ABSTRACT

The development of technology every year has increased very rapidly. In this increasingly modern era, most people in choosing or buying a product are influenced by technological sophistication. Over time, the business world has become an example of this technological development, namely the emergence of online commerce or e-commerce. Lazada is an online store less popular than Shopee and Tokopedia, considered the most popular e-commerce site in Indonesia. The number of decreases in Lazada, so this research is formulated to show that Electronic Word of Mouth is the problem to be discussed, which affects Purchase Intention mediated by Brand Image.

Therefore, the purpose of this study is to analyze the effect of Electronic Word of Mouth on Purchase Intention through Brand Image as the mediator variable in Lazada in Bandung City.

This study uses a quantitative approach with descriptive and causal analysis. The population in this study is Lazada consumers in Bandung city. The sampling technique used is non-probability sampling with a total of 400 respondents, and data collection in this study was carried out by distributing online questionnaires via Google form, using a Likert scale. Data analysis used Structural Equation Model Partial Least Square (SEM-PLS) with SmartPLS 3.0 software.

The results of this study are the Electronic Word of Mouth (X) variable has a positive and significant influence on Purchase Intention (Y). Electronic Word of Mouth (X) positively and significantly influences Brand Image (Z). So it can conclude that Electronic Word of Mouth positively and significantly influences Purchase Intention through Brand Image.

For further research, it is recommended to expand and add other variables such as Advertising or Sales Promotion which are still related to Marketing MIX Communication, changing the object of research, and using different theories or books and journals. It is suggested to obtain different results to determine the effect on Purchase Intention.

Keywords: Electronic Word of Mouth, Brand Image, Purchase Intention