

ABSTRACT

The selection of social media for business is affecting persuasion from seller to buyer. YouTube also can be a video seller that gives an overview about product usage instructions, inform the launch of a new product, and represent the advantages and values the product have. One of the type of content we can find on Youtube is a product review video, and the people who make it on Youtube called Youtube Reviewer. The new marketing activities on the review video is by giving a positive or negative statement about product or the company via internet known as Electronic Word Of Mouth (eWOM). Information that given by youtube reviewer then will be accepted (Information Acceptance) to the viewers, so they will have the interest and attraction for purchasing and using the product (Purchase Intention).

The variable studied in this research are Elevation Word Of Mouth (X), Information Acceptance (Y) and Purchase Intention (Z). The purpose of this research is to find out how the influence of eWOM towards Purchase Intention with Information Acceptance as a mediator to viewers video review Smartphone Samsung on Youtube.

This research used quantitative descriptive as the method with Bernoulli as the formula to determine the number of respondents. The entire questionnaire was shared to 400 respondents who watched video review Smartphone Samsung that delivered by Youtube Reviewer. Data analysis technique that used this research is Path Analysis

The result of hypothesis test in this research, can be found that Electronic Word Of Mouth has a direct influence towards Information Acceptance, Electronic Word Of Mouth and Information Acceptance has a direct influence towards Purchase Intention, and Electronic Word Of Mouth has an indirect influence towards Purchase Intention with Information as a mediator. In this research can be found that the indirect influence between eWOM towards Purchase Intention with Information Acceptance as a mediator has a huge influence compared the one with direct influence from eWOM toward Purchase Intention.