

## **ABSTRACT**

*Online shopping platforms are one of the business opportunities that can provide profits. Shopee as one of the roles that accommodates all online stores in Indonesia believes that it will grow as the No. 1 platform in Indonesia. The purpose of this study is to analyze Brand Image and Electronic Word of Mouth on Customer Loyalty in Shopee application users and Gender as moderation variables.*

*This research uses quantitative approach and descriptive analysis. The sampling technique used in the study was nonprobability sampling and purposive sampling with data from 211 respondents obtained from the results of the questionnaire. The population in this study were Shopee app users who had shopped on the Shopee app more than three times in one month. Data analysis is assisted with SMARTPLS 4.0 software.*

*The conclusions of this study are as follows: there is a positive and significant relationship between brand image and electronic word of mouth to customer loyalty to Shopee application users, gender moderates electronic word of mouth towards customer loyalty positively and significantly and gender moderates brand image towards customer loyalty positively but not significantly.*

***Keywords: Brand Image, Electronic Word of Mouth, Customer Loyalty, Gender***