

ABSTRACT

This study aimed to analyze the influence of electronic word of mouth on apparel purchase intention with the mediating variable of brand image in Palembang. The population in this study is the e-commerce users who made apparel purchases in Palembang. Used as a sample of 100 respondents using purposive sampling. Data analysis technique used in this study was validity test, reliability test, classic assumption test, linier regression, path analysis, descriptive statistics, t-test, and R^2 . The results of this study prove that there is positive and significant influence between electronic word of mouth on brand image. In addition the results also prove that there is positive and significant influence between the variable brand image on purchase intention and brand image is proved as variable that mediate the association between independent variable electronic word of mouth on variable dependent purchase intention.

Keyword: e-commerce, electronic word of mouth, brand image, and purchase intention