

ABSTRACT

Recently, the coffee industry in Indonesia continues to face very rapid developments, so that the competition in the specialty coffee shop sector continues to be tight. Starbucks as a coffee shop needs to maintain a competitive advantage. Starbucks is an industry in the coffee sector that has received world-class recognition and appreciation for the quality of its products, so that consumers will arise buying intentions at Starbucks. The purpose of this research is to identify how the influence of E-WOM and brand image on the purchase intention of Starbucks Reserve Dewata Bali consumers.

This research is quantitative in nature with descriptive research type. The illustration is taken using a non-probability sampling procedure with purposive sampling with a total of 100 respondents. The analytical method used is descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis on the E-WOM variable and the brand image in total, it is categorized as good with an E-WOM score of 80% and brand image of 81.2%. The results of the multiple linear regression analysis method simultaneously reflect that E-WOM and brand image have a positive impact on the buying desire of Starbucks Reserve Dewata Bali consumers. Partially, E-WOM and brand image have a significant positive effect on consumers' buying desire at Starbucks Reserve Dewata Bali. The result of the coefficient of determination (R^2) is 61.5%, on the other hand, the remaining 38.5% is influenced by other aspects not examined in this research, such as aspects of price, consumer trust, promotion, and consumer satisfaction.

Keywords: *E-WOM, Brand Image, Consumer Purchase Intention, Starbucks Reserve Dewata Bali.*