

ABSTRACT

Many beauty industries promote through social media nowadays, this is done because of the many interests of consumers who see products through social media. Social media has the power of content that is strong enough as a reference for consumers to get more information about this communication and marketing tool.

With the growing number of internet users word of mouth is often used for marketing a product, including The Body Shop Indonesia, word of mouth is slowly being abandoned by consumers because its reach is not comprehensive, which replaced by more effective way through electronic word of mouth (e-wom).

The corporate image is also important because of its contribution in choosing the right brand to use. Therefore a study was conducted on the effect of e-wom credibility, quality, and perceived quantity on buying interest by mediating the corporate image.

The object of research is students and students in Indonesia who know The Body Shop Indonesia and Facebook users. The sample was 385 respondents. This study uses Partial Least Square structural equation (PLS-SEM) and analysis with E-Wom credibility Variable (X1), E-wom Quality (X2), E-wom Quantity (X3), Corporate Image (mediation variable) and Purchase Interest (Y).

Based on the results of the study using Partial least Square analysis the structural equation (pls-sem) shows that there is a positive impact on e-wom credibility on purchase interest mediated by the company image of The Body Shop Indonesia, there is a positive impact on e-wom quality on purchase interest mediated by the company image of The Body Shop Indonesia, there is a positive impact of e-wom quantity on purchase interest mediated by the company image of The Body Shop Indonesia, there is a positive impact of e-wom credibility, quality, quantity on purchase interest mediated by the company's image of The Body Shop Indonesia.

Keywords : *E-wom Credibility, E-Wom Quality, E-Wom Quantity, Company Image and Purchase Interest*