

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Product Assortment*, *Electronic Word of Mouth* dan Citra Merek terhadap Minat Beli pada Platform Vidio. Populasi penelitian ini adalah masyarakat Indonesia yang minat berlangganan platform streaming Vidio. Penelitian ini dilakukan terhadap 125 responden dengan menggunakan pendekatan deskriptif kuantitatif. Teknik pengambilan sampel yang digunakan *non-probability sampling* dengan metode convenience sampling. Metode pengumpulan data menggunakan metode survei, dengan instrument penelitian adalah kuesioner. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM-PLS. Penelitian ini membuktikan bahwa product assortment berpengaruh positif signifikan terhadap minat beli konsumen, electronic word of mouth tidak berpengaruh positif signifikan terhadap minat beli konsumen, serta citra merek berpengaruh positif signifikan terhadap minat beli konsumen.

Kata kunci : Product Assortment, Electronic Word of Mouth, Citra Merek, Minat Beli.



## **ABSTRACT**

*This research aims to analyze the influence of Product Assortment, Electronic Word of Mouth, and Brand Image on Purchase Intention on the Vidio Platform. The population of this study is Indonesian individuals interested in subscribing to the Vidio streaming platform. The research was conducted with 125 respondents using a quantitative descriptive approach. Non-probability sampling with the convenience sampling method was used for sample selection. Data collection was carried out through a survey method, using a questionnaire as the research instrument. The data analysis employed statistical analysis in the form of SEM-PLS. This study confirms that product assortment has a significant positive effect on consumer purchase intention, electronic word of mouth does not have a significant positive effect on consumer purchase intention, and brand image has a significant positive effect on consumer purchase intention.*

*Keywords: Product Assortment, Electronic Word of Mouth, Brand Image, Purchase Intention.*

