

ABSTRACT

The rapid growth of information and communication technology, particularly the internet, has significantly transformed consumer purchasing behavior. The increasing use of social media and e-commerce has made electronic word of mouth (e-WOM) a key factor influencing purchasing decisions. Skincare brands, including Avoskin, leverage e-WOM to enhance brand image and drive purchase intention. However, concerns about e-WOM credibility remains.

This study analyzes the impact of e-WOM quantity, source trustworthiness, and message content on online purchase intention, mediated by e-WOM credibility and brand image. Focusing on Avoskin consumers in Semarang, the study adopts a quantitative approach with data collected from 200 respondents through questionnaires. The analysis employs Structural Equation Modeling (SEM) using AMOS 26.

Findings indicate that e-WOM quantity, source trustworthiness, and message content significantly influence brand image and e-WOM credibility. Additionally, e-WOM credibility positively affects brand image, which in turn impacts online purchase intention. These results highlight the importance of credible online reviews and a strong brand image in shaping consumer decisions. The study offers practical insights for marketers to enhance brand perception and consumer engagement through effective e-WOM strategies.

Keywords: *e-WOM, brand image, online purchase intention, SEM*