

PENGARUH *BRAND TRUST*, *BRAND IMAGE* DAN *WORD OF MOUTH* (WOM) TERHADAP MINAT KONSUMEN MENGGUNAKAN INDIHOME NETWORKS DI KOTA DENPASAR

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ABSTRAK

Perkembangan teknologi komunikasi di Indonesia saat ini semakin canggih dalam kehidupan masyarakat yang menggunakan dan tidak dapat dihindarkan karena internet telah menjadi bagian tak terpisahkan dalam menjalankan aktivitas sehari-hari. Mulai dari berkomunikasi, mengakses informasi, sarana pendidikan, hingga belanja kebutuhan rumah tangga, semuanya membutuhkan internet. Tujuan penelitian ini untuk menganalisis dan menjelaskan pengaruh *brand trust*, *brand image* dan *word of mouth* terhadap minat konsumen menggunakan Indihome Networks. Metode pengumpulan data penelitian dilakukan melalui penyebaran kuesioner yang menggunakan lima poin skala likert sebagai alat ukur.

Ukuran sampel yang diambil menggunakan rumus *Hair*. Rumus *Hair* digunakan karena jumlah populasi belum diketahui dengan pasti maka ditentukan sampel dalam penelitian ini, dimana responden yang dijadikan sampel dalam penelitian ini tersebar di empat Kecamatan yang ada di Kota Denpasar. data dianalisis menggunakan teknik analisis regresi linier berganda menggunakan program pengolahan data SPSS for Windows.

Hasil menunjukkan bahwa *brand trust*, *brand image*, *word of mouth* masing-masing berpengaruh positif dan signifikan terhadap minat konsumen menggunakan Indihome Networks di Kota Denpasar. Saran bagi penelitian selanjutnya dapat mengembangkan penelitian ini dengan menambahkan variabel yang lainnya.

Kata Kunci : *brand trust*, *brand image*, *word of mouth*, minat konsumen

THE INFLUENCE OF BRAND TRUST, BRAND IMAGE AND WORD OF MOUTH (WOM) ON THE CONSUMER INTEREST OF INDIHOME NETWORKS IN DENPASAR CITY

ABSTRACT

The development of communication technology in Indonesia is currently increasingly sophisticated in the lives of people who use it and cannot be avoided because the internet has become an integral part of carrying out daily activities. Starting from communicating, accessing information, educational facilities, to shopping for household needs, all of them need the internet. The purpose of this study was to analyze and explain the influence of brand trust, brand image, and word of mouth on the consumer interest of Indihome Networks. The research data collection method was carried out by distributing questionnaires using a five-point Likert scale as a measuring tool.

The sample size was taken using the Hair formula. The Hair formula was used because the population size was not known with certainty, so the sample was determined in this study, where the respondents who were sampled in this study were spread across four sub-districts in Denpasar City. data were analyzed using multiple linear regression analysis techniques using the SPSS for Windows data processing program.

The results show that brand trust, brand image, word of mouth each has a positive and significant effect on consumer interest in using Indihome Networks in Denpasar City. Suggestions for further research can develop this research by adding other variables.

Keywords : brand trust, brand image, word of mouth, consumer interest