

The Effect of Online Advertising and Electronic Word of Mouth on Purchase Intention through Brand Image as a Mediating Variable

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ABSTRAK

Sejalan dengan pesatnya perkembangan teknologi informasi, pertukaran informasi antar konsumen tidak hanya terjadi secara tatap muka tetapi juga dapat dilakukan melalui internet. Penelitian ini bertujuan untuk menganalisis pengaruh *online advertising* dan *electronic word of mouth* terhadap *brand image* yang pada gilirannya akan berdampak pada *purchase intention* konsumen kosmetik *local brand* di Indonesia. Metode pengumpulan data menggunakan kuesioner dengan jumlah responden 210 orang melalui teknik purposive sampling. Teknik analisis menggunakan *Structural Equation Modeling* (SEM) dengan alat bantu AMOS 26. Temuan utama dalam penelitian ini adalah *online advertising* dan *E-WOM* berpengaruh positif terhadap *brand image* dan *purchase intention*. *Brand image* berpengaruh positif dan signifikan terhadap *purchase intention* dan memainkan peran mediasi yang signifikan terhadap *online advertising* dan *E-WOM*.

Kata kunci : *Online Advertising; E-WOM; Brand Image; Purchase Intention.*

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ABSTRACT

Due to the rapid advancement of information technology, consumers can exchange information in person and over the internet. This study aimed to examine the effect of Online Advertising and Electronic Word of Mouth (E-WOM) on Brand Image, which in turn had an impact on Purchase Intention for local cosmetic products in Indonesia. A questionnaire was distributed to 210 respondents who had been chosen using a purposive sampling technique. Subsequently, the data were analyzed employing Structural Equation Modeling (SEM) using AMOS 26 software. The primary finding in this research was that Online Advertising and E- WOM had a positive effect on Brand Image and Purchase Intention. In addition, Brand Image had a positive and significant effect on Purchase Intention and played a significant mediating role in Online Advertising and E-WOM.

Keywords : *Online Advertising; E-WOM; Brand Image; Purchase Intention.*