

ABSTRACT

Along with the development of technology in the current digital era continues to develop rapidly smartphones also experience an increase in the number of users, because the existence of smartphones supported by the internet can change a new lifestyle for human life to carry out daily activities. Apple is one of the smartphone brands that are widely circulated in the Indonesian market, the presence of YouTube social media has trends such as video blogs (Vlogs) that capture a variety of video content of various activities packed with unboxing content, reviews and tips that discuss the experience or ownership of a particular product or brand. So that it can help the implementation of eWOM in social media as one of the marketing strategies that can reach more widely and quickly.

The problem behind this research is that the form of electronic word of mouth on YouTube still often occurs a response in the form of negative either posted through video content or comment fields that can affect brand attitudes and apple smartphone buying intentions.

The purpose of this study was to determine the influence of Electronic Word of Mouth on YouTube social media on Brand Attitude and Purchase Intention on Apple smartphones. The purpose of this study is also to find out how the response of eWOM, Brand Attitude, Purchase Intention that occurs through YouTube social media.

The research methods applied in this study are quantitative methods. The population in this study is a Indonesia community that is a YouTube user and has seen reviews (reviews) in the form of videos and writings (comment columns) about Apple smartphones. The sampling technique used in this study is a nonprobability sampling technique with a total of 420 respondents. The data analysis techniques used in this study used the Structural Equation Modeling (SEM) method with AMOS software.

The results of this study electronic word of mouth have a significant effect on brand attitude, electronic word of mouth does not significantly affect purchase intention and brand attitude affects purchase intention. Based on the results of the test, the brand attitude hypothesis has the greatest influence in this study so it is expected that the company can maintain a positive brand attitude to maintain relationships with consumers. In addition, it is hoped that researchers can further develop research by researching electronic word of mouth activities through other media such as blogs or forums as a consideration for the type of effective social media to carry out marketing activities through electronic word of mouth.

Keywords: *brand attitude, eWOM, purchase intention, Structural Equation Modeling*