
Developing Purchase Intention Of Eiger Products In Kudus

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Abstract

This study aims to analyze the influence of e-WOM and social media marketing on the purchase intention of Eiger products through brand image among students of Universitas Muria Kudus. The approach used is a quantitative approach. The sample used in this study consists of 120 respondents chosen using proportional sampling techniques. Data collection was conducted using a questionnaire method. Data analysis techniques used structural equation modeling analysis with AMOS. The results obtained are: 1) e-WOM and social media marketing have a positive and significant effect on brand image, 2) e-WOM does not have a significant effect on purchase intention, 3) social media marketing has a positive and significant effect on purchase intention, 4) brand image has a positive and significant effect on purchase intention, 5) e-WOM has a positive and significant effect on purchase intention through brand image, 6) social media marketing has a positive and

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