

ABSTRACT

Zomato is a restaurant directory website based on user generated content. Zomato provides complete information about restaurants and cafes and allows its users to communicate electronically word of mouth. Bandung is one of the cities in Indonesia that is available on Zomato besides Jakarta and Bali. One of the attractions is because Bandung is one of the cities that offers culinary tourism.

In this study, Electronic Word of Mouth became the independent variable and Purchase Intention as the dependent variable with Brand Image as the mediator variable. Hypothesis 1 (H1) Electronic Word of Mouth (E-WOM) has a positive effect on Brand Image. Hypothesis 2 (H2): Electronic Word of Mouth (E-WOM) has a positive effect on Purchase Intention. Hypothesis 3 (H3): Brand Image has a positive effect on Purchase Intention

The method used in this research is quantitative with descriptive and causal research types. The population used in this study is people who live in the city of Bandung who have or are currently using Zomato, with a sample of 385 respondents where these respondents are those who have written and seen reviews of restaurants and cafes from the Zomato website as a form of Electronic Word of Mouth activities. The sampling method used is non-probability sampling and purposive sampling. The analytical technique used is the Structural Equation Modeling (SEM) method with the help of AMOS 24 software.

The results of the research and data processing resulted in three main findings: (1) eWOM communication has a positive and significant impact on brand image; (2) eWOM communication has no significant effect on purchase intention; (3) Brand image has a positive and significant impact on purchase intention.

The conclusion of the analysis of the relationship construct model 2 has a significant effect and 1 does not have a significant effect. the construct of the model that has no significant effect is the relationship between the constructs of the Electronic word of mouth model on Purchase Intention. The next research is suggested to do bootstrap and outliers test.