

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economy
Departemen of Management
Odd Semester 2019/2020*

***AN ANALYSIS OF ELECTRONIC WORD OF MOUTH, BRAND ATTITUDE
AND BRAND IMAGE ON BUBBLE TEA PURCHASE INTENTION OF
STUDENTS IN BATAM***

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ABSTRACT

This study aims to determine how much influence is exerted in the electronic word of mouth, brand attitude, the brand image on the purchase intention of Batam college students.

The objects of the following study were students in Batam City who have high interest in bubble tea products. Purposive sampling is the method used in this research so that this study meets the intended characteristics. The application used to analyze the data of the respondent is smart PLS 3.0 with structural equation modeling or SEM methods (brand attitude, brand image) on the dependent variable (purchase 9). This study is sampled by students of Internet media users who are looking for information on the products that is to be purchased.

The results of this study show that the independent variable (E-Wom) has a significant positive effect on the brand attitude. Brand image is a mediating variable that also has a significant positive effect on the dependent variable (purchase intention).

Keywords: *Electronic word of mouth, brand attitude, brand image, purchase intention*