

ABSTRACT

Unilever is in first place for the largest FMCG company in Indonesia in 2023 based on its market capitalization with a market capitalization of IDR 160.6 trillion as of July 2023. However, currently Unilever is receiving a lot of negative eWOM calling for consumers to boycott it. Unilever is one of the targets of a series of Boycott, Divestment, Sanctions (BDS) movements that are echoing throughout the world.

This research aims to find out how much influence the negative influence of EWOM has on Repurchase Intention with Brand Image and Customer Perceived Value as mediating variables at Unilever. This research was analyzed using quantitative methods with descriptive and causal objectives. The population in this research is consumers who have used Unilever products and the sample used in this research was 269 people with the criteria of having previously used Unilever products. Data collection used a survey method, and the involvement of researchers in this research was a non-intervention type of data. Validity and reliability tests were carried out using SPSS by collecting 30 respondents.

This research uses the SEM method. Data analysis uses PLS which generally consists of two parts, namely the measurement model (outer model) helps test validity and reliability, and the structural model (inner model) is used to test causality, test hypotheses with prediction models. Then test the model suitability using PLS to test whether or not there is a significant influence on the regression model. The total number of respondents in this study was 600. The effect of negative eWOM on repurchase intentions is also mediated by Brand Image and Customer Perceived Value. All the hypotheses in this study are supported.

Keywords: brand image, customer perceived value, FMCG, negative eWOM, repurchase intention.