

ABSTRACT

EFFECT OF ELECTRONIC WORD OF MOUTH ON BRAND IMAGE AND BUYING INTEREST IN SHOPEE INDONESIA

By:

Viki Febrianto

The objectives of this study were to explore the effect of E-WOM (Electronic Word Of Mouth) on Brand Image and Buying Interest and to answer the empirical problems by proposing the existing models and efforts to increase consumer buying interest. The population in this study was all Indonesian Shopee users in Bandar Lampung with the sample of 100 people selected using the *purposive sampling* technique. The data analysis method used in this study was SEM (*Structural Equation Model*). The results showed that EWOM had a significant effect on the Brand Image and the Buying Interest; however, the results showed that EWOM had a significant effect on the Buying Interest and the Brand Image did not directly affected the buying Interest. From these results it can be concluded that the consumer buying interest for products marketed in Indonesian Shopee is strongly affected by other consumer's electronic comments (EWOM).

Keywords: *Electronic Word Of Mouth, Brand Image, Buying Interest*

