

## **ABSTRACT**

*Known as the economic center of West Java Province, Bandung has become a land for technology companies to market and introduce its products in the city of Bandung, one of which is one of the well-known brands from China, OPPO. OPPO has the advantage of advertising its products by mass marketing such as advertisements on TV, baligho on the streets, hooking up many ambassador brands, every mobile phone retailer stores are given promotional tools, even OPPO advertisements and products can be found almost throughout the shopping center and also mobile phone shops. With the above methods carried out by OPPO, it has not been able to have an impact on the increase in sales of OPPO products. Even social media which is used as a promotional event for OPPO has not had an impact on consumer purchasing decisions.*

*The purpose of this study is to measure the credibility, quantity and quality of purchase intentions and corporate image and also measure whether the company's image can mediate the influence of credibility, quantity and quality of purchase intentions on OPPO products*

*The variables in this study are credibility (X1), quantity (X2), quality (X3), corporate image (Y) and purchase intention (Z). This study uses a quantitative research method with research type PLS analysis (Partial least square).*

*The results showed the influence of credibility, quantity and quality on purchase intentions namely T count 0.259, 0.239, and 1.443. then the influence of credibility, quantity and quality on company image that is with T count 4,001, 3,565, and 1,980. The influence of company image on purchase intention is T count 2.883 and the last one is the influence of company image can mediate credibility, quantity and quality of purchase intention of OPPO products, namely T count 2.728, 1.856 and 1.482.*

*Keywords:e-WOM, Corporate Images, Purchase Intention*