

PENGARUH BRAND IMAGE, PRODUCT KNOWLEDGE, DAN WORD OF MOUTH TERHADAP PURCHASE INTENTION PRODUK IPHONE 6 DI JAKARTA

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This study was conducted to investigate the effect of brand image, product knowledge, and word of mouth on purchase intention. This is a descriptive research that using a questionnaire to collect the data. The non-probabilistic sampling method is used in this research. The data analysis technique is a multiple regression analysis. The results showed that brand image and product knowledge positively affect purchase intention, while word of mouth does not affect purchase intention.

.Keyword: Brand image, Product Knowledge, Word of Mouth (WOM), Purchase intention