

ABSTRACT

The increasing use of social media among the public, make a marketing opportunity for companies. Companies can take advantage of community activities on social media, or better known as e-WOM to expand promotion networks.

The purpose of this study was to determine the effect of Electronic Word of Mouth (E-WOM) on Brand Attitude and Purchase Intention at Kyou Hobby Shop. The research method used in this study is a quantitative method. The population in this study are Kyou Hobby Shop customers or people who know the Kyou Hobby Shop brand domiciled in Bandung. The sampling technique used in this study is a non-probability sampling technique, with a minimum number of respondents 385 customers.

To determine the effect of E-WOM, the analytical technique used is the Structural Equaling Model (SEM). The attributes in this study are Electronic Word of Mouth, Brand Attitude, and Purchase Intention. There are 11 questionnaires that need to be assessed by respondents to assess each attribute according to preferences.

Based on the results of research on Kyou Hobby Shop customers in Bandung, Brand Attitude has a significant influence on Purchase Intention, while Electronic Word of Mouth has an insignificant direct influence on Brand Attitude and Purchase Intention.

Keywords: Brand Attitude, Electronic Word of Mouth, Purchase Intention