

ABSTRACT

Word of Mouth has been recognized as one of the most influential resources of information transmission. Advances in technology and the emergence of online social network sites have changed the way information transmitted. This phenomenon impacts consumers as this easily accessible information could greatly affect the consumption decision. The purpose of this research is to examine the extent to which e-WOM among consumers can influence brand image and purchase intention in the mobile communication vendor industry, as Smartfren especially on Andromax that made in Indonesia and will not be affect by USD fluctuation that nowadays become popular in Indonesia

Measurement item are adapted from existing scales found in the marketing literature and also from several source and reference on internet website. The scales were evaluated for reliability and validity using data collected in a survey of Indonesian's perspective consumers in Indonesia.

A Partial Least Squares Structural Equation Modeling procedure is applied to the examination of the influences of e-WOM on purchase intention through brand image. The research model was tested empirically using 100 samples respondents who had experience within online communities of Smartfren Andromax's consumers.

The research found that e-WOM is one of affecting factors influencing purchase intention through brand image on Smartfren Andromax in Indonesia.

Keyword: Brand Image, e-Word of Mouth, Purchase Intention, Structural Equation Modeling.