 people. The instruments of the research uses questionnaires and the results will be analyzed by using Structural Equation Model (SEM) with Partial Least Square (PLS). The result of the research show that positive electronic word of mouth (Positive E-WOM) have positive and significant influence on brand image, attitude toward brand, and trust. In other hand, positive electronic word of mouth (Positive E-WOM) is not significant on purchase intention. Besides that, brand image and attitude toward brand is not significant on purchase intention, and trust have positive and significant influence on purchase intention.

Keywords : electronic word of mouth (E-WOM), brand image, attitude toward brand, trust, purchase intention, SEM.