ABSTRACT

In recent years, Indonesia's local fashion industry has experienced significant growth, as more consumers seek out unique and high-quality products from local brands. In response, companies are increasingly focusing on utilizing electronic word-of-mouth (EWOM) and building brand awareness and image to encourage repurchase intention. One notable success story is the local shoe brand, Aerostreet, which has effectively leveraged EWOM, brand awareness, and image to gain traction online. As such, this research seeks to explore the impact of EWOM and brand awareness on repurchase intention for Aerostreet in Semarang City, with a particular focus on the role of brand image.

To conduct this study, a purposive sampling technique was employed, gathering data from 125 respondents via questionnaires and utilizing Structural Equation Modeling with AMOS 24 software for analysis.

The results demonstrate a significant and positive influence of both EWOM and brand awareness on repurchase intention. Other findings show that the EWOM and brand awareness variables have an indirect influence on repurchase intention through brand image.

Keywords: EWOM, *brand awareness, brand image, repurchase intention*.