IMPACT OF ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION AND BRAND EQUITY: AN EMPIRICAL STUDY OF ONLINE HOTEL BOOKING

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

Impact of Electronic Word of Mouth on Purchase Intention and Brand Equity: An Empirical Study of Online Hotel Booking

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Electronic Word of Mouth (EWOM) is a communication between individual, which each of the individual share their experience through the internet and it can be use to assist them to make purchase decisions. The aim of this research is to gain deeper understanding on purchasing a hotel room in online platform through customer's review and whether the equity of a brand is influence by customer's review. This study use survey by distributing questionnaire in order to gain the data. After the data gathered is tested by using SPSS 22 for its reliability and validity, Cronbach's alpha, as well as factor analysis. Path diagram analysis is used to test the relationship between each of the hypothesis. The results indicated that EWOM has a significant relationship towards purchase intention and brand equity as well as brand equity towards purchase intention. It is recommended for the hotel managers to maintain high influenced indicator such as the quantity of EWOM and Image of the brand to create high purchase intention and also pay attention with other factor to maintain its quality.

Keywords: EWOM, Brand Equity, Perceived Quality, Brand Salience, Brand Image, Purchase Intention, Online hotel Booking

DEDICATION

I sincerely dedicate this work to my dearest family, relatives, and friends for their

sincere, abundant, and endless love, support not only throughout my journey

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