ABSTRACT

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND BRAND IMAGE ON PURCHASE DECISION MIE GACOAN *IN TASIKMALAYA*

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The objectives of this research was to determine and analyze the effect of work load on employee performance with job stress as a mediating he influence of electronic word of mouth on brand image. The influence of electronic word of mouth on purchasing decisions. The influence of brand image on purchasing decisions for Mie Gacoan Siliwangi and Yudanegara Tasikmalaya Branches.

The research method used in this research is the case study method, while the type of data used in this research is primary data. The object of this research is consumers of Mie Gacoan Siliwangi and Yudanegara Tasikmalaya Branches, with a sampling technique using a purposive sampling method. The data analysis technique used is Structural Equation Modeling (SEM) analysis.

The results of this test prove that electronic word of mouth has an effect on brand image. Electronic word of mouth influences purchasing decisions. Brand image influences purchasing decisions for Mie Gacoan Siliwangi and Yudanegara Tasikmalaya Branches.

Keywords: Brand Image, Electronic Word Of Mouth, Purchasing Decisions.

ABSTRAK

PENGARUH *ELECTRONIC WORD OF MOUTH* DAN *BRAND IMAGE* TERHADAP *PURCHASE DECISION* MIE GACOAN DI TASIKMALAYA

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *electronic word of mouth* terhadap citra merek. Pengaruh *electronic word of mouth* terhadap keputusan pembelian. Pengaruh citra merek terhadap keputusan pembelian Mie Gacoan Cabang Siliwangi dan Yudanegara Tasikmalaya.

Metode penelitian yang digunakan dalam penelitian ini adalah metode studi kasus, sedangkan jenis data yang digunakan dalam penelitian ini adalah data primer. Objek penelitian ini adalah konsumen Mie Gacoan Cabang Siliwangi dan Yudanegara Tasikmalaya, dengan teknik penarikan sampel menggunakan metode sampel *purposive sampling*. Teknik analisis data yang digunakan adalah analisis *Structural Equation Modeling (*SEM).

Hasil pengujian ini membuktikan bahwa *electronic word of mouth* berpengaruh terhadap citra merek. *Electronic word of mouth* berpengaruh terhadap keputusan pembelian. Citra merek berpengaruh terhadap keputusan pembelian Mie Gacoan Cabang Siliwangi dan Yudanegara Tasikmalaya.

Kata Kunci: Citra Merek*, Electronic Word Of Mouth,* Keputusan Pembelian