

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh electronic word of mouth terhadap brand image di STIE INABA, pengaruh customer relationship management terhadap brand image di STIE INABA, pengaruh electronic word of mouth terhadap keputusan mahasiswa memilih STIE INABA, pengaruh customer relationship management terhadap keputusan mahasiswa memilih STIE INABA, pengaruh brand image terhadap keputusan mahasiswa memilih STIE INABA, pengaruh electronic word of mouth terhadap keputusan mahasiswa memilih STIE INABA melalui brand image dan pengaruh customer relationship management terhadap keputusan mahasiswa memilih STIE INABA.

Penelitian ini merupakan penelitian kuantitatif dengan metode survei. Populasi pada penelitian ini adalah mahasiswa baru STIE INABA Tahun Ajaran 2019. Sampel sebanyak 100 responden yang ditentukan dengan teknik random sampling. Teknik analisis data untuk menjawab hipotesis adalah analisis jalur (*path analysis*) dengan bantuan regresi sederhana dan uji sobel.

Hasil penelitian ini menunjukkan bahwa electronic word of mouth berpengaruh positif dan signifikan terhadap brand image STIE INABA, customer relationship management berpengaruh positif dan signifikan terhadap brand image STIE INABA, electronic word of mouth berpengaruh positif dan signifikan terhadap keputusan mahasiswa memilih STIE INABA, customer relationship management berpengaruh positif dan signifikan terhadap keputusan mahasiswa memilih STIE INABA, brand image berpengaruh positif dan signifikan terhadap keputusan mahasiswa memilih STIE INABA, electronic word of mouth berpengaruh positif dan signifikan terhadap keputusan mahasiswa memilih STIE INABA yang dimediasi oleh brand image, customer relationship management berpengaruh positif dan signifikan terhadap keputusan mahasiswa memilih STIE INABA yang dimediasi oleh brand image.

**Kata kunci: EWOM, CRM, Brand Image, Keputusan Pembelian**

## **ABSTRACT**

*This study aims to determine the effect of electronic word of mouth on the brand image at STIE INABA, the influence of customer relationship management on the brand image at STIE INABA, the influence of electronic word of mouth on student decisions to choose STIE INABA, the influence of customer relationship management on student decisions to choose STIE INABA, the influence of brand image on the student's decision to choose STIE INABA, the influence of electronic word of mouth on the student's decision to choose STIE INABA through brand image and the influence of customer relationship management on the student's decision to choose STIE INABA.*

*This research is quantitative research with a survey method. The population in this study were new students of STIE INABA 2019 Academic Year. A sample of 100 respondents was determined using a random sampling technique. The data analysis technique to answer the hypothesis is path analysis with the help of simple regression and the Sobel test.*

*The results of this study indicate that electronic word of mouth has a positive and significant effect on STIE INABA's brand image. Customer relationship management has a positive and significant impact on STIE INABA's brand image. Electronic word of mouth has a positive and significant effect on student decisions to choose STIE INABA. Customer relationship management positive and significant effect on the student's decision to choose STIE INABA. Brand image has a positive and significant effect on the student's decision to choose STIE INABA. Electronic word of mouth has a positive and significant effect on the student's decision to choose STIE INABA mediated by brand image. Customer relationship management has a positive and significant effect on significant effect on the student's decision to choose STIE INABA which is mediated by brand image.*

**Keywords: EWOM, CRM, Brand Image, Purchase Decision**