

ABSTRACT

This research aims to analyze the impact of brand image, electronic word of mouth, brand awareness on purchase intention and its implication on purchase decision of BRI Brizzi electronic money. Data were collected by distributing questionnaire directly on March 2019 in Jakarta. Sampling method in this research is using an accidental sampling technique a total of 100 respondent were obtained. Path analysis was employed in this study. The result showed that there were a significant effect of brand image, electronic word of mouth, and brand awareness had significant effect on purchase intention and purchase decision, both partially and simultaneously, as well as purchase intention also had a significant impact on purchase decision. The research conclusion shows that all independent variables had a significant impact on purchase decision, and purchase intention was found as a mediating variable the effect of brand image, electronic word of mouth, brand awareness on purchase decision of BRI Brizzi. This research provides some managerial implications which suggested BRI Brizzi to enhance a unique aspect of BRI Brizzi, and optimizing social media platform integration as consumers place to express positive experiences/ emotions regarding BRI Brizzi, also consider the right media. In addition, for further researchers is recommended to conduct research related to electronic money in other cities in Indonesia.

Keywords: Brand Image, Electronic Word of Mouth, Brand Awareness, Purchase Intention, Purchase Decision.

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh citra merek, pesan elektronik, kesadaran merek terhadap niat beli dan implikasinya pada keputusan pembelian uang elektronik BRI Brizzi. Data yang digunakan merupakan hasil dari penyebaran kuesioner secara langsung pada bulan Maret 2019 di Jakarta. Metode penarikan sampel yang digunakan adalah *convenience sampling/ accidental sampling* di mana terdapat beberapa kriteria yang ditetapkan oleh peneliti, dan terdapat 100 orang yang memenuhi kriteria tersebut. Teknik analisis data menggunakan analisis jalur. Hasil penelitian menunjukkan bahwa terdapat pengaruh signifikan citra merek, pesan elektronik, kesadaran merek terhadap niat beli dan keputusan pembelian, baik secara parsial maupun simultan, serta niat beli juga berpengaruh signifikan terhadap keputusan pembelian. Kesimpulan dalam penelitian ini memperlihatkan bahwa seluruh variabel independen terbukti berpengaruh signifikan terhadap variabel keputusan pembelian, dan niat beli sangat berperan dalam memediasi pengaruh citra merek, pesan elektronik, dan kesadaran merek terhadap keputusan pembelian BRI Brizzi. Penelitian ini tentunya memberikan beberapa implikasi manajerial di mana disarankan BRI Brizzi harus meningkatkan keunikan merek BRI Brizzi, dan mengoptimisasi integrasi *social media platform* sebagai tempat konsumen untuk mengungkapkan ekspresi emosi/pengalaman positif terkait BRI Brizzi, serta melakukan pemilihan media yang tepat. Peneliti selanjutnya sangat disarankan untuk melakukan penelitian terkait uang elektronik di kota-kota besar lain di Indonesia.

Kata Kunci: Citra Merek, Pesan Elektronik, Kesadaran Merek, Niat Beli, Keputusan Pembelian.