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**PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP  
*ONLINE PURCHASE INTENTION* MELALUI *BRAND IMAGE***

**(Survei Pada Pengguna Aplikasi Booking.com)**

**SKRIPSI**

Diajukan sebagai salah satu syarat untuk memperoleh gelar Sarjana Pariwisata pada  
Program Studi Management Pemasaran Pariwisata



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***ELECTRONIC WORD OF MOUTH TERHADAP ONLINE  
PURCHASE INTENTION MELALUI BRAND IMAGE***

(Survei pada Pengguna Aplikasi Booking.com)

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LEMBAR PENGESAHAN  
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(Survei pada Pengguna Aplikasi Booking.com)

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## SURAT PERNYATAAN

### LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul " **Pengaruh *Electronic Word Of Mouth Terhadap Online Purchase Intention Melalui Brand Image***" (Survei pada Pengguna Booking.com) ini beserta seluruh isinya adalah benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

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Bandung, 31 Desember 2022

Peneliti



Sri Ajeng Cindawagi

## ABSTRAK

Sri Ajeng Cindawangi, 2006964, “Pengaruh *Electronic Word of Mouth* terhadap *Online Purchase Intention* melalui *Brand image* (Survei pada Pengguna Aplikasi Booking.com)” di bawah bimbingan ibu Yeni, S.Pd., MM dan Bapak Rijal Khaerani S.Si.,M.Stat.

Penelitian ini bertujuan untuk mengetahui bagaimana *electronic word of mouth* berpengaruh terhadap *online purchase intention* dan *brand image* di aplikasi Booking.com. dalam penelitian ini menggunakan variabel bebas yaitu *Electronic Word of Mouth* yang terdiri dari 3 dimensi: *source expertise*, *valance*, dan *content*. *Brand Image* sebagai variabel mediasi memiliki 3 dimensi: *favorability*, *strength*, dan *uniqueness*. *Online Purchase Intention* sebagai variabel terikat mencakup 3 dimensi yaitu *attention*, *trust*, *interest*. Penelitian ini menggunakan *explanatory survey* dengan sampel 280 responden pada pengguna aplikasi Booking.com. Data analisis menggunakan *Structural Equation Modeling* (SEM) dan *Confirmatory Factor Analysis* (CFA) untuk memvalidasi kesesuaian item kuisioner, kesesuaian model dan hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa secara simultan ada pengaruh signifikan *electronic word of mouth* terhadap *online purchase intention* yang dimediasi oleh *brand image*. Secara parsial *electronic word of mouth* berpengaruh signifikan terhadap *brand image* dan *online purchse intention*. Pada *brand image* memiliki pengaruh signifikan terhadap *online purchase intention*, sehingga *brand image* dapat berperan sebagai mediasi. Peneliti merekomendasikan peningkatan *electronic word of mouth* untuk meningkatkan *brand image* dan *online purchase intention* pada aplikasi Booking.com.

**Kata Kunci:** *Electronic Word Of Mouth, Brand Image, Online Purchase Intention, Aplikasi Booking.com*

## ABSTRACT

Sri Ajeng Cindawangi, 2006964, *“The Influence of Electronic Word of Mouth on Online Purchase Intention through Brand Image (Survey of Booking.com Application Users) under the guidance of Mrs. Yeni, S.Pd., MM and Mr. Rijal Khaerani S.Si.,M.Stat.*

*This research aims to find out how electronic word of mouth influences online purchase intention and brand image on the Booking.com application. In this research, the independent variable is used, namely Electronic Word of Mouth, which consists of 3 dimensions: source expertise, valance, and content. Brand Image as a mediating variable has 3 dimensions: favorability, strength, and uniqueness. Online Purchase Intention as a dependent variable includes 3 dimensions, namely attention, trust, interest. This research uses an explanatory survey with a sample of 280 respondents who use the Booking.com application. Data analysis uses Structural Equation Modeling (SEM) and Confirmatory Factor Analysis (CFA) to validate the suitability of questionnaire items, suitability of the model and hypothesis proposed. The research results show that simultaneously there is a significant influence of electronic word of mouth on online purchase intention which is mediated by brand image. Partially, electronic word of mouth has a significant effect on brand image and online purchase intention. Brand image has a significant influence on online purchase intention, so brand image can play a mediating role. Researchers recommend increasing electronic word of mouth to increase brand image and online purchase intention on the Booking.com application.*

***Keywords: Electronic Word Of Mouth, Brand Image, Online Purchase Intention, Booking.com Application***



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