

ABSTRAK

Serin Sabrinada, 2022; Analisis Faktor-Faktor Yang Memengaruhi *Purchase Intention* Selama Pandemi Covid-19: Studi Pada Konsumen Susu Steril Di Jakarta. Skripsi, Jakarta: Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta, Tim Pembimbing: Andi Muhammad Sadat, S.E., M.Si., Ph.D. dan Rahmi, S.E., M.S.M.

Penyebaran virus Corona selama pandemi menyebabkan *Purchase intention* konsumen meningkat terhadap produk yang baik untuk kesehatan seperti susu steril. Hal tersebut di duga di pengaruhi oleh beberapa penyebab seperti *electronic word of mouth*, *panic buying* dan *brand image*. Tujuan penelitian ini adalah: 1) Untuk mengetahui pengaruh antara *electronic word of mouth* terhadap *purchase intention* produk Bear Brand selama pandemi *Covid-19*, 2) Untuk mengetahui pengaruh *panic buying* terhadap *purchase intention* produk Bear Brand selama pandemi *Covid-19*, 3) Untuk mengetahui pengaruh *brand image* terhadap *purchase intention* produk Bear Brand selama pandemi *Covid-19* studi pada konsumen di DKI Jakarta. Pengumpulan data dilakukan dengan metode survei dan instrumen yang digunakan berupa kuesioner. Objek penelitian ini sebanyak 210 responden dari konsumen susu Bear Brand di Jakarta yang pernah mengonsumsi susu Bear Brand minimal sekali selama pandemi *Covid-19*. Analisis data menggunakan SPSS versi 25 dan SEM 8.8 dari software Lisrel untuk mengolah data hasil penelitian.

Hasil pengujian hipotesis menunjukkan *electronic word of mouth* berpengaruh positif dan signifikan terhadap *purchase intention*. *Panic buying* berpengaruh positif dan signifikan terhadap *purchase intention*. *Brand image* berpengaruh positif dan signifikan terhadap *purchase intention*.

Kata Kunci: *Electronic Word of Mouth, Panic Buying, Brand Image, Purchase Intention, Bear Brand.*

ABSTRACT

Serin Sabrinada, 2022; *Analyzing Factors Affecting Purchase Intention During Covid-19 Pandemic: A Survey Of Sterilized Milk Consumers In Jakarta*. Thesis, Jakarta: Bachelor's Degree of Management, Faculty of Economics, Universitas Negeri Jakarta, Advisory Team: Andi Muhammad Sadat, S.E., M.Si., Ph.D. and Rahmi, S.E., M.S.M.

The spread of the Corona virus during the pandemic has caused increase consumer purchase intention in health products such as sterilized milk. This is be expected influenced by several causes such as electronic word of mouth, panic buying and brand image. The purpose of this research are: 1) To determine the influence between electronic word of mouth on purchase intention of Bear Brand product during the Covid-19, 2) To determine the effect of panic buying on purchase intention of Bear Brand product during the Covid-19 pandemic, 3) To determine the influence of brand image on purchase intention of Bear Brand product during the Covid-19 a survey of Jakarta citizens. Method of collecting data using survey method with an instrument in in Jakarta the form of a questionnaire. The objects of this study is at least 180 respondents from consumers of Bear Brand. Data analysis using SPSS version 25 and SEM Lisrel version 8.8 to process research data.

The results of hypothesis testing show that electronic word of mouth has a significant positive effect on purchase intention. Panic buying has a significant positive effect on purchase intention. Brand image has a significant positive effect on purchase intention.

Keyword: Electronic Word of Mouth, Panic Buying, Brand Image, Purchase Intention, Bear Brand.