

Major Marketing
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**THE EFFECT OF ELECTRONIC WORD-OF-MOUTH ON REPURCHASE
INTENTION MODERATED BY BRAND IMAGE TO GENERATION Y**

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Abstract

Objectives

The purpose of this research is to examine the effect of electronic word-of-mouth (e-WOM) on repurchase intention that is moderation by brand image to Generation Y in Jakarta.

Method

This research reviewed items to check validity and reliability of the variables. Judgmental sampling has been used in this study as a non-probability method that the respondents were chosen based on the judgment of the researcher. The analysis is based on 150 offline questionnaires distributed to five universities in Jakarta areas to the respondents who are using Blackberry Smartphones. The methodologies used in this research were Cronbach's Alpha, Confirmatory Factor Analysis, Simple Linear, and Multiple Regression as moderating effect.

Results/Conclusions

This study has found that e-WOM has an effect on repurchase intention to Generation Y. Thus, e-WOM is also more effectively if moderated by the existence of brand image of Blackberry smartphones for Generation Y to make a repurchase intention.

Practical Implications

The paper outline ways on how e-WOM's influence to repurchase intention will be enhanced by brand building activities such as television, printed medias, radios, and billboards in today's technologies that lead to brand image and repurchase intention for consumers. Marketers should also be aware with the advanced technologies and gadgets and explore more of the use of e-WOM in order to create a good brand image.

Keywords

Electronic word-of-mouth, Brand Image, Repurchase Intention, Generation Y, Social Media, Blackberry Smartphones, Purchase Intention, Word of Mouth.