

**PENGARUH *ELECTRONIC WORD OF MOUTH* DAN
BRAND AWARENESS TERHADAP *PURCHASE DECISION* DIMEDIASI OLEH *BRAND
IMAGE***

**(Studi pada *follower instagram red falcon holiday* yang pernah mengikuti paket wisata
konser)**

TESIS

**Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Magister pada
Program Studi Manajemen**



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**PROGRAM STUDI MAGISTER MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister
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**PENGARUH *ELECTRONIC WORD OF MOUTH* DAN
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OLEH *BRAND IMAGE*
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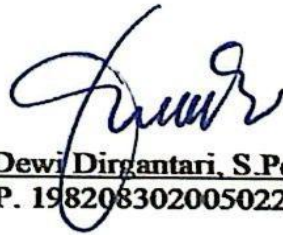
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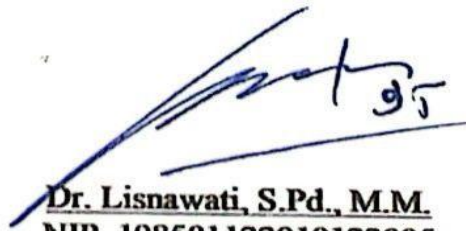
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ABSTRAK

M Rizki Ubaidillah (2208362), **“Pengaruh *Electronic Word of Mouth* dan *Brand Awareness* Terhadap *Purchase Decision* Dimediasi oleh *Brand Image* (Studi Pada *Follower Instagram Red Falcon Holiday* yang Pernah Mengikuti Paket Wisata Konser)”** dibawah bimbingan Dr. Heny Hendrayati, S.IP., M.M. dan Dr. Puspo Dewi Dirgantari, S.Pd., MT.,MM

Penelitian ini bertujuan untuk mengetahui peran *brand image* dalam memediasi *electronic word of mouth* dan *brand awareness* terhadap *purchase decision* pengguna jasa *red falcon holiday*. Pada saat ini *electronic word of mouth* telah menjadi solusi untuk meningkatkan *brand image* perusahaan namun masih perlu penelitian bagaimana *electronic word of mouth* dan *brand awareness* mempengaruhi *purchase decision* melalui *brand image*. Metode penelitian yang digunakan ialah *explanatory survey*. Populasi penelitian ini yaitu konsumen *red falcon holiday* sebanyak 250 responden melalui teknik pengambilan sampel *probability sampling* dengan metode sampel jenuh. Pengumpulan data penelitian ini berupa penyebaran kuesioner kepada *followers instagram red falcon holiday* yang pernah mengikuti *open trip* konser. Teknik analisis data yang dipakai ialah analisis deskriptif dan verifikatif, dibantu dengan alat analisis SEM Hasil penelitian ini menunjuka bahwa *electronic word of mouth*, *brand awreness*, *brand image* berpengaruh secara signifikan terhadap *purchase decision* elalui *brand image* *electronic word of mouth* berpengaruh seacara signifikan *purchase decision* melalui *brand image*, *brand awareness* berpengaruh secara signifikan terhadap *purchase decision* melalui *brand image*, *electronic word of mouth*, *brand awreness* berpengaruh secara signifikan terhadap *Purchase decision* di mediasi oleh *brand image*. Implikasi dari penelitian ini dapat menjadi acuan untuk selalu menjaga dan meningkatkan *electronic word of mouth positif* diantara konsumen dan selalu menignkatkan *brand awareness* perusahaan *red falcon holiday* karena akan membuat *brand image* perushaan akan meningkat dan tentunya dapat meningkatkan keputusan pembelian konsumen.

Kata kunci: *Electronic word of mouth*, *Brand awareness*, *Brand image*, *Purchase decision* dan Red Falcon Holiday

ABSTRACT

M Rizki Ubaidillah (2208362), “**The Influence of Electronic Word of Mouth and Brand Awareness on Purchase Decision Mediated by Brand Image (A Study on Red Falcon Holiday Instagram Followers Who Have Followed Concert Tour Packages)**” under the guidance of Dr. Heny Hendrayati, S.IP., M.M. and Dr. Puspo Dewi Dirgantari, S.Pd., MT.,MM

This study aims to determine the role of brand image in mediating electronic word of mouth and brand awareness on purchase decisions of red falcon holiday service users. Currently, electronic word of mouth has become a solution to improve the company's brand image, but research is still needed on how electronic word of mouth and brand awareness influence purchase decisions through brand image. The research method used is an explanatory survey. The population of this study is 250 red falcon holiday consumers through a probability sampling technique with a saturated sample method. The data collection for this study was in the form of distributing questionnaires to red falcon holiday instagram followers who had participated in a concert open trip. The data analysis technique used is descriptive and verification analysis, assisted by SEM analysis tools using the Amos 26 application. The results of this study interpret that electronic word of mouth, brand awareness, brand image have a significant effect on purchase decisions through brand image. Electronic word of mouth has a significant effect on purchase decisions through brand image, brand awareness has a significant effect on purchase decisions through brand image, electronic word of mouth, brand awareness has a significant effect on purchase decisions mediated by brand image. The implications of this research can be a reference for always maintaining and increasing positive electronic word of mouth among consumers and always increasing brand awareness of the Red Falcon Holiday company because it will increase the company's brand image and of course increase consumer purchasing decisions

Keywords: Electronic word of mouth, Brand awareness, Brand image, Purchase decision and Red Falcon Holiday

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