

RINGKASAN

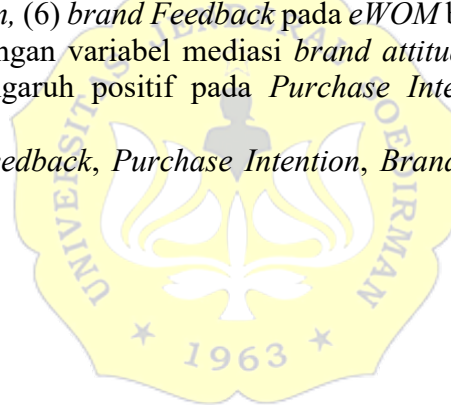
Penelitian ini merupakan penelitian survei pada pengguna transportasi daring di Pulau Jawa. Penelitian ini mengambil judul: “Pengaruh *Brand Feedback* pada Negative eWOM terhadap *Purchase Intention*, dengan Variabel Mediasi *Brand Attitude* dan *Brand Trust*”.

Tujuan penelitian ini adalah untuk mengetahui pengaruh *brand feedback* pada eWOM negatif terhadap *purchase intention*, dengan pengaruh mediasi *brand attitude* dan *brand trust*.

Populasi dalam penelitian ini adalah pengguna transportasi daring di Pulau Jawa. Jumlah responden yang diambil dalam penelitian ini adalah 220 responden. Purposive sampling method digunakan dalam penentuan responden.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan SEM (Structural Equation Modelling) menunjukkan bahwa: (1) *brand feedback* pada eWOM negatif berpengaruh positif pada *brand attitude*, (2) *brand feedback* pada eWOM negatif berpengaruh positif pada *brand trust*, (3) *brand feedback* pada eWOM negatif berpengaruh negatif pada *purchase intention*, (4) *brand attitude* berpengaruh positif pada *purchase intention*, (5) *brand trust* berpengaruh positif pada *purchase intention*, (6) *brand Feedback* pada eWOM berpengaruh positif pada *Purchase Intention* dengan variabel mediasi *brand attitude*, (7) *brand Feedback* pada N-WOM berpengaruh positif pada *Purchase Intention*, dengan variabel mediasi *brand trust*.

Kata Kunci: *Brand Feedback*, *Purchase Intention*, *Brand Attitude*, *Brand Trust*, eWOM negatif



SUMMARY

This research is a survey research on online transportation users on the island of Java. This research takes the title: "The Influence of Brand Feedback on Negative eWOM on Purchase Intention, with Brand Attitude and Brand Trust Mediating Variables".

The purpose of this study was to determine the effect of brand feedback on negative eWOM on purchase intention, with the mediating influence of brand attitude and brand trust.

The population in this study are users of online transportation on the island of Java. The number of respondents taken in this study were 220 respondents. Purposive sampling method is used in determining the respondents.

Based on the results of research and data analysis using SEM (Structural Equation Modeling) shows that: (1) brand feedback on negative eWOM has a positive effect on brand attitude, (2) brand feedback on negative eWOM has a positive effect on brand trust, (3) brand feedback on negative eWOM has a negative effect on purchase intention, (4) brand attitude has a positive effect on purchase intention, (5) brand trust has a positive effect on purchase intention, (6) brand feedback on eWOM has a positive effect on Purchase Intention with the mediating variable brand attitude, (7) Brand Feedback on N-WOM has a positive effect on Purchase Intention, with the mediating variable brand trust.

Keywords: Brand Feedback, Purchase Intention, Brand Attitude, Brand Trust, negative eWOM

