

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
Management Study Program  
Even Semester 2019/2020*

## ***THE INFLUENCE OF ELECTRONIC-WORD OF MOUTH ON HOME INTERNET SERVICE PROVIDER IN BATAM CITY***

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### ***ABSTRACT***

*The purpose of this research is to study the effect of the relationship between the variable e-wom quality, e-wom quantity, e-wom credibility which can influence purchase intention towards home internet service providers in Batam City with perceived quality and brand image as the intervention variable.*

*The objects used in this study are home internet users who use EWOM on social media such as Instagram, Facebook, Twitter and Line in Batam city. This study used a purposive sampling method and the research instruments used in this study were SPSS version 2.2 and SmartPLS version 3.3.2. The research instrument was to analyze the relationship or influence of the independent variables of e-wom quality, e-wom quantity, e-wom credibility and the mediating variables (brand image and perceived quality) on the dependent variable (purchase intention).*

*This study produces insignificant effects, among others, the effect of e-wom quality on purchase intention, the effect of e-wom quality on brand image, the effect of e-wom quality and quantity on perceived quality, and the effect of e-wom quality on purchase intention. The significant results then include the influence of quantity and trustworthiness of e-wom on purchase intention, influence of quantity and trust of e-wom on brand image, influence of e-wom reliability on perceived quality, and influence of brand image on purchase intention.*

***Keywords:*** EWOM, brand image, perceived quality, purchase intention.