

ABSTRACT

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THE INFLUENCE OF ELECTRONIC SPEED TO BUYING INTEREST THROUGH BRAND IMAGE AS MEDIATION (Study of Using Avoskin Skincare Products on Social Media)

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This study aims to examine the effect of electronic word of mouth on purchase intention through brand image on Avoskin skin care products. This study uses a quantitative approach with the object of research on buying interest in Avoskin products on social media. The population in this research was people who used social media who had purchased skincare products at least once by purchasing Avoskin with a purposive sampling using 100 samples as a sample. Data collected through questionnaires, data analysis techniques namely Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS version 3.0 software. The results of this study show that Electronic Tular Getok has a significant effect on Purchase Intention, Electronic Tular Getok has a significant effect on Brand Image, Brand Image has a significant effect on Purchase Intention, and Electronic Tular Getok has a significant effect on Buying Interest through Brand Image as mediation on Avoskin skincare products.

Keywords: *Electronic Word of mouth, Purchase Intention, Brand Image*