

ABSTRAK

ADE RAHAYU, Pengaruh *Brand Awareness* dan *E-wom* Terhadap *Purchase Intention* Melalui *Brand Image* pada Sepatu *Sport Eagle* Di Wilayah Universitas Esa Unggul Jakarta Barat (dibimbing oleh Ari Anggarani WPT)

Tujuan penelitian ini untuk melihat bagaimana pengaruh *Brand Awareness* Eagle terhadap *Purchase Intention* sepatu *sport Eagle*, bagaimana Pengaruh *E-wom* terhadap *Purchase Intention* sepatu *sport Eagle*, dan bagaimana Pengaruh *Brand Awareness* dan *E-wom* terhadap *Purchase Intention* sepatu *sport Eagle* melalui *Brand Image*.

Metode analisis data dalam penelitian ini menggunakan Analisis Jalur (*Path Analysis*). Penelitian ini dilakukan dengan menyebarkan 140 responden yang merupakan peminat dan pengguna dari sepatu *sport Eagle* yang di temui di wilayah Universitas Esa Unggul Jakarta Barat, dengan Menggunakan Metode Hair Sampling metode pengambilan sampel yang digunakan teknik purposive sampling, metode analisis data yang digunakan dalam penelitian ini adalah Analisis Jalur.

Hasil penelitian ini menunjukkan bahwa *Brand Awareness* berpengaruh positif dan signifikan secara langsung terhadap *Purchase Intention* dalam minat membeli sepatu *sport Eagle*, *E-wom* berpengaruh positif dan signifikan secara langsung terhadap *Purchase Intention* dalam minat membeli sepatu *sport Eagle*, dan *Brand image* berpengaruh positif dan signifikan terhadap *Purchase Intention* dalam minat membeli sepatu *sport Eagle*. *Brand awareness* tidak berpengaruh signifikan secara tidak langsung melalui *Brand image* terhadap *Purchase Intention* dalam minat membeli sepatu *sport Eagle*. *E-wom* berpengaruh secara tidak langsung melalui *Brand Image* terhadap *Purchase Intention* dalam minat membeli sepatu *sport Eagle*.

Kata Kunci : *Brand Awareness, E-wom, Brand Image, dan Purchase Intention*

ABSTR AK

ADE RAHAYU, influence *Brand Awareness* and *E-wom* Against *Purchase Intention* through the *Brand Image* on Shoes Sport Eagle in the area of West Jakarta Unggul University (Supervised by Ari Anggarani WPT)

The purpose of the study was to see how the influence Brand Awareness Eagle against the Purchase Intention shoes sport Eagle, how the influence of E-wom against Purchase Intention Eagle sport shoes, and how the influence of Brand Awareness and E-wom against Purchase Intention shoes sport Eagle through the Brand Image.

A method of data analysis in this study uses the path analysis (Path Analysis). This research was conducted by the respondent which is 140 spread enthusiasts and users from the Eagle sports shoes at the meet in the area of West Jakarta Unggul University, using the method of Hair Sampling sampling method used purposive sampling technique, analytical methods of the data used in this study is the analysis of the line.

The results of this research show that the Brand Awareness of positive and significant effect directly against Purchase Intention in buying shoes sport interest Eagle, E-wom effect positive and significant directly towards the Purchase Intention in interest in buying shoes sport the Eagle, and the Brand image of a positive and significant effect against the Purchase Intention in interest in buying shoes sport Eagle. Brand awareness has no effect significant indirectly via Brand image against the Purchase Intention in interest in buying shoes sport Eagle. E-wom effect indirectly through Brand Image against the Purchase Intention in interest in buying shoes sport Eagle.

Keywords : *Brand Awareness, E-wom, Brand Image, and Purchase Intention*

