

ABSTRACT

Currently, fashion trends continue to develop and innovate so as to bring up models or styles that can be followed by the community. One of the current fashion items is a bag to support the appearance. The Sherina Adventure movie released a second movie called Sherina Adventure 2 and made the Sherina bag as their official merchandise. Fans of Sherina's adventure movie can also buy the bag freely and give their reviews through e-commerce where they order the bag online. Consumer reviews are the most powerful eWOM in selling their products or services.

The sampling technique used in this research is purposive sampling method. This study distributed online questionnaires using Google Form which were distributed to 385 respondents who used the Shopee and Tokopedia e-commerce applications in shopping online..

The results of this study are that eWOM quantity has a positive and significant effect on eWOM credibility, eWOM quantity has a positive and significant effect on buying interest, eWOM credibility has a positive effect on buying interest, positive brand image mediates the relationship between eWOM quantity and buying interest, positive brand image mediates the relationship between eWOM credibility and buying interest, brand image has a positive effect on buying interest.

Based on the results of the study, the suggestions that can be given are that in the future, Torch can better embrace its consumers by always responding to unfavorable reviews in order to increase trust for other consumers trust for other consumers.

Keywords: eWOM, eWOM Quantity eWOM credibility, Brand Image, Purchase Intention