

ABSTRACT

It has become a trend to use sneakers in Indonesia, this trend continues to develop over the time. Nike is one of the most famous sneakers in the world because Nike has the largest Global Revenue in the world in the footwear product segment. Achievement of this is inseparable from how they do effective marketing and promotion. The presence of internet technology creates one effective marketing namely Electronic Word of Mouth which can quickly spread through the internet. E-WOM which is spread quickly will have an effect on Brand Image and influence Purchase Intention in Nike shoes. However, on February 20, 2019, a problem was faced by Nike which at that time had happened the incident of Nike shoes used by one of the big torn American basketball stars in a match.

This study aims to determine how consumer responses to Electronic Word of Mouth, Brand Image and Purchase Intention of Nike shoe products in Bandung, to find out how the influence of Electronic Word of Mouth on Brand Image and Purchase Intention of Nike shoe products in Bandung, also to find out whether Brand Image can mediate the relationship between Electronic Word of Mouth and Purchase Intention.

The research method used is a quantitative method by collecting data through a questionnaire using a Likert scale. The number of samples taken was 400 respondents, namely people who live in the city of Bandung and have bought Nike shoes products with a sampling technique that is purposive sampling. The data analysis method used is Structural Equation Modeling (SEM) using AMOS 24 software.

The results showed that all three variables received good responses from respondents in the city of Bandung. Electronic Word of Mouth has a significant positive effect on Brand Image of Nike shoes and does not have a positive effect on Purchase Intention of Nike shoes in Bandung. Brand Image has a significant positive effect on Purchase Intention of Nike shoes in Bandung and Brand Image mediates the influence of Electronic Word of Mouth on Purchase Intention of Nike shoes in Bandung.

Brand Image plays an important role in realizing the value of a large influence both the influence of Electronic Word of Mouth on Brand Image itself and the influence on Purchase Intention. Nike is advised to continue to regulate and increase the intensity of the occurrence of positive Electronic Word of Mouth in order to build a good image for its consumers. The better image of Nike products will increase consumer Purchase Intention in the City of Bandung to Nike shoe products.

Keywords: Brand Image, Electronic Word of Mouth, Nike shoes, Purchase Intention