

## **ABSTRACT**

*The fashion industry is one of the industry with the development of consumptive culture makes the fashion business a potential market for companies engaged in this business. It can be seen from the increasing Factory Outlet in Indonesia, especially in Bandung and one of them is "Adorable Projects". In Instagram social media Adorable Projects, followers comment and testimonials on each post that is one form electronic word of mouth,*

*This study aimed to analyze the influence electronic word of mouth to purchase intention followers Instagram account Adorable Projects. This type of research is descriptive quantitative research methods. The population in this study is Instagram followers Adorable Projects. The sampling technique used is non-probability sampling the sampling methods incidental sampling, In this study involving 400 people Instagram followers Adorable Projects using PLS analysis technique SEM. Based on the results, it can be concluded that Electronic effect Word Of Mouth To Purchase Intention Followers Instagram account @AdorableProjects based on test results PLS-SEM analysis shows that there are positive and significant proven between Electronic Word Of Mouth with Purchase Intention. Thus Electronic word of mouth on Instagram Adorable Projects can be a powerful source of information in affecting Purchase Intention someone.*

**Keywords:** *Electronic Word of Mouth, Purchase Intention.*