ABSTRACT

With the increase in technology in the current digital era among the public, it encourages activity on social media, this is used by some companies to carry out a marketing strategy called electronic word of mouth to generate a larger market share. The background to this research is that consumer buying interest in Indomie products always increases and is consistent every year along with the level of promotion which is considered to attract a number of consumers.

With the increasing interest in purchasing an Indomie product, the Indomie brand image becomes an important variable in influencing purchasing interest decisions, such as eWom and brand image. In the midst of the increasing use of social media in Indonesia, some companies are taking advantage of this to carry out digital marketingThe aim of this research is to determine the influence of EWOM on Instagram social media on brand image and purchase intention for Indomie products. Another aim is to find out how the interaction of eWOM, brand image and purchasing intention towards Indomie products occurs on the social media Instagram.This research uses quantitative methods with descriptive research objectives. The sampling technique used in this research is non-probability sampling technique. Taking questionnaires as data collection for 384 respondents. The respondents involved were Instagram social media users. This research had approximately 11 questionnaire questions on scale of ordinal. The data analysis technique used in this research uses the Structural Equation Modeling method with SmartPLS software.

The results of this research are that eWOM has a significant effect on brand image, brand image has a significant effect on purchase intention, eWOM has no significant effect on purchase intention, brand image has a significant effect on purchase intention, and brand image has a significant effect as a mediating variable between eWOM and purchase intention

Keyword : eWOM, Brand Image, Purchase Intention, SEM