

ABSTRAK

Perkembangan perekonomian di Indonesia, serta pertumbuhan masyarakatnya di Ibu Kota, mendorong perkembangan bisnis kuliner di kota Jakarta, setiap pelaku bisnis kuliner akan menggunakan strategi agar dapat menarik konsumen untuk menggunakan produk dan jasanya, agar dapat memenangkan persaingan.

Tujuan diadakannya penelitian ini adalah untuk mengetahui peran *electronic word of mouth* dan *brand image* terhadap *buying intention*, penelitian ini dilakukan terhadap 100 responden.. Tehnik *purposive sampling* pada teknik ini peneliti memilih sampel purposive atau sampel bertujuan secara subyektif. Untuk menjawab perumusan masalah tujuan dan hipotesis penelitian ini, maka analisis yang digunakan adalah analisis *Structural Equation Model* (SEM).

Hasil penelitian menunjukan bahwa variabel *brand image* berpengaruh secara signifikan terhadap *buying intention*.

Kata kunci : *Electronic word of mouth, Brand Image, Buying Intention.*



ABSTRACT

Economic developments in Indonesia, as well as the growth of the community in the capital, pushing the culinary business development in the city, every culinary business will use strategies in order to attract consumers to use their products and services, in order to win the competition.

The objective of this study was to determine the role of electronic word of mouth and brand image of buying intention, this study was conducted on 100 respondents .. purposive sampling technique in this technique the researchers chose a purposive sample or samples aimed at subjectively. To answer the problem formulation of objectives and hypotheses of this study, the analysis used is the analysis of Structural Equation Model (SEM).

The results showed that the brand image variables significantly influence buying intention.

Keywords: Electronic word-of-mouth, Brand Image, Buying Intention.

