

ABSTRACT

MUHAMAD ILHAM JUNIANA. 2023. THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, MARKETING INFLUENCERS, AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION (Case Study of TikTok Shop Users in West Java)

Purchase intention is used to analyze consumer behavior. Business actors need to know consumers' buying interest in a product as a basis for consideration in preparing a strategy to increase buying interest. One of the factors that influence consumer choice in buying goods or services is marketing strategy. Products are the central point of marketing activities, to maintain and improve product image requires promotion or advertising. Tiktok helps reach a large number of users and encourages consumers to buy. The purpose of this study was to determine the effect of product quality, brand image, influencer marketing, and electronic word of mouth on the buying interest of TikTok Shop users in West Java.

The method used is associative quantitative descriptive research method with data collection techniques through questionnaires. The sampling technique used accidental sampling with 100 respondents. The data analysis technique used for hypothesis testing is a simple correlation coefficient, multiple correlation coefficients. Simple regression analysis, multiple regression analysis, coefficient of determination, t test and F test.

The research results show 1). Product quality has a positive effect on purchase intention, based on the simple linear regression test X_1 obtained $Y = 4.406 + 0.900X_1$, a correlation coefficient of 0.711 and a coefficient of determination of 50.6%. 2). Brand image has a positive effect on purchase intention, based on the simple linear regression test X_2 obtained $Y = 10.545 + 1.077X_2$, a correlation coefficient of 0.690 and a coefficient of determination of 47.7%. 3). Influencer Marketing has a positive effect on purchase intention, based on the simple linear regression test X_3 obtained $Y = 22.593 + 0.624X_3$, a correlation coefficient of 0.727 and a coefficient of determination of 52.9%. 4). Electronic Word Of Mouth has a positive effect on purchase intention, based on the simple linear regression test X_4 obtained $Y = 9.825 + 0.967X_4$, a correlation coefficient of 0.823 and a coefficient of determination of 67.8%. 5). Product quality variables (X_1), brand image (X_2), influencer marketing (X_3), and electronic word of mouth (X_4) simultaneously have a positive effect on purchase intention (Y), based on multiple linear regression tests obtained $Y = -4.149 + 0.359X_1 + 0.256X_2 + 0.134X_3 + 0.494X_4$, the multiple correlation coefficient is 0.881 and the coefficient of determination is 76.6%.

So product quality (X_1), brand image (X_2), influencer marketing (X_3), and electronic word of mouth (X_4) have a significant effect on purchase intention (Y) either partially or simultaneously. Thus all alternative hypotheses (H_a) are accepted.

Keywords: *Product, Brand, Influencer Marketing, Electronic Word Of Mouth, Purchase Intention*