

## **ABSTRACT**

*In an ever-evolving era, technology is growing more rapidly with the passage of time. One of the technological advances that we can feel is the development of technology in internet use, especially online trading, especially in buying travel tickets at online travel agents. Traveloka is the number 1 travel agent in Indonesia, but it can be seen that Traveloka's e-wom, brand image, and trust are not good enough, followed by an increase in the number of domestic tourist visits in Indonesia after the Covid-19 pandemic. Therefore, the purpose of this study is to analyze the effect of electronic word of mouth on purchase intention through Traveloka's brand image and trust in all regions of Indonesia. This study uses a quantitative approach with descriptive analysis. The sampling technique used was non-probability sampling with 400 respondents using a Likert scale. The data analysis method used is the partial least square in SmartPLS 3.0 software.*

*As for the results of this study, the variable electronic word of mouth (X) has a positive and significant effect on brand image (Z1), trust (Z2) and purchase intention (Y), brand image variable (Z1) is positive and has no effect on variables purchase intention (Y) as well as a positive and influential intervening variable between electronic word of mouth (X) and purchase intention (Y), the trust variable (Z2) has a positive and insignificant influence on purchase intention (Y) and has a positive influence and not significant as an intervening variable between electronic word of mouth (X) and purchase intention (Y).*

**Keywords: Electronic Word Of Mouth, Brand Image, Trust, Purchase Intention**