

# **THE EFFECT OF EWOM, TRUST, AND BRAND IMAGE TOWARDS CONSUMER PURCHASE INTENTION TO LAZADA IN SURABAYA**



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SURABAYA  
2017

**THE EFFECT OF EWOM, TRUST, AND BRAND IMAGE TOWARDS  
CONSUMER PURCHASE INTENTION TO LAZADA IN SURABAYA**

**THESIS**

Adressed to  
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Obtain Bachelor Degree of Economy  
Department of Management

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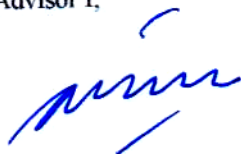
### THESIS

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CONSUMER PURCHASE INTENTION TO LAZADA IN SURABAYA

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The author realizes that in this thesis are still many shortcomings, therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, 21<sup>st</sup> July 2017

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**Pengaruh *EWOM*, *Trust*, dan *Brand Image* Terhadap *Consumer Purchase Intention* Pada Lazada  
Di Surabaya**

**ABSTRAK**

Penelitian ini dilakukan untuk mengetahui pengaruh langsung, dan pengaruh tidak langsung variabel *EWOM*, *Trust*, dan *Brand Image* terhadap *Purchase Intention* pada Lazada di Surabaya.

Sampel yang digunakan dalam penelitian ini adalah respondent yang mengetahui Lazada sebesar 150 responden. Jawaban responden diukur menggunakan Skala Likert dengan skala 1-5. Data dikumpulkan dengan survei kuesioner dan selanjutnya diolah dengan teknik analisis *Structural Equation Model* dengan menggunakan program SMART PLS. Hasil menunjukkan bahwa semua variabel yaitu *EWOM*, *Trust*, dan *Brand Image* berpengaruh positif dan signifikan terhadap *Purchase Intention*, maka dapat disimpulkan bahwa seluruh hipotesis diterima.

Bagi peneliti selanjutnya yang ingin melakukan penelitian sejenis dapat mengembangkan skala penelitian dan dapat menambah variabel lain seperti *Brand Equity*. Lazada harus berhati-hati dengan *Electronic Word of Mouth* karena *Electronic Word of Mouth* dapat membawa keuntungan atau kerugian yang besar terhadap perusahaan.

**Kata Kunci:** *EWOM*, *Trust*, *Brand Image*, *Purchase Intention*

## ***The Effect of EWOM, Trust, and Brand Image Towards Consumer Purchase Intention to Lazada in Surabaya***

### **ABSTRACT**

*This study was conducted to examine the direct and indirect effect of electronic word of mouth, trust, and brand image towards consumer purchase intention to Lazada in Surabaya.*

*The sample used in this research is 150 respondents who knows about Lazada in Surabaya. The respondent's response is measured using Likert scale 1-5. Data were collected by a questionnaire survey and further processed by Structural Equation Model analysis technique using SMART PLS program. The results showed that all variables: EWOM, Trust, and Brand Image has positive and significant effect on Consumer Purchase Intention, it can be concluded that all hypotheses are accepted.*

*For subsequent researchers who want to conduct a similar research can expand the scale of research, and can add other variables such as the Brand Equity. Lazada should be aware of electronic word of mouth because electronic word of mouth can bring either huge benefits or huge loss to the company.*

***Keywords: EWOM, Trust, Brand Image, Purchase Intention***