

ABSTRACK

Technological developments every year experience a very rapid increase, one example of technological developments is the emergence of e-commerce. Therefore, the purpose of this study is to analyze the effect of Electronic Word of Mouth on Purchase intention through Brand image on Bukalapak in Bandung City. This study uses a quantitative approach with descriptive analysis. The sampling technique used is non-probability sampling with a total of 400 respondents, using a Likert scale. Data analysis used the partial least square method with SmartPLS 3.0 software. The results of this study are the Electronic Word of Mouth (X) variable has a positive and significant influence on Purchase Intention (Y). Electronic Word of Mouth (X) has a positive and significant influence on Brand Image (Z). Electronic Word of Mouth has a positive and significant influence on Purchase Intention through Brand Image.

Keywords: Electronic Word of Mouth, Brand Image, Purchase intention