

***THE INFLUENCE OF E-WOM, BRAND AWARENESS, AND  
PRODUCT QUALITY ON THE PURCHASE INTENTION OF  
BRODO CONSUMERS***

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***ABSTRACT***

*This research is a quantitative study aimed at identifying, analyzing, and proving the influence of Electronic Word of Mouth (E-WoM), brand awareness, and product quality on the purchase intention of Brodo consumers. The population of this study comprises individuals who are aware of and interested in Brodo products. The study involved 143 respondents selected using a non-probability sampling method with a purposive sampling technique. Data collection was conducted through an online questionnaire distributed via Google Form. The data analysis technique used in this study is descriptive and inferential analysis with the assistance of SmartPLS 4.0 software. The results of the study indicate that (1) E-WoM influences purchase intention, (2) brand awareness influences purchase intention, and (3) product quality does not influence purchase intention.*

***Keywords: Brand Awareness, E-WoM, Product Quality, Purchase Intention***

**PENGARUH E-WOM, *BRAND AWARENESS*, DAN  
*PRODUCT QUALITY* TERHADAP *PURCHASE INTENTION*  
KONSUMEN BRODO**

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**ABSTRAK**

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *Electronic Word of Mouth* (E-WoM), *brand awareness*, dan *product quality* terhadap *purchase intention* konsumen Brodo. Populasi dalam penelitian ini adalah individu yang mengetahui dan memiliki minat terhadap produk Brodo. Penelitian ini melibatkan 143 responden yang dipilih menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner secara daring menggunakan *google form*. Teknik analisis data yang digunakan adalah analisis deskriptif dan inferensial dengan bantuan *software* SmartPLS 4.0. Hasil penelitian menunjukkan bahwa (1) E-WoM berpengaruh terhadap *purchase intention*, (2) *brand awareness* berpengaruh terhadap *purchase intention*, dan (3) *product quality* tidak berpengaruh terhadap *purchase intention*.

**Kata kunci:** *Brand Awareness, E-WoM, Product Quality, dan Purchase Intention*