

ABSTRACT

This study aims to analyze the effect of electronic word of mouth and advertising on brand switching with brand image as an intervening variable for Shopee consumers at Semarang.

The sample used in this study was 130 Shopee consumers in Semarang who were at least 17 years old, had used other applications for online shopping before using Shopee and had shopped online using the Shopee application. Data analysis was performed using Structural Equation Modeling (SEM) with AMOS program.

The results of this study showed that electronic word of mouth had a positive and significant effect on brand image, advertising had a positive and significant effect on brand image, electronic word of mouth had a positive and significant effect on brand switching, advertising had a positive and significant effect on brand switching, and brand image had a positive and significant effect on brand switching.

Keywords: electronic word of mout, advertising, brand image, brand switching.