

ABSTRAK

Judul : Pengaruh Iklan dan *Electronic Word Of Mouth* Terhadap Minat Beli Dengan Pemediasi Kesadaran Merek Pada Situs Online Shopee
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Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Iklan dan *Electronic Word Of Mouth* terhadap Minat Beli dengan pemediasi Kesadaran Merek pada situs online Shopee. Penelitian ini menggunakan metode uji validasi, uji reliabilitas, analisis path, uji F dan uji t, dengan teknik pengambilan sampel menggunakan *Purposive Sampling* dengan jumlah responden sebanyak 135 orang. Hasil penelitian ini bahwa adanya pengaruh antara variabel iklan dan *electronic word of mouth* terhadap kesadaran merek dan adanya pengaruh langsung antara variable iklan dan minat beli tanpa perlu di mediasi, sedangkan variable *electronic word of mouth* tidak memiliki pengaruh langsung terhadap minat beli sehingga harus melalui variabel kesadaran merek sebagai variabel mediasi

Kata Kunci:

Iklan, *Electronic Word Of Mouth*, Kesadaran Merek, Minat Beli Kerja

ABSTRACT

Title : Effect of Advertisement and Electronic Word Of Mouth on Purchase Intention With Brand Awareness For Variabel Intervening on the Shopee Online Site
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The purpose of this study was to determine the effect of Advertising and Electronic Word Of Mouth on Purchase Intention with Brand Awareness mediators on the Shopee online site. This study uses the method of validation test, reliability test, path analysis, F test and t test, with the sampling technique using purposive sampling with the number of respondents as many as 135 people. The results of this study that there is an influence between advertising and electronic word of mouth variables on brand awareness and the direct influence between advertising variables and purchase intention without the need to be mediated, while electronic word of mouth variable does not have a direct influence on purchase intention so it must go through the brand awareness variable as a mediating variable

Keywords :

Advertising, Electronic Word Of Mouth, Brand Awareness, Purchase Intention