

## **ABSTRACT**

*The development of technology and communication makes it easier for companies to provide information about products and organizations more easily and quickly to the public by utilizing various existing social media either owned by the company or privately owned, but it is necessary to study the role of electronic word of mouth in order to convey an appropriate brand image. to the public which has an impact on purchase intention.*

*Where a study that has the ultimate goal is to provide an overview of the impact of ewom owned by Coca Cola products can affect the brand image owned by Coca Cola products in the minds of consumers, which has an impact on changes in purchase intentions or purchase intentions.*

*Using non-probability sampling technique and purposive sampling to 410 respondents based on the bernoulli formula. Data was collected by distributing online questionnaires to the Indonesian people. Where the tool for processing data uses AMOS 24.*

*Based on the results of the study showed that there was a significant influence between electronic word of mouth and brand image. There is no significant effect between electronic word of mouth and purchase intention. There is a significant influence between brand image and purchase intention. And brand image has an influence in mediating the relationship between electronic word of mouth and purchase intention.*

*The results of this research are expected to be a reference related to company decision making related to marketing management, ewom, and purchase intention. Then this research is expected to be the basis for further research.*

**Keywords:** *Brand Image, Coca Cola, Electronic Word of Mouth, Marketing Management, Purchase Intention, Structural Equation Modelling.*