

**PENGARUH *ELECTRONIC WORD OF MOUNTH (E-WOM)* DAN
KEPUASAN NASABAH TERHADAP *PURCHASE INTENTION* PADA
PRODUK BANK MANDIRI**

Oleh

**I Putu Yoga Sentana Putra, NIM
1917041214 Jurusan Manajemen**

ABSTRAK

Tujuan penelitian ini ialah untuk menyelidiki pengaruh: (1) *Electronic Word of Mounth (E-WOM)* dan kepuasan nasabah terhadap *purchase intention*; (2) *E-WOM* terhadap *purchase intention*; dan (3) kepuasan nasabah terhadap *purchase intention*. Subjek penelitian ialah orang-orang yang tertarik, mengunjungi, atau memakai produk atau layanan Bank Mandiri. Kualitas *E-WOM*, kepuasan nasabah, dan *Purchase Intention* ialah tujuan penelitian. Metode pengambilan sampel yang dipakai pada penelitian ini ialah *purposive sampling*. Desain penelitian kausal kuantitatif dipakai. Kuesioner dipakai sebagai alat pengumpulan data, dan analisis regresi linier berganda dipakai sebagai metode analisis data. Hasil penelitian memperlihatkan bahwa: (1) *E-WOM* membagikan pengaruh *significant* pada *purchase intention*; (2) kepuasan nasabah membagikan pengaruh *positive* serta *significant* pada *purchase intention*; dan (3) *EWOM* serta kepuasan nasabah membagikan pengaruh *significant* pada *purchase intention*.

The objective of this study is to investigate the influence of: (1) Electronic Word of Mouth (E-WOM) and customer satisfaction on purchase intention; (2) E-WOM on purchase intention; and (3) customer satisfaction on purchase intention. The study subjects consist of individuals who are interested in, have visited, or use Bank Mandiri products or services. The variables examined are E-WOM quality, customer satisfaction, and purchase intention. Purposive sampling was employed as the sampling method, and a quantitative causal research design was utilized. Data were collected via questionnaires, and multiple linear regression analysis was used for data analysis. The results indicate that: (1) E-WOM has a significant influence on purchase intention; (2) customer satisfaction has a positive and significant influence on purchase intention; and (3) both E-WOM and customer satisfaction have a significant influence on purchase intention.

Kata kunci: *Electronic Word of Mouth, Kepuasan Nasabah, Purchase Intention*