

**PENGARUH EWOM QUALITY DALAM MEMBENTUK CORPORATE
IMAGE DAN MENDORONG PURCHASE INTENTION PADA
UNIVERSITAS SANATA DHARMA**

Maria Theresia Wikan Sih

Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Sanata Dharma,
Yogyakarta

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth* (eWOM) *quality* terhadap *purchase intention* calon mahasiswa Universitas Sanata Dharma dengan *corporate image* sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan metode *explanatory research*. Data dikumpulkan melalui kuesioner online yang disebarkan kepada siswa kelas XII SMA/SMK di Daerah Istimewa Yogyakarta yang pernah melihat informasi Universitas Sanata Dharma di media sosial. Jumlah responden sebanyak 105 orang. Analisis data dilakukan menggunakan metode *Partial Least Square–Structural Equation Modeling (PLS-SEM)* dengan bantuan perangkat lunak *SmartPLS*. Hasil penelitian menunjukkan bahwa *eWOM quality* tidak berpengaruh langsung terhadap *purchase intention*, namun berpengaruh signifikan terhadap *corporate image*. Selanjutnya, *corporate image* berpengaruh signifikan terhadap *purchase intention* dan memediasi secara penuh pengaruh *eWOM quality* terhadap *purchase intention*. Temuan ini menegaskan pentingnya strategi komunikasi digital yang berfokus pada kualitas informasi untuk membangun citra universitas dan meningkatkan minat pendaftaran calon mahasiswa.

Kata kunci: *eWOM quality, corporate image, purchase intention, media sosial*

Abstract

This study aims to analyze the effect of electronic word of mouth (eWOM) quality on the purchase intention of prospective students at Sanata Dharma University, with corporate image as a mediating variable. The research employed a quantitative approach using an explanatory research design. Data were collected through online questionnaires distributed to 12th-grade high school students in the Special Region of Yogyakarta who had previously encountered information about Sanata Dharma University on social media. A total of 105 respondents participated in this study. Data analysis was conducted using Partial Least Square–Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results indicate that eWOM quality does not have a direct effect on purchase intention, but it significantly influences corporate image. Furthermore, corporate image has a significant effect on purchase intention and fully mediates the relationship between eWOM quality and purchase intention. These findings highlight the importance of digital communication strategies that emphasize information quality to strengthen university image and encourage prospective students' enrollment intention.

Keywords: *eWOM quality, corporate image, purchase intention, social media*