

ABSTRACT

The purpose of this study is to analyze the positive influence of eWOM and Brand Image on Purchase Intention through Brand Awareness as a moderating variable. This study used quantitative data collection techniques with primary data by distributing questionnaires to 150 respondents. This study uses SmartPLS software version 3.2.9 to analyze data. The results of this study show that Brand Awareness moderates the eWOM variable in the Indirect Only (Full Moderation) category and moderates the Brand Image variable in the Complementary (Partial Moderation) category of Purchase Intention variables.

Keywords: eWOM, Brand Image, Brand Awareness, Purchase Intention.