

ABSTRAK

**PENGARUH DUTA MEREK DAN E-WOM TERHADAP MINAT BELI
ONIC SUPPLY DIMEDIASI OLEH CITRA MEREK**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh duta merek terhadap minat beli, (2) pengaruh *E-WOM* terhadap minat beli, (3) pengaruh duta merek terhadap minat beli dimediasi oleh citra merek, (4) pengaruh *E-WOM* terhadap minat beli dimediasi oleh citra merek. Populasi yang digunakan pada penelitian ini adalah masyarakat yang mengetahui ONIC *Esports* dan ONIC Supply yang berdomisili di Yogyakarta. Teknik pengambilan sampel menggunakan *non probability sampling*. Data diperoleh dengan membagikan kuesioner tentang duta merek, *E-WOM*, minat beli dan citra merek kepada 110 responden. Teknik analisis data menggunakan *Partial Least Square* dengan software SmartPLS versi 3. Hasil penelitian menunjukkan bahwa: 1) duta merek berpengaruh signifikan positif terhadap minat beli. 2) *E-WOM* tidak berpengaruh terhadap minat beli. 3) duta merek berpengaruh signifikan positif terhadap minat beli dengan dimediasi secara parsial oleh citra merek. 4) *E-WOM* berpengaruh signifikan positif terhadap minat beli dengan dimediasi secara penuh oleh citra merek.

Kata Kunci: Duta Merek, *E-WOM*, Minat Beli, Citra Merek

ABSTRACT

**THE INFLUENCE OF BRAND AMBASSADOR AND E-WOM ON
ONIC SUPPLY PURCHASE INTEREST MEDIATED BY BRAND IMAGE**

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This study aims to determine: (1) the influence of brand ambassadors on purchase intention, (2) the influence of E-WOM on purchase intention, (3) the influence of brand ambassadors on purchase intention mediated by brand image, (4) the influence of E-WOM on purchase intention mediated by brand image. The population used in this study were people who know ONIC Esports and ONIC Supply who live in Yogyakarta. The sampling technique used non-probability sampling. Data were obtained by distributing questionnaires about brand ambassadors, E-WOM, purchase intention and brand image to 110 respondents. The data analysis technique used Partial Least Square with SmartPLS software version 3. The results of the study showed that: 1) brand ambassadors have a significant positive effect on purchase intention. 2) E-WOM has no effect on purchase intention. 3) brand ambassadors have a significant positive effect on purchase intention mediated partially by brand image. 4) E-WOM has a significant positive effect on purchase intention mediated fully by brand image.

Keywords: Brand Ambassador, E-WOM, Purchase Intention, Brand Image