

## ABSTRAK

Penelitian ini untuk mengetahui pengaruh *Brand Image*, *Promotion* dan *Electric Word of Mouth* terhadap *Intention to Buy Product* pada pengguna aplikasi *Shopee.co.id*. Subjek pada penelitian ini adalah konsumen yang menggunakan aplikasi *Shopee.co.id* dalam membeli suatu produk. Sampel yang digunakan dalam penelitian ini adalah sebanyak 150 responden. Teknik pengambilan sampel menggunakan *convenience sampling*. Dengan menggunakan pendekatan deskriptif kuantitatif. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM-PLS. Hasil penelitian ini menunjukkan bahwa *Brand Image* berpengaruh positif signifikan terhadap *Intention to Buy Product*. *Promotion* tidak berpengaruh signifikan terhadap *Intention to Buy Product* dan *Electric Word of Mouth* berpengaruh positif signifikan terhadap *Intention to Buy Product*.

Kata Kunci : *Brand Image*, *Promotion*, *Electric Word of Mouth*, *Intention to Buy Product*, Aplikasi *Shopee.co.id*

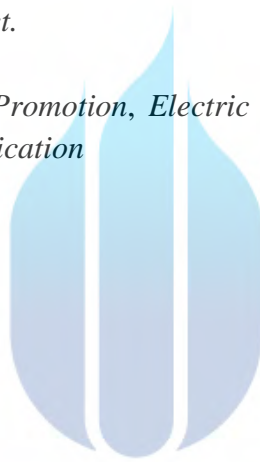


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## **ABSTRACT**

*The research aims to identify the influence of Brand Image, Promotion and Electronic Word of Mouth on Shopee.co.id application users. The subjects in this study were consumer who used the Shopee.co.id application in buy product. The sample used in this study was 150 respondents. The sampling technique using a convenience sampling. By using quantitative descriptive approach. Therefore, the analysis of the data used is the statistical analysis in the form of SEM-PLS. The results of this study showed Brand Image has a significant positive effect on the Intention to Buy Product. Promotion have none significant effect on the Intention to Buy Product and Electronic Word of Mouth has a significant positive effect on the Intention to Buy Product.*

*Keyword : Brand Image, Promotion, Electric Word of Mouth, Intention to Buy Product, Shopee.co.id application*



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