

RINGKASAN

Penelitian ini dilakukan untuk menganalisis kualitas informasi, kredibilitas informasi, kualitas *website*, inovatif, dukungan sosial, dan sikap terhadap e-WOM terhadap minat beli produk Oppo di kanal YouTube Gadgetin. Responden penelitian ini sebanyak 200 orang penonton kanal YouTube Gadgetin

Berdasarkan hasil penelitian diperoleh kesimpulan: 1) Kualitas informasi mempengaruhi secara positif dan tidak signifikan terhadap keterlibatan e-WOM, 2) Kredibilitas Informasi, kualitas *website*, inovatif, dukungan sosial sikap terhadap e-WOM berpengaruh terhadap keterlibatan e-WOM 3) sikap terhadap e-WOM dan keterlibatan e-WOM berpengaruh terhadap niat beli.

Implikasi manajerial dari kesimpulan dalam penelitian ini adalah 1) Kanal YouTube Gadgetin harus selalu melakukan *review* produk produk terbaru dari oppo karena informasinya kredible 2) Kanal YouTube Gadgetin harus selalu melakukan inovasi setiap kali *mereview* produk 3) Kanal YouTube Gadgetin secara tidak langsung membantu perusahaan dalam mempromosikan produknya.

Batasan dalam penelitian ini adalah tidak bisa membuktikan pengaruh kualitas informasi terhadap keterlibatan e-WOM hanya meneliti tentang pembelian *smartphone* produk Oppo di kanal YouTube Gadgetin untuk produk lain dan *website* lain perlu di lakukan penelitian lebih lanjut karena hasilnya bisa berbeda.

Kata kunci: Pemasaran Sosial, Keterlibatan e-WOM, Eletronic Word Of Mouth, Smartphone, Media Sosial, Minat Beli

SUMMARY

This research was conducted to analyze information quality, information credibility, website quality, innovation, social support, and attitudes towards e-WOM toward purchase intention in Oppo products on the Gadgetin YouTube channel. The respondents of this study were 200 viewers of the Gadgetin YouTube channel

Based on the results of the study, it can be concluded: 1) Information quality does not significantly and positively influence e-WOM engagement, 2) Information credibility, website quality, innovativeness, social support attitudes towards e-WOM affect e-WOM engagement 3) attitudes towards e-WOM and e-WOM engagement affect purchase intention.

The managerial implications of the conclusions in this study are 1) Gadgetin's YouTube channel must always review the latest products from Oppo because the information is credible 2) Gadgetin's YouTube channel must always innovate every time they review products 3) Gadgetin's YouTube channel indirectly helps companies promote the product.

The limitation of this research is that it cannot prove the effect of information quality on e-WOM engagement. It only examines purchasing Oppo smartphone products on the Gadgetin YouTube channel for other products and other websites. Further research is needed because the results can be different.

Keywords: Social Marketing, Engagement, Electronic Word Of Mouth, e-WOM, Smartphone, Social Networking, Purchase Intention