

ABSTRACT

The many types and brands of smartphones offered in the market leave consumers with many choices and this really encourages producers to sell their products with good quality

This study aims to determine how the effect of the Electronic Word of Mouth (E-WOM) on social media YouTube on Purchase Intention on Samsung smartphones in Bandung.

The research method used is a quantitative method with the research objective is descriptive, research strategy with survey method, the unit of analysis is individual, the involvement of the researcher is no data intervention, the research setting is non-contrived, and the data collection method is cross-sectional. In this study, the population used in this study were smartphone users in Bandung. The sampling technique used was the Cochran formula so that the number of samples was determined as much as 385 samples. The data analysis technique is a multivariate technique through the analysis tool Structural Equation Modeling (SEM). For data analysis using the AMOS version 24 application.

The findings of this study indicate a significant effect of Samsung smartphone eWOM on Purchase Intention and Brand Attitude on Youtube social media. That way, it is suggested that Samsung should improve and establish the credibility of information for consumers by collaborating with reputable reviewers and having experience around smartphones. Samsung can take advantage of the high eWOM by providing more content on the Samsung Indonesia YouTube account which invites the audience to provide feedback in the form of comments on content. Besides, it is suggested that future researchers conduct similar research, but by using different social media platforms and discussing negative eWOM and positive eWOM separately so that there is a comparison.

Keywords: *Smartphone, Samsung, E-Wom, Brand Attitude, Purchase Intention, Structural Equation Modeling (SEM), AMOS.*