

ABSTRACT

Scarlett Whitening is a local beauty product that focuses on selling on the internet. This product is able to beat international brands in body care, which is 57% of the most popular, and is included in the second position of the top local skin care brands most in demand in e-commerce in 2021. Many forms of electronic word of mouth are carried out by Scarlett Whitening, but have not put the position is ranked one which could be the number of a local brand that has just gone viral at this time even though the characteristics of the e-wom have met the requirements and have not made consumers buy one. The need for identity to be top of mind and consumer confidence and able to compete, in this case is the brand image. This study aims to determine the effect of e-wom on buying interest by mediating brand image as an intervention variable for consumers of Scarlett Whitening products in the Shopee application. This type of research is a quantitative research with descriptive analysis. The number of respondents used is 400 consumers who have bought Scarlett Whitening in the Shopee application. The sampling technique used is non-probability sampling and Likert scale. Data analysis used the partial least square method with SmartPLS 3.2.9 software. The result is that Electronic word of mouth (X) has a positive and significant influence on Purchase Interest (Y). Electronic word of mouth has a positive and significant influence on Brand Image (Z). Brand Image (Z) has a positive and significant influence on Purchase Interest (Y). Electronic word of mouth has a positive and significant influence on Buying Interest through Brand Image.

Keywords: *Electronic word of mouth, Brand Image, Purchase Intention*