

ABSTRACT

In the e-commerce business, it is indicated that the purchase intention of consumers, one of which can be influenced by electronic word of mouth (eWOM). EWOM communication related to the Traveloka brand by consumers on Twitter must be balanced with consumer involvement in providing added value for the brand in a positive way and the availability of good eWOM information on social media can encourage consumer confidence in the Traveloka brand.

This study aims to measure the direct influence of eWOM related to brands spread on Twitter social media on brand value co-creation engagement behavior, eWOM on brand value co-creation engagement attitude, eWOM on brand trust, brand value co-creation engagement behavior on purchase intention, brand value co-creation engagement attitude to purchase intention, brand trust to purchase intention, eWOM to purchase intention either directly or indirectly through brand value co-creation engagement behavior and engagement attitude as well as brand trust as an intervening variable, which in the end is expected can influence consumers to make purchase intentions at Traveloka.

The data collection method used in this study used a Google Form questionnaire which was distributed through social media to 200 respondents in the city of Bandung who had used the Traveloka and Twitter applications. with non-probability sampling method that is by purposive sampling. Eight interrelated hypotheses to form a structural equation model (SEM) were tested for significance by T test and then the strength of their influence was measured. All calculations for testing were processed using LISREL 8.8 software which were then analyzed based on the values of Goodness of fit, AVE, CR, T-Value and Regression Coefficient.

The results of this study indicate that eWOM has a positive and significant direct effect on brand value co-creation engagement behavior. EWOM has a positive and significant direct effect on brand value co-creation engagement attitude. EWOM has a positive and significant direct effect on brand trust. Brand value co-creation engagement behavior has a positive and significant direct effect on purchase intention. Brand value co-creation engagement attitude has a positive and significant direct effect on purchase intention. Brand trust has a positive and significant direct effect on purchase intention. EWOM does not have a positive and significant direct effect on purchase intention. EWOM has a positive and significant indirect effect on purchase intention through brand value co-creation engagement behavior, brand value co-creation engagement attitude and brand trust.

In this study there are also suggestions that Traveloka should focus on increasing purchase intention by prioritizing improving eWOM communication through the involvement of consumer attitudes and behavior in the process of creating value-added co-brands and consumer trust in the brand which can be obtained through increasing the issue of trust to customers so that customers have more confidence. to the brand. And this study recommends the addition of new intervening variables between eWOM, VCCEB, VCCEA, BT and PI, such as the brand awareness intervening variable which has an important role in brand equity so that there are still opportunities for improvement in further research through the addition of these variables.

Keywords: *EWOM, brand value co-creation engagement behavior, brand value co-creation engagement attitude, brand trust, purchase intention, Traveloka, Twitter, LISREL-SEM, LISREL 8.8, Bandung City*