

ABSTRACT

JD.ID is one of the e-commerce firms in Indonesia which facing problem about low customer loyalty and rating if compared with its competitors. Bad reviews of customer on JD.ID as a picture of iceberg phenomenon which showed small problems on the surface. This research is aim to testing the influence of electronic word of mouth (e-WOM) on going endeavor to improve brand value co-creation and brand trust and its impact on purchase intention. The data gathered by distributting questionnaire to 139 of respondents by using purposive and accidental sampling mixed method. Analysis technique uses Structural Equation Modelling. The results of this study showed that E-WOM has an effect on brand value co-creation engagement behavior, brand value co-creation engagement attitude, brand trust, and purchase intention. Brand value co-creation engagement behavior have not an effect towards purchase intention, but brand value co-creation engagement attitude have an effect towards purchase intention. Brand trust is not proven to have an effect on buying interest. E-WOM has no effect on purchase intention through brand value co-creation engagement behavior, brand value co-creation engagement attitude, and brand trust.

Keywords: brand trust, brand value co-creation engagement attitude, brand value co-creation engagement behavior, and intention to buy.