

ABSTRACT

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION OF ASICS SHOES THROUGH BRAND IMAGE AND BRAND TRUST (A CASE STUDY OF ASICS SHOES USERS AND ENTHUSIASTS)

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The growing fashion industry and advancing technology have significantly boosted online sales, where reviews play a crucial role in contemporary online commerce. This study investigates the influence of electronic word of mouth (eWOM), brand image, and brand trust on purchase intention for Asics shoes. The research employed SMART PLS 3 to analyze data from 169 respondents. Results indicate that electronic word of mouth has a significant positive impact on brand image, and brand image significantly influences purchase intention. However, eWOM does not directly affect purchase intention through brand image. Furthermore, electronic word of mouth significantly influences purchase intention and brand trust, with brand trust also significantly impacting purchase intention. Simultaneously, the study found that electronic word of mouth has a positive and significant influence on purchase intention through brand trust.

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