

## **ABSTRACT**

*Shopee is a company that stands in the field of online business, Shopee is a platform provider specifically designed for buying and selling transactions or e-commerce. Shopee continues to innovate in order to add and retain users. In this study, researchers focus on the latest innovation launched by Shopee, Shopee Food service. Shopee Food is an online food and beverage delivery service owned by the Shopee company.*

*Twitter is a social media that allows users to freely express their opinions. Electronic Word of Mouth on Twitter social media spreads very quickly between users, in the form of positive and negative comments. Therefore, this study was conducted to determine the effect of eWOM on Twitter social media on Shopee Food Indonesia's brand attitude and purchase intention.*

*This study uses quantitative methods with descriptive research objectives and questionnaires as data collection for 397 respondents. The respondents involved are Twitter social media users who are interested in using Shopee Food services. The questionnaire in this study have 11 questions with a Likert scale measurement. The data analysis technique uses the structural equation modeling (SEM) method with the AMOS 26 application.*

*Based on the results of the study, it shows that there is no effect of eWOM on Shopee Food's Purchase Intention and there is an influence of eWom on Brand Attitude, Brand Attitude on Purchase Intention and eWOM on Purchase Intention which intervened by Brand Attitude.*

*With that, it is suggested that Shopee Food needs to improve marketing that is even more attractive or distribute discount vouchers on condition that with retweet and reply to uploads from Shopee Food's Twitter. With this, it can encourage consumers to share comments, positive statements, and spread them so that more people read consumer comments on Shopee Food on Twitter.*

**Keyword:** *brand attitude, eWom, purchase intention, structural equation modeling (SEM)*