

## ABSTRACT

### ***The Influence of Product Quality and Electronic Word Of Mouth (e-WOM) on Purchase Intention through Brand Image***

*(A Case Study at Fore Coffee Stores in South Tangerang)*

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*This study aims to examine the effect of product quality, Electronic Word Of Mouth (E-WOM), brand image and purchase intention on Fore Coffee in South Tangerang. This study uses a quantitative approach with the object of research being the purchase intention of Fore Coffee domiciled in South Tangerang. The population in this study is not known for sure and this study uses purposive sampling with a sample size of 198 samples. The data were obtained through questionnaires and analyzed using the Structural Equation Sampling (SEM) technique based on Partial Least Square (PLS), the data processing process was carried out using SmartPLS 3.0 software. The results of this study indicate that product quality and electronic word of mouth (E-WOM) have a significant effect on brand image and purchase intention. Brand image has a significant effect on purchase intention, and brand image is a mediator for the indirect effect of product quality and Electronic Word of Mouth (E-WOM) on purchase intention.*

**Keywords:** *Fore Coffee, Product Quality, Electronic Word Of Mouth (e-WOM), Brand Image, Purchase Intention.*