

## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth* terhadap minat beli melalui citra merek dan kepercayaan merek sebagai variabel intervening studi pada *smartphone* Apple di Yogyakarta. Dalam penelitian ini sampel yang diperoleh sebanyak 175 responden yang dipilih dengan menggunakan metode *purposive sampling* dengan teknik pengumpulan data menggunakan kuesioner. Alat analisis yang digunakan adalah SEM (*Structural Equation Modeling*), dan menggunakan uji validitas, uji realibilitas, yang dioperasikan melalui program IBM SPSS AMOS 21

Berdasarkan analisis yang telah dilakukan diperoleh bahwa: (1) *electronic word of mouth* berpengaruh positif dan signifikan terhadap citra merek. (2) *Electronic word of mouth* berpengaruh positif dan signifikan terhadap kepercayaan merek. (3) Kepercayaan merek berpengaruh positif dan signifikan terhadap minat beli. (4) Citra merek tidak berpengaruh positif dan signifikan terhadap minat beli. (5) *Electronic word of mouth* tidak berpengaruh positif dan signifikan terhadap minat beli. (6) *Electronic word of mouth* tidak berpengaruh positif dan signifikan terhadap minat beli melalui citra merek. (7) *Electronic word of mouth* berpengaruh positif dan signifikan terhadap citra merek

**Kata Kunci:** *Electronic Word of Mouth*, Citra Merek, Kepercayaan Merek, Minat Beli

## **ABSTRACT**

*This research aims to analyze the effect of word of mouth electronic toward purchase intention through brand image and brand trust as intervening variable studi on smartphone Apple in Yogyakarta. In this study the samples obtained as many as 175 respondents were selected using a purposive sampling method with engineering data collection using the questionnaire. Analysis tools used are SEM (Structural Equation Modeling), and his own test validity, reliability testing, which is operated through the IBM SPSS AMOS 21.*

*Based on the analysis that has been done is obtained that: (1) electronic word of mouth effect positively and significantly to the brand image. (2) Electronic word of mouth effect positively and significantly to trust the brand. (3) Positive and influential brand Trust significantly to buy interest. (4) The brand image is not positive and significant effect against the interest purchased. (5) Electronic word of mouth is not a positive and significant effect against the interest purchased. (6) The Electronic word of mouth is not a positive and significant effect against the interest in purchasing via the brand image. (7) Electronic word of mouth effect positively and significantly to the brand image.*

**Keywords:** *Electronic Word of Mouth, brand image, Brand Trust, interest in Purchasing*