

ABSTRAK

PENGARUH KUALITAS PRODUK, ELECTRONIC WORD OF MOUTH (eWOM) DAN CITRA MEREK TERHADAP MINAT BELI PRODUK MENANTEA DI YOGYAKARTA

Gabriela Mutiara Andravina
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, *electronic word of mouth (eWOM)* dan citra merek baik secara simultan dan parsial terhadap minat beli produk Menantea di Yogyakarta. Populasi dalam penelitian ini yaitu konsumen individu yang mengetahui atau pernah membeli produk Menantea. Sampel dalam penelitian ini sebanyak 100 responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang kualitas produk, *electronic word of mouth (eWOM)*, citra merek dan minat beli kepada 100 responden. Teknik analisis data yang digunakan adalah regresi linear berganda. Pengolahan data menggunakan *software SPSS 21*. Hasil penelitian menunjukkan: 1) kualitas produk, *electronic word of mouth (eWOM)* berpengaruh secara simultan terhadap minat beli produk Menantea di Yogyakarta. 2) Kualitas produk dan *electronic word of mouth (eWOM)* berpengaruh secara parsial terhadap minat beli. 3) Citra merek tidak berpengaruh secara parsial terhadap minat beli.

Kata kunci: Kualitas Produk, Electronic Word of Mouth (eWOM), Citra Merek dan Minat Beli

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, ELECTRONIC WORD OF MOUTH (eWOM) AND BRAND IMAGE TO PURCHASE INTENTION OF MENANTEA IN YOGYAKARTA

Gabriela Mutiara Andravina
Universitas Sanata Dharma
Yogyakarta
2022

This study aims to determine the influence of product quality, electronic word of mouth (eWOM) and brand image both simultaneously and partially towards Purchase Intention of Menantea Products in Yogyakarta. The population in this study are individual consumers who know or have bought Menantea products. The sample in this study were 100 respondents. The sampling technique used was purposive sampling. The data were obtained by distributing questionnaires about Product Quality, Electronic Word of Mouth (eWOM), Brand Image and Purchase Intention to 100 respondents. The data analysis technique used was multiple linear regression. The data processing using SPSS 21 software. The results showed: 1) Product Quality and Electronic Word of Mouth (eWOM) had a simultaneous influence towards Purchase Intention of Menantea products in Yogyakarta. 2) Product Quality and Electronic Word of Mouth (eWOM) partially influenced Purchase Intention. 3) Brand Image had no partial influence towards Purchase Intention.

Keywords: Product Quality, Electronic Word of Mouth (eWOM), Brand Image and Buying Interest