

## INTISARI

Penelitian ini bertujuan untuk menganalisa pengaruh *word of mouth* dan *brand awareness* terhadap *intention to buy* pada produk Eiger. Jenis penelitian ini adalah penelitian kuantitatif yang menggunakan dua variabel X dan satu variabel Y, variabel X1 yaitu *word of mouth* dan X2 yaitu *brand awareness* sedangkan variabel Y adalah *intention to buy*. Data pada penelitian ini diperoleh dengan cara menyebarkan kuesioner melalui *Google Form* yang kemudian diolah menggunakan *Microsoft Excel* dan SPSS dengan analisis regresi linier berganda.

Berdasarkan pada hasil penelitian serta pembahasan *word of mouth* memiliki pengaruh signifikan terhadap *intention to buy* dilihat dari nilai t hitung sebesar 4,633 lebih besar dari nilai t tabel yaitu 1,663 dan nilai sig 0,00 lebih kecil daripada 0,05. Variabel *brand awareness* memiliki pengaruh signifikan terhadap *intention to buy* dilihat dari nilai t hitung sebesar 7,023 lebih besar dari nilai t tabel yaitu 1,663 dan nilai sig 0,000 lebih kecil daripada 0,05. Serta pengaruh antara *word of mouth* (X1) dan *brand awareness* (X2) terhadap *intention to buy* (Y) memiliki pengaruh signifikan terhadap *intention to buy* (Y), dari hasil uji F sebesar 160,900 dengan nilai Sig. 0,000 lebih kecil dari 0,05 yang berarti variabel *word of mouth* dan variabel *brand awareness* secara simultan berpengaruh terhadap variabel *intention to buy* karena memiliki nilai Sig. atau Significance. kurang dari 0,05, dan nilai F hitung lebih dari F tabel 3,08.

*Kata Kunci: Word of Mouth, Brand Awareness, Intention to Buy*

## ABSTRACT

*This study aims to analyze the effect of word of mouth and brand awareness on intention to buy at the Eiger. This type of research is a quantitative research that uses two variables X and one variable Y, X1 is the word of mouth and X2 is the brand awareness, while the Y variable is the intention to buy. The data in this study were obtained by distributing questionnaires through Google Form which were then processed using Microsoft Excel and SPSS with multiple linear regression analysis.*

*Based on the results of research and discussion of the word of mouth variable has a significant influence on intention to buy, it can be seen from the t-count value of 4,633 which is greater than the t-table value of 1.663 and the sig value of 0.000 which is smaller than 0.05. The brand awareness variable has a significant influence on intention to buy, as seen from the t-count value of 7.023, which is greater than the t-table value of 1.664 and the sig value of 0.000, which is smaller than 0.05. And the influence between word of mouth (X1) and brand awareness (X2) on intention to buy (Y) has a significant influence on purchasing decisions (Y), from the results of the F test of 160,900 with a Sig value. 0.000 is smaller than 0.05 which means that the word of mouth variable and the brand awareness variable simultaneously affect the intention to buy variable because it has a Sig value. or Significance. less than 0.05, and the calculated F value is more than F table 3.08.*

*Keywords: Word of Mouth, Brand Awareness, Intention to Buy*