

## **ABSTRACT**

*The rapid development of the internet in Indonesia, causes high activity of social media uses and one of these social media is Instagram. Instagram is an effective marketing tool. One of sector business that has potential and matches with Instagram's Users is the fashion business. In this case, researcher choose Staycool Socks that is a fashion business and runs in producing modern socks and attracted by many young people, even adults. Electronic word of mouth is the most powerful marketing communication tool in social media to spreads information about a brand.*

*This research was conducted to analyse the effect of electronic word of mouth on purchase intention of Staycool Socks Instagram account followers as research object. This research is a quantitative study with a causal method.*

*The method of data collection is through distributing questionnaires with a total of 400 respondents of Staycoolsocks's Instagram. The data analysis technique used is descriptive analysis and multiple linear regression analysis using IBM SPSS 22 software.*

*Based on the results of testing the effect of electronic word of mouth on purchase intention is that there is a positive influence between intensity ( $X_1$ ), positive valance ( $X_2$ ), and content ( $X_3$ ) of Purchase Intention ( $Y$ ) on Staycoolsocks Instagram, this is because the significance value is 0,000 which is less than 0.05. Negative valance gets a significance value  $> 0.05$ , this means that negative valance has no effect on the purchase intention of staycoolsocks Instagram followers. It can be concluded that from these results, the hypothesis  $H_1$  test is accepted and  $H_0$  is rejected.*

**Keywords:** *Electronic word of mouth, purchase intention.*