

ABSTRACT

Indonesia has quite worrying nutritional problems. For every 10 thousand Indonesians, there is one individual who suffers from malnutrition. Balanced nutrition is important to apply to all levels of society to reduce malnutrition. Food is the main support for the body to carry out activities and maintain the function of the body's organs. Royco is here as a solution to achieve balanced nutrition through delicious taste, with iodine content, as well as various programs organized by Royco for healthy cooking menus.

The aim of this research is to identify the extent of significant influence of electronic word of mouth on purchase intention through brand image. The research method applied was quantitative with a descriptive approach, using non-probability sampling techniques with a total of 30 respondents. Data collection was carried out by distributing questionnaires to consumers who use Royco products in Bandung City. Data analysis was carried out using the SEM-PLS method with the help of SmartPLS 4.0 software.

The research results show that electronic word of mouth has a positive and significant impact on purchasing interest with a value of 8.426 > ta value of 1.649. Apart from that, electronic word of mouth has a positive and significant influence on brand image, and brand image has a positive and significant influence on purchase intention. The findings also show that electronic word of mouth has a positive and significant effect on purchasing interest through the intervening variable brand image for Royco products.

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