**ABSTRAK**

**PENGARUH *ELECTRONIC WORD OF MOUT (E-WOM)*, *BRAND IMAGE* DAN *BRAND AWARENESS* TERHADAP *INTENSI PEMBELIAN* SEPATU PIERO DI BANDAR LAMPUNG**

**Oleh:**

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh *electronic word of mouth* (*E-WOM*) terhadap *intensi pembelian* sepatu Piero (2) pengaruh *brand image* terhadap *intensi pembelian* sepatu Piero (3) pengaruh *brand awareness* terhadap *intensi pembelian* sepatu Piero (4) pengaruh *electronic word of mouth*, *brand image* dan *brand awareness* terhadap *intensi pembelian* sepatu Piero. Populasi pada penelitian ini adalah masyarakat Bandar Lampung dengan jumlah keseluruhan 1.068.982 berdasarkan jenis kelamin laki-laki dan perempuan. Sampel padapenelitian ini masyarakat yang niat membeli sepatu Piero, pernah melihat *review online* di*media sosial*, dengan cara menyebar kuesioner kepada 140 orang responden yang di tentukan menggunakan teknik sampling*purposive sampling*.Alat yang digunakan Analisis Regresi linier berganda, hasil penelitian ini menyatakan bahwa variabel *electronic word of mouth*, variabel *brand image* dan variabel *brand awareness* berpengaruh terhadap intensi pembelian sepatu Piero.

**Kata kunci :** *Electronic Word of Mouth*(E-WOM), *Brand Image*, *Brand Awareness*, *Intensi Pembelian*

# THE INFLUENCE OF ELECTRONIC WORD OF MOUT (E-WOM), BRAND IMAGE AND BRAND AWARENESS ON THE INTENTION OF PURCHASE OF PIERO SHOES IN BANDAR LAMPUNG

## ABSTRACT

**By :**

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This study aims to determine (1) the effect of electronic word of mouth (E-WOM) on the purchase intention of Piero's shoes (2) the effect of brand image on the purchase intention of Piero's shoes (3) the influence of brand awareness on the purchase intention of Piero's shoes (4) the influence of electronic word of mouth, brand image and brand awareness of the purchase intention of Piero's shoes. The population in this study were the people of Bandar Lampung with a total of 1,068,982 based on male and female sex. The sample in this study people who intend to buy Piero's shoes, have seen online reviews on social media, by distributing questionnaires to 140 respondents who were determined using purposive sampling technique. The tool used is multiple linear regression analysis, the results of this study state that the variable electronic word of mouth, brand image variables and brand awareness variables affect the purchase intention of Piero's shoes.