

## **ABSTRACT**

Consumer buying interest is related to an effective response or liking a product but has not made a decision to buy, namely purchase intention. The consumer also has perceptions of products issued by certain brands. Brand image stems from consumer's experiences, and perceived service quality is a function of these consumption experiences. One aspect of marketing that is used for consumers to have an intention on a purchase is by using electronic word of mouth. Shopee, as one of the e-commerce in Indonesia, has the potential to provide electronic word of mouth on their marketing.

This study looks at the effect of electronic word of mouth on brand image and purchase intention at Shopee by using a structural equation model. This type uses quantitative and descriptive causal methods. The population used is Shopee users in Indonesia and the sample used is Shopee users who have used the Shopee application. Data were collected from 400 respondents, namely Shopee users, the number of questions was 12 items and the questionnaire was distributed using google form.

The results of the analysis based on the continuum line show that the electronic word of mouth, brand image, and purchase intention variables are in the very good category. The results of the SEM-PLS analysis show that electronic perception of word of mouth has a significant positive effect on purchase intention. Brand Image will mediate the relationship between electronic word of mouth and Purchase Intention.

The suggestion in this study is that Shopee should further improve in terms of electronic word of mouth by providing more complete information about the product through the Shopee Pop-Up Information feature on the screen that will appear before the customer checks out the product to be purchased, so that customers feel being

informed about other consumers' online product reviews to find out the product/brand can make a good impression.

Keywords: Electronic Word of Mouth, Brand Image, Purchase Intention, Shopee