

Abstrak.

Penelitian ini bertujuan untuk *membuktikan dampak e-wom, citra merek dan kualitas produk terhadap minat beli. Studi empiris ini dilakukan untuk menganalisis hubungan e-wom, citra merek dan kualitas produk terhadap minat beli Mitsubishi L300 di kota Padang. Teknik analisis kuantitatif digunakan untuk menguji tiga hipotesis melalui survei yang menggunakan skala likert lima poin. Teknik pengambilan sampel dalam penelitian ini adalah purposive sampling. Data diperoleh dari 80 responden yang pernah membeli atau menggunakan mobil merek Mitsubishi di kota Padang. Pengaruh antara faktor-faktor penentu dianalisis menggunakan software SmartPLS 3.0. Hasil penelitian menunjukkan bahwa citra merek dan kualitas produk merupakan faktor penentu yang signifikan terhadap minat beli Mitsubishi L300 di kota Padang. Sedangkan e-wom tidak memiliki pengaruh yang signifikan terhadap minat beli Mitsubishi L300 di kota Padang*

Kata Kunci: *e-wom, citra merek dan kualitas produk, minat beli*

Abstract.

This study aims to prove the impact of e-WOM, brand image and product quality on purchase intention. This empirical study was conducted to analyze the relationship e-wom, brand image and product quality on buying interest of the Mitsubishi L300 in the city of Padang. Quantitative technique analysis was utilized to examine five hypotheses through a survey designed on the Likert five point scale. The sampling technique of this research is purposive sampling. Data were obtained from 80 respondents who had bought or used a Mitsubishi car in the city of Padang. The influence of the determinants was analyzed using SmartPLS 3.0 software. The results of the study show that brand image and product quality are significant determinants of purchase intention Mitsubishi L300 in the city of Padang. Meanwhile, e-wom does not have a significant effect on buying interest in the Mitsubishi L300 in the city of Padang

Keywords: *e-wom, brand image and product quality, purchase intention*