

RINGKASAN

Penelitian ini menganalisis pengaruh *electronic word of mouth (E-WOM)* pada video ulasan *food vlogger* di Youtube terhadap sikap konsumen, citra merek dan niat membeli produk makanan. *Electronic word of mouth* dalam penelitian ini memiliki dimensi yang terdiri dari Kualitas E-WOM, Kredibilitas E-WOM, Keahlian Pengulas dan Pengaruh Informasi. Survei dilakukan terhadap 172 penonton video ulasan pada channel Youtube Tanboy Kun. Model penelitian diuji secara empiris melalui *Partial Least Square*. Hasil penelitian menunjukkan bahwa *electronic word of mouth* berpengaruh positif signifikan terhadap niat membeli produk makanan dan sikap konsumen, dimana E-WOM memberikan pengaruh terbesar. Selanjutnya, sikap konsumen turut berpengaruh positif signifikan terhadap niat membeli produk makanan. Berikutnya, ditemukan pula bahwa E-WOM berpengaruh positif signifikan terhadap citra merek. Akan tetapi, citra merek ditemukan tidak berpengaruh terhadap niat membeli produk makanan. Studi ini memberikan implikasi yang signifikan bagi praktisi terutama untuk kepentingan industri kuliner hendaknya memilih *food vlogger* berdasarkan kualitas E-WOM, kredibilitas E-WOM, keahlian mengulas dan pengaruh informasi konten ulasan. Kemudian, untuk akademisi hendaknya mengkaji ulang pengaruh E-WOM pada *food vlogger* terhadap variabel lainnya atau pun karakteristik *food vlogger* tertentu.

Kata kunci: *electronic word of mouth*, sikap konsumen, citra merek, niat membeli.

SUMMARY

This study analyzes the effect of electronic word of mouth (E-WOM) on food vlogger's video review on Youtube on consumer attitudes, brand image and purchase intention of food products. Electronic word of mouth in this study has dimensions consisting of E-WOM Quality, E-WOM Credibility, Reviewer Expertise and Information Influence. The survey was conducted on 172 video review viewers on the Tanboy Kun Youtube channel. The research model was tested empirically through Partial Least Square. The results showed that electronic word of mouth had a significant positive effect on the intention to buy food products and consumer attitudes, where E-WOM had the greatest influence. Furthermore, consumer attitudes also have a significant positive effect on the intention to buy food products. Next, it was also found that E-WOM had a significant positive effect on brand image. However, brand image was found to have no effect on the intention to buy food products. This study has significant implications for practitioners, especially for the benefit of the culinary industry, they should choose food vloggers based on the quality of E-WOM, credibility of E-WOM, expertise in reviewing and the influence of information on review content. Then, academics should review the effect of E-WOM on food vloggers on other variables or the characteristics of certain food vloggers.

Keywords: *electronic word of mouth, consumer behaviour, brand image, purchase intention.*

