

Electronic Word of Mouth, Brand Awareness, Brand Image and Customer Satisfaction

by

I Gusti Agung Ngurah Rai Semadi ⁽¹⁾
Ni Nyoman Sunariani ⁽²⁾

Undiknas Graduate School
Jl. Waturenggong No.164 Denpasar, Bali

iganraisemadi@gmail.com ⁽¹⁾
nyomansunariani@ymail.com ⁽²⁾

ABSTRACT

The object in this research is Electronic Word of Mouth, Brand Awareness, Brand Image and Customer Satisfaction. This research aims find out the relationship and influence of variable Electronic word of mouth, brand awareness, and brand image in forming or creating Customer Satisfaction.

From this research, four the hypothesis that test is done to 107 respondents who was chosen by judgement sampling technique is conducted sampling technique based on the characteristics set is minimal stayed previously at Legian Village Hotel. Tabulation of the data processed by the program AMOS v22. With the results of studies showing the cut of value and goodness of fit looks four criteria are met eight criteria used. Relative criteria are met including Chi-square (χ^2 / df), Probability, TLI, and CFI and the marginal is GFI. Thus it was more than two criteria that qualify, then the model can already be said to be good.

It is expected that this research can connect the implications theoretical and the implications for companies with the result that overall has been described in this chapter closing sub-section conclusion.

Keywords: Electronic Word of Mouth, Brand Awareness, Brand Image, Customer Satisfaction.

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