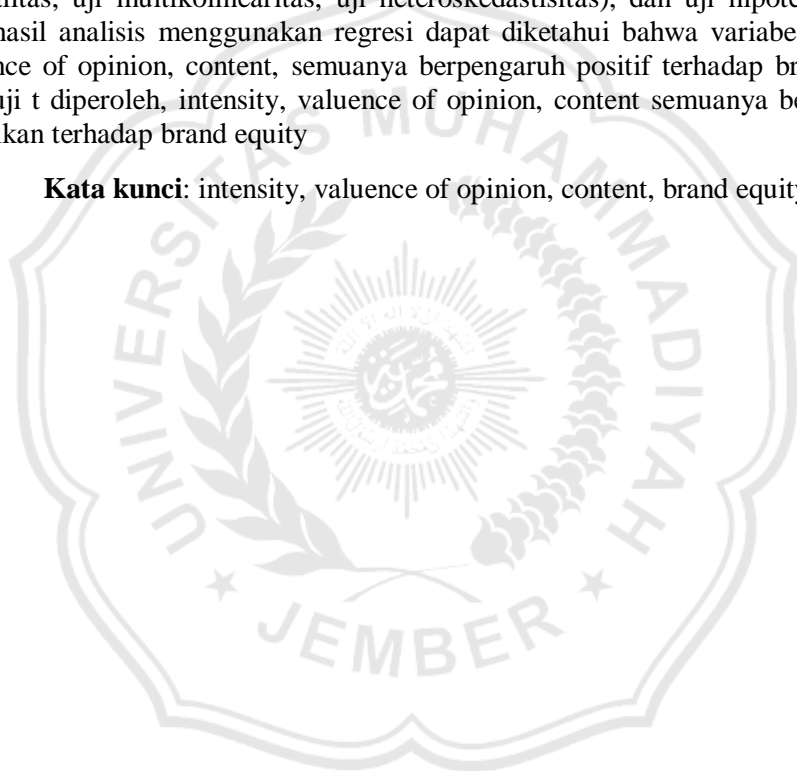


ABSTRAK

Penelitian ini dilakukan pada seluruh customer Eiger yang ada di Jember. Penelitian ini bertujuan untuk mengetahui electronic word of mouth pengaruhnya terhadap brand equity di Eiger. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 110 responden dengan teknik purposive sampling, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), dan uji hipotesis (uji t). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel intensity, valence of opinion, content, semuanya berpengaruh positif terhadap brand equity. Dari uji t diperoleh, intensity, valence of opinion, content semuanya berpengaruh signifikan terhadap brand equity.

Kata kunci: intensity, valence of opinion, content, brand equity



ABSTRACT

This research was conducted on all customers store eiger. This study aims to determine the effect of electronic word of mouth on brand equity in the eiger. In this study, data were collected using the tools of observation, interviews and questionnaires to 110 respondents using purposive sampling technique, which aims to determine the respondents' perceptions of each variable. The analysis used includes the data instrument test (validity test and reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (t test). From the analysis using regression, it can be seen that the variables of intensity, value of opinion, content all have a positive effect on purchasing decisions. From the t test, the results of intensity, value of opinion, content all have a significant effect on brand equity

Keywords: *intensity, value of opinion, content, brand equity*

