

ABSTRAK

PENGARUH E-WOM DAN CELEBRITY ENDORSEMENT TERHADAP MINAT BELI DENGAN BRAND IMAGE SEBAGAI VARIABEL MEDIASI
Studi pada Bloomery Patisserie Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung E-WOM terhadap minat beli (2) pengaruh secara langsung *celebrity endorsement* terhadap minat beli (3) pengaruh E-WOM terhadap minat beli dengan dimediasi oleh *brand image*, (4) pengaruh *celebrity endorsement* terhadap minat beli dengan dimediasi oleh *brand image*. Teknik pengambilan sampel yang digunakan ialah *purposive sampling*. Data diperoleh dari 155 responden sebagai sampel dengan menyebarkan kuesioner melalui *google form*. Analisis data yang digunakan ialah Partial Least Square (PLS) dengan aplikasi SmartPLS 4.0.9.2. Hasil penelitian ini menunjukkan bahwa: (1) E-WOM secara langsung berpengaruh positif terhadap minat beli; (2) *celebrity endorsement* secara langsung berpengaruh positif terhadap minat beli; (3) E-WOM berpengaruh positif terhadap minat beli dengan dimediasi sebagian oleh *brand image*; (4) *celebrity endorsement* berpengaruh positif terhadap minat beli dengan dimediasi sebagian oleh *brand image*.

Kata kunci: *Electronic Word of Mouth*, E-WOM, *Celebrity Endorsement*, *Brand Image*, dan Minat Beli

ABSTRACT

THE INFLUENCE OF E-WOM AND CELEBRITY ENDORSEMENT ON THE PURCHASE INTENTION WITH BRAND IMAGE AS A MEDIATION VARIABLE
Study on Bloomery Patisserie Yogyakarta

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This study aims to determine : (1) The direct influence of E-WOM on the purchase intention, (2) the direct influence of celebrity endorsement on the purchase intention directly, (3) the influence of E-WOM on the purchase intention with brand image as mediation, (4) the influence of celebrity endorsement on the purchase intention with brand image as mediation. The sampling technique used is non-probability sampling, namely purposive sampling method. The data obtained by 155 respondents as the sample by distributing questionnaires in the form of Google form. The data analysis technique used is Partial Least Square (PLS) with the SmartPLS 4.0.9.2 application. The results of this study indicate that: (1) E-WOM had a direct positive influence on purchase intention; (2) celebrity endorsement had a direct positive influence on purchase intention; (3) E-WOM had a positive influence on purchase intention partially mediated by brand image; (4) Celebrity endorsement had a positive influence on purchase intention partially mediated by brand image.

Keywords Electronic Word of Mouth, E-WOM, Celebrity Endorsement, Brand Image, and Purchase Intention.