

ABSTRAK

Nama : Khairun Nisa
Program Studi : Manajemen
Judul : Pengaruh *E-WOM* Dan *Discount framing* Yang Di Mediasi Oleh *Brand image* Terhadap *Purchase intention* Pada Mahasiswa Fakultas Ekonomi & Bisnis Universitas Malikussaleh Sebagai Pengguna *E-commerce* Shopee

Penelitian ini bertujuan untuk menganalisis pengaruh *e-WOM* dan *discount framing* yang di mediasi oleh *brand image* terhadap *purchase intention* pada mahasiswa Fakultas Ekonomi & Bisnis Universitas Malikussaleh sebagai pengguna *e-commerce* Shopee. Penelitian ini menggunakan pendekatan kuantitatif. Populasi penelitian adalah mahasiswa Fakultas Ekonomi & Bisnis Universitas Malikussaleh yang menggunakan aplikasi *e-commerce* Shopee, dengan sampel sebanyak 150 responden yang ditentukan menggunakan teknik *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert dan dianalisis menggunakan metode SEM-PLS dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *electronic word of mouth (e-WOM)* tidak berpengaruh signifikan terhadap *purchase intention*, sedangkan *discount framing* berpengaruh terhadap *purchase intention*. Selain itu, *electronic word of mouth (e-WOM)* berpengaruh positif dan signifikan terhadap *brand image*, sedangkan *discount framing* tidak berpengaruh signifikan terhadap *brand image*. Selanjutnya, *brand image* tidak berpengaruh signifikan terhadap *purchase intention*. Hasil penelitian juga menunjukkan bahwa *brand image* tidak mampu memediasi pengaruh *electronic word of mouth (e-WOM)* maupun *discount framing* terhadap *purchase intention*.

Kata Kunci : *Electronic Word of Mouth (e-WOM), Discount Framing, Brand Image, Purchase intention*

ABSTRACT

Name : Khairun Nisa
Study Program : Management
Title : The Influence of E-WOM and Discount Framing Mediated by Brand image on Purchase intention among Students of the Faculty of Economics and Business Malikussaleh University as Shopee E-commerce Users

This study aims to analyze the influence of electronic word of mouth (E-WOM) and discount framing on purchase intention, with brand image serving as a mediating variable among students of the Faculty of Economics and Business, Malikussaleh University who use Shopee e-commerce. This study employed a quantitative approach. The population consisted of students from the Faculty of Economics and Business, Malikussaleh University who had made purchases through Shopee e-commerce. A total of 150 respondents were selected using the purposive sampling technique. Data were collected through questionnaire distribution using a Likert scale and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4.0 software. The results indicate that electronic word of mouth (E-WOM) has no significant effect on purchase intention, whereas discount framing has a positive and significant effect on purchase intention. Furthermore, electronic word of mouth (E-WOM) has a positive and significant effect on brand image, while discount framing has no significant effect on brand image. In addition, brand image has no significant effect on purchase intention. The findings also reveal that brand image is unable to mediate the relationship between electronic word of mouth (E-WOM) and purchase intention, as well as the relationship between discount framing and purchase intention.

Keywords : Electronic Word of Mouth (e-WOM), Discount Framing, Brand Image, Purchase intention