

ABSTRAK

**PENGARUH ELECTRONIC WORD OF MOUTH, BRAND
AMBASSADOR, DAN BRAND IMAGE TERHADAP MINAT BELI
ERIGO**

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Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth*, *brand ambassador*, dan *brand image* terhadap minat beli Erigo. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 96 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda, dan uji hipotesis menggunakan *software* SPSS 25. Hasil penelitian menunjukkan bahwa: (1) *electronic word of mouth* berpengaruh terhadap minat beli Erigo, (2) *brand ambassador* tidak berpengaruh terhadap minat beli Erigo, (3) *brand image* berpengaruh terhadap minat beli Erigo.

Kata Kunci: *Electronic Word of Mouth*, *Brand Ambassador*, *Brand Image*, dan Minat Beli.

ABSTRACT

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH, BRAND
AMBASSADOR, AND BRAND IMAGE ON PURCHASE INTEREST OF
ERIGO**

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This study aims to determine the influence of electronic word of mouth, brand ambassador, and brand image on purchase interest of Erigo. The sampling technique used was purposive sampling. The data was obtained by distributing questionnaires to 96 respondents. Data analysis techniques in this study were descriptive analysis, classical assumption test, multiple linear regression analysis, and hypothesis testing using SPSS 25 software. The results of this study showed that: (1) electronic word of mouth influences purchase interest of Erigo, (2) brand ambassador has no influence on purchase interest of Erigo, (3) brand image influences purchase interest of Erigo.

Keywords: Electronic Word of Mouth, Brand Ambassador, Brand Image, and Purchase Interest.