

## ABSTRACT

*This research is motivated by the rapid development of information technology in Indonesia, where these developments resulted in the growth of the number of social media users. In Indonesia alone, based on a survey conducted by Hootsuite (We Are Social), social media users in 2020 in Indonesia are 160 million users. With the increase in social media users, E-WOM has now become the most commonly used medium to share information about various products and services available in the market. However, there was a decrease in the number of visitors on the Sociolla e-commerce website, namely in 2020 to January 2021, it decreased by 900 thousand visitors. In December 2020 the number of visitors to the Sociolla website was 3.75 million, and in January 2021 the number of website visitors was 2.85 million.*

*The purpose of this study is to examine the effect of E-WOM on social media Twitter, Brand Image, and Brand Trust on Purchase Intention and Purchase Decision. The independent variables used in the test are the influence of E-WOM, Brand Image, and Brand Trust. While the dependent variable used is Purchase Intention and Purchase Decision. The population in this study are Sociolla consumers who have actively used Twitter social media for the past year. The research sample used was 110 respondents and the sample was collected using purposive sampling method. The data obtained were then processed using SPSS 20 and AMOS 26.*

*The results showed that Brand Image and Brand Trust had a positive effect on Purchase Intention. However, E-WOM does not have a positive effect on Purchase Intention. Brand Image and Brand Trust were also found not to have a positive influence on Purchase Decisions, but Purchase Intentions had a positive influence on Purchase Decisions.*

*Keywords: E-WOM, Brand Image, Brand Trust, Purchase Intention, Purchase Decision*