

ABSTRACT

Gojek is one example of technological development in the field of online transportation (logistics). Gojek has other services, such as payment, food ordering, shopping, and others. Gojek application has also been recognized twice by Fortune as one of 52 companies that Change the World. However, the problem currently experienced by Gojek is that the rating of Gojek Applications is lower than its competitors.

This study aims to determine how consumers respond to Electronic Word of Mouth, Brand Image, Trust, and Online Purchase Intention from Gojek services in Indonesia. In addition, to find out how Electronic Word of Mouth affects Trust, Brand Image, and Online Purchase Intention from Gojek Application services in Indonesia and to find out whether Trust and Brand Image can mediate the relationship between Electronic Word of Mouth and Online Purchase Intention of Gojek Application services in Indonesia.

The research method used is a quantitative method by collecting data through a questionnaire using a Likert scale. The number of samples taken was 385 respondents, namely people who live in Indonesia and have used the services of the Gojek Application with a sampling technique, namely purposive sampling. The data analysis method used is Structural Equation Modeling (SEM) using SMART PLS 3 software.

The results of this study indicate that the effect of Electronic Word of Mouth on trust and Brand Image is positive and significant. The effect of Brand Image on trust is positive and significant, but only trust can influence Online Purchase Intention.

Electronic Word of Mouth have an important role in influencing Brand Image and Trust. Gojek is advised to continue to innovate its application to increase the positive reviews that are spread. The more positive reviews that are spread will increase Brand Image and consumer trust to use the services offered on the Gojek application.

Keywords: Brand Image, Electronic Word of Mouth, Gojek, Online Purchase Intention, Trust