ABSTRACT

High business competition in the service sector, especially online transportation services, has had a particular impact, including companies increasingly thinking about developing effective strategies so they can reach their targets. This research aims to examine how e-wom, brand image and product knowledge impact Grab consumers' purchase decisions. The research approach is quantitative, with sampling using purposive sampling techniques and the research sample is 104 respondents. This research uses multiple regression analysis with SPSS. The research results found that e-wom has a positive influence on purchase decisions. Brand image. and product knowledge also has a direct positve influence on purchase decisions. This research provides insight for managers, marketers and strategy makers for the Grab company in Indonesia through e-wom, brand image and product knowledge can improve purchase decisions.

Keywords : e-Wom, Brand image, Product Knowledge, Purchase Decision.