

ABSTRACT

Advances in technology and internet access and supported by the availability of applications that connect consumers and service providers have made Grab a popular platform for consumers. The high number of online transportation users, which is increasing every year, has created an increasingly tight level of competition among online transportation services. This is a concern for Grab in building the level of purchase intention. One way is by improving electronic word of mouth and electronic service quality. This research aims to analyze strategic electronic word of mouth and electronic service quality on purchase intention on the Grab application in JABODETABEK.

The quantitative approach method used in this research is descriptive-causality research. Sampling was carried out using a non-probability sampling technique used, namely purposive sampling with 101 respondents, namely Grab users in JABODETABEK. The data analysis technique used is descriptive analysis and multiple regression analysis.

Based on the results of the regression analysis, electronic word of mouth has a positive and significant effect on purchase intention on the Grab Application, electronic service quality has a positive and significant effect on purchase intention on the Grab Application, electronic word of mouth and electronic service quality have a positive and significant effect on purchase intention on Grab application in JABODETABEK.

Keywords: *Electronic Word of Mouth, Electronic Service Quality, Purchase Intention*