ABSTRACT

The rapid growth of technology have brought advances in information technology that can be easily accessed and has a good impact on all aspects. One sector that is affected by these technological advances is the smartphone sector. In Indonesia, the smartphone industry is growing very rapidly. Various smartphone companies create their latest innovations every year to meet consumer needs and maintain the market. One of the well-known smartphone companies in Indonesia is Samsung smartphones. Samsung is a smartphone that is favored by the public and occupies the Top Brand Award position in Indonesia, but in recent years the market share of Samsung smartphones has decreased.

This study aims to determine electronic word of mouth, brand image, product features, product prices, and purchase intention on Samsung smartphones. The research method used is the quantitative method of distributing questionnaires online. The population and samples used in this study are people in Indonesia who have seen online reviews of Samsung smartphones and Galaxy S23 and are interested in or motivated to make purchases on Samsung smartphones and Galaxy S23. The sampling technique used was non-probability sampling with the purposive sampling method, by distributing questionnaires to 385 respondents.

The results of this study indicate that E-WOM has a positive and significant effect on purchase intention, E-WOM has a positive and significant effect on brand image, brand image has a positive and significant effect on purchase intention, product features have a positive and significant effect on purchase intention, product price has a positive and significant effect on purchase intention, and E-WOM has a positive and significant effect on purchase intention through brand image.

Based on this research, it is recommended that the Samsung Galaxy S23 smartphone pay attention to the variable production price. The company can review the price offered to match the competitive market and the features it has to increase purchase intention.

Keywords: *electronic word of mouth (E-WOM), brand image, product features, product price, purchase intention*