

ABSTRACT

The development of e-commerce has encouraged companies to utilize electronic word of mouth (E-WOM) as a key factor influencing consumer purchasing decisions. This study aims to analyze the influence of electronic word of mouth on online purchasing decisions, with brand image as a mediating variable, for Mykonos products on the e-commerce platform Shopee. The research method used was a quantitative survey approach. Data were collected through questionnaires distributed to Mykonos consumers on Shopee and then analyzed using statistical analysis. The results indicate that electronic word of mouth influences online purchasing decisions. Brand image has also been shown to influence online purchasing decisions. Furthermore, the results indicate that brand image mediates the influence of electronic word of mouth on online purchasing decisions. However, based on descriptive analysis, electronic word of mouth, brand image, and purchase decisions for Mykonos products are still in the poor category, indicating the need for improved marketing and brand communication strategies. The conclusion of this study is that electronic word of mouth plays a significant role in shaping brand image and driving consumer purchasing decisions online. Therefore, the company is advised to improve the quality of E-WOM and strengthen its brand image to increase consumer purchasing decisions for Mykonos products on the Shopee e-commerce platform.

Keywords: Electronic Word of Mouth, Brand Image, Online Purchase Decision, E-Commerce, Shopee.