

ABSTRACT

This study aims to investigate how the influence of electronic word of mouth from the video review of the Toyota All New Avanza on brand attitude and purchase intention. Especially for the people of Bandung City who want to buy Toyota All New Avanza products and make Youtube reviews their media. The population in this study is the people of Bandung City who are interested in buying Toyots All New Avanza products, especially those who use YouTube social media as a source of their reviews. This research was conducted by distributing online questionnaires which were then filled in by respondents who were asked to give an assessment with a scale of five (Linkert) with 11 statement items to 350 respondents. Because the causal relationship between variables produces 3 hypotheses (2 direct hypotheses and 1 indirect hypothesis) that form a model, namely the Structural Equation Model (SEM) using LISREL 8.80 software as a data processing tool.

The results of this study state that electronic word of mouth (EWOM) has a significant effect on brand attitude, electronic word of mouth also has a significant effect on purchase intention, and brand attitude can also have a significant effect on purchase intention.

From the results of this study it is hoped that it can provide a theoretical contribution in the form of additional useful information, which can help companies in order to find out people's purchase intentions that are influenced by electronic word of mouth and brand attitude. For practitioners, namely as a consideration for other companies.