

ABSTRACT

The rapid development of information technology in Indonesia has an impact on the growth of social media users. With the increase in social media users, electronic word of mouth has now become the most commonly used medium for sharing information about various products and services available in the market. However, not all of the information circulating is positive.

This study aims to examine the influence of electronic word of mouth and brand image on purchase intention with consumer trust as an intervening variable on instant noodle products of Samyang Co. The samples taken were 150 respondents of social media users and Samyang consumers in Indonesia.

Research was conducted by using purposive sampling method in data collection. Data was obtained by distributing questionnaires. The analysis method used in this study is Structural Equation Modelling (SEM) using Analysis of Moment Structure (AMOS) version 21 analysis tool.

The results of this study indicate that electronic word of mouth and brand image have a positive and significant effect on purchase intention. On the other hand, electronic word of mouth and brand image did not have a significant effect on consumer trust. In addition, consumer trust has a positive and significant effect as a mediating variable on purchase intention.

Keywords: Electronic Word of Mouth, Brand Image, Consumer Trust, Purchase Intention.

