

**ANALYSIS THE IMPACT OF ELECTRONIC WORD
OF MOUTH USING YOUTUBE REVIEW TO
CUSTOMER PURCHASE INTENTION
(SMARTPHONE)**

UNDERGRADUATE THESIS

**Proposed to fulfill requirements
in Obtaining Bachelor Degree in Economics and Business
Management Department**



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2023**

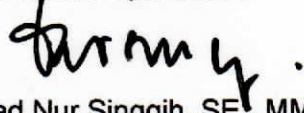
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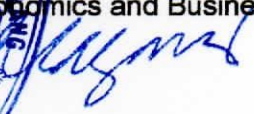
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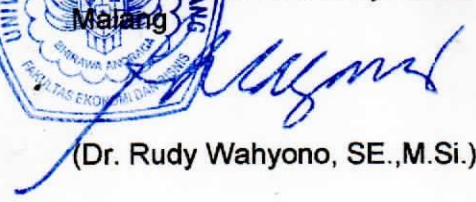
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its own. Likewise in the preparation of this thesis, the author realizes that there are still may shortcomings that still need to be corrected both the material and the arrangement, for that the author expects suggestions and criticisms from all parties to complete the shortcomings of this thesis.

Malang, 21 February 2023

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ABSTRAK

Potensi transformasi digital yang dikenal sebagai industri 4.0 maju secara eksponensial seperti, kecerdasan buatan (AI), konektivitas 5G, *Internet of things* (IoT), *cloud computing*, dan analisis data. Teknologi ini tersedia di smartphone, yang telah berkembang menjadi representasi industri 4.0. Karena itu, produsen smartphone saat ini saling bersaing dengan merilis perangkat dengan fitur dan spesifikasi yang hampir identik. Sedangkan, ditengah semua fenomena tersebut, beberapa orang mulai mengunggah berbagai ulasan berupa video melalui media sosial terutama Youtube. *Customer purchase intention* adalah bentuk preferensi konsumen di antara merek-merek yang beredar. Berbagi dan bertukar informasi antara konsumen tentang merek atau organisasi melalui internet dikenal sebagai e-WOM. Metode penelitian yang digunakan adalah metode survei dengan menyebarkan kuisioner kepada 288 responden melalui simple random sampling. Responden berasal dari mahasiswa angkatan 2019, jurusan manajemen. Penelitian mengambil tempat di jurusan Bisnis dan Ekonomi Universitas Merdeka Malang. Sumber data akan menjadi data primer dan jenis datanya kuantitatif. Data analisis akan menggunakan regresi linier berganda dan dibantu dengan program komputer SPSS v22. Hasil dari analisis penelitian ini menunjukkan *Customer purchase intention* memiliki hubungan positif moderat dengan e-WOM. Pengaruh dari e-WOM terhadap *Customer purchase intention* sebesar 45,7% dan sisanya 54,3% dipengaruhi oleh faktor lain. Intesitas adalah dimensi dominan dari e-WOM. Kesimpulan yang disimpulkan dari penelitian ini adalah bahwa e-WOM dengan menggunakan Youtube review atau video review berhasil mempengaruhi 45,7% niat beli terhadap *smartphone* dengan korelasi positif yang kuat.

Kata kunci: e-WOM, *purchase intention*, *analysis*, *influence*.

ABSTRACT

The potential digital transformation known as industry 4.0 is advancing exponentially such as, artificial intelligence (AI), 5G connectivity, the internet of things (IoT), cloud computing, and data analytics. These technologies are available on smartphones, which have evolved into a representation of industry 4.0. Because, of that today's smartphone manufacturers are competing with one another by releasing devices with nearly identical features and specifications. In the midst of all that, some content creators about technology start to upload some videos review about smartphone nowadays on social media platform called Youtube. Customer purchase intention are forms of consumer preference among the brands. Consumer information sharing and exchange about a brand or organization over the internet is known as e-WOM. The research methods used is survey method by spreading questionnaire to 288 respondents through simple random sampling. The respondent is from the college students of class 2019, majoring in management. The study conducted at Department of Business and Economy of University Merdeka Malang. The data sources will be primary data and the type of data is quantitative. The analysis data will use multiple linear regression and computer program SPSS v22. The results are purchase intention have a moderate positive relation with e-WOM. The influence from e-WOM to customer purchase intention is as big as 45.7% with the rest 54.3% is influence by other factors. Intensify is the dominant dimension of e-WOM. the conclusion concluded from this study is that e-WOM by using Youtube review or video review manage to influence 45.7% purchase intention towards smartphone with a strong positive correlation.

Keyword: e-WOM, purchase intention, analysis, influence.