

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH, SELF
CONGRUITY AND BRAND AWARENESS ON E-PURCHASE
INTENTION ON THE CRSL BRAND**

(Survey of TikTok Shop User Students in Sleman Regency, Yogyakarta)

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ABSTRACT

This study aims to determine the effect of Electronic Word Of Mouth, Self Congruity and Brand Awareness on E-Purchase Intention on the CRSL brand. The data collection technique used is non probability sampling with purposive sampling technique. The data analysis method in this study uses multiple regression analysis techniques using SPSS 23. This research is a casual associative research using a quantitative approach. The population in this study were all students who use TikTok Shop who know the CRSL brand in Sleman Regency, Yogyakarta. The number of samples used in this study were 100 respondents. The results of this study reveal that Electronic Word Of Mouth, Self Congruity and Brand Awareness together have a positive and significant effect on E-Purchase Intention, Electronic Word Of Mouth has a positive and significant effect on E-Purchase Intention, Self Congruity has a positive and significant effect on E-Purchase Intention, Brand Awareness has a positive and significant effect on E-Purchase Intention.

Keywords : *Electronic Word Of Mouth, Self Congruity, Brand Awareness, E-Purchase Intention.*

**PENGARUH *ELECTRONIC WORD OF MOUTH*, *SELF CONGRUITY* DAN
BRAND AWARENESS TERHADAP *E-PURCHASE INTENTION***

PADA MEREK CRSL

**(Survey pada Mahasiswa Pengguna TikTok *Shop* di Kabupaten Sleman,
Yogyakarta)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic Word Of Mouth*, *Self Congruity* dan *Brand Awareness* terhadap *E-Purchase Intention* pada merek CRSL. Teknik pengumpulan data yang digunakan adalah *non probability sampling* dengan teknik *purposive sampling*. Metode analisis data pada penelitian ini menggunakan teknik analisis regresi berganda dengan menggunakan SPSS 23. Penelitian ini merupakan penelitian asosiatif kausal dengan menggunakan pendekatan kuantitatif. Populasi pada penelitian ini adalah seluruh mahasiswa pengguna TikTok *Shop* yang mengetahui merek CRSL di Kabupaten Sleman, Yogyakarta. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 responden. Hasil penelitian ini mengungkapkan bahwa *Electronic Word Of Mouth*, *Self Congruity* dan *Brand Awareness* secara bersama-sama berpengaruh positif dan signifikan terhadap *E-Purchase Intention*, *Electronic Word Of Mouth* berpengaruh positif dan signifikan terhadap *E-Purchase Intention*, *Self Congruity* berpengaruh positif dan signifikan terhadap *E-Purchase Intention*, *Brand Awareness* berpengaruh positif dan signifikan terhadap *E-Purchase Intention*.

Kata kunci : *Electronic Word Of Mouth*, *Self Congruity*, *Brand Awareness*, *E-Purchase Intention*.