

ABSTRACT

Based on organizational phenomena and research gaps of the relationship among variables used in this study, this research examines the influence of promotion, distribution and consumer reviews on electronic word of mouth mediated by consumer engagement. The research hypothesis was developed based on theoretical concepts and the results of previous empirical research. The research sample was consumers of Futura stacking chair products with a total sample of 191 people. Data analysis in the form of structural equation modeling (SEM) was applied to test the research hypothesis.

The test results show that the six hypothesized relationships show significant results and are in accordance with the hypothesis. It was found that promotion, distribution and consumer reviews have a significant positive effect on consumer engagement. On the other hand, promotion and consumer review and consumer engagement also have a significant direct influence on electronic WOM. Indirect effect testing shows that promotion and consumer reviews have a significant indirect effect on e-WOM through consumer engagement.

Keywords: Promotion, distribution, consumer review, consumer engagement, e-WOM