

ABSTRACT

THE INFLUENCE OF COUNTRY OF ORIGIN AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION OF ADIDAS SHOES MEDIATED BY BRAND IMAGE

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The fashion shoe industry in Indonesia has grown rapidly with globalization and social changes, attracting many foreign shoe brands, such as Adidas, to compete in the local market. This study aims to examine the variables of country of origin, electronic word-of-mouth, brand image, and purchase intention for Adidas shoes. The research uses a quantitative method with the research subjects being people who have a purchase intention towards Adidas shoes. The population is not precisely known, and the researcher drew a sample size of 190 respondents. Data were collected through questionnaires, and the data analysis technique used in this study is structural equation modeling (SEM) based on partial least square (PLS) using SmartPLS version 4.0 software. The results of this study indicate that the variables of country of origin and electronic word-of-mouth influence brand image. However, the country of origin variable does not directly influence purchase intention, whereas the variables of electronic word-of-mouth and brand image do influence purchase intention. The variables of country of origin and electronic word-of-mouth influence purchase intention through brand image.

Keywords: *Adidas Shoes, Country of Origin, Electronic Word-of-Mouth, Brand Image, Purchase Intention*