

ABSTRAK

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Kata Kunci: E-WOM, *Product Quality*, *Purchase Intention*, *Brand Image*

Penelitian ini bertujuan untuk menguji peran *brand image* dalam memediasi pengaruh E-WOM dan *product quality* terhadap *purchase intention* sepatu Adidas. Untuk menguji hipotesis dan menjelaskan hubungan antar variabel, digunakan metode penelitian kuantitatif kausal. Sampel penelitian ini ditentukan dengan teknik *purposive sampling* dengan populasi yaitu mahasiswa program sarjana Universitas Pendidikan Ganesha yang mengetahui atau mengenal sepatu merek Adidas. Objek dalam penelitian ini adalah E-WOM (X1) dan *product quality* (X2) sebagai variabel bebas, *purchase intention* (Y) sebagai variabel terikat, dan *brand image* (M) sebagai variabel mediasi atau intervening. Teknik pengambilan data dengan penyebaran kuesioner kepada 90 responden. Teknik analisis menggunakan analisis *structural equation model* (SEM) berbasis *partial least square* (PLS). Temuan penelitian ini menunjukkan bahwa (1) E-WOM berpengaruh positif dan signifikan terhadap *purchase intention* sepatu Adidas, (2) *Product quality* berpengaruh positif dan signifikan terhadap *purchase intention* sepatu Adidas, (3) *Brand image* berpengaruh positif dan signifikan terhadap *purchase intention* sepatu Adidas, (4) E-WOM berpengaruh positif dan signifikan terhadap *brand image* sepatu Adidas, (5) *Product quality* berpengaruh positif dan signifikan terhadap *brand image* sepatu Adidas, (6) *Brand image* mampu memediasi hubungan pengaruh E-WOM terhadap *purchase intention* sepatu Adidas, dan (7) *Brand image* mampu memediasi hubungan pengaruh *product quality* terhadap *purchase intention* sepatu Adidas. Temuan ini sekaligus menunjukkan kepada kompetitor Adidas bahwa dewasa ini tidak cukup dengan hanya mengandalkan kualitas produk dan penggunaan digital marketing saja melainkan merek harus optimal dalam membangun citra yang konsisten dan menunjukkan nilai otentik yang dicari seiring perkembangan trend di kalangan konsumen.

ABSTRACT

Kusumayani, Putu Eka. (2025). *The Role of Brand Image in Mediating the Influence of E-WOM and Product Quality on Purchase Intention for Adidas Shoes*. Thesis, Master of Management, Postgraduate Programme, Universitas Pendidikan Ganesha.

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Keywords: E-WOM, Product Quality, Purchase Intention, Brand Image

This study aims to examine the role of brand image in mediating the influence of E-WOM and product quality on the purchase intention of Adidas shoes. To test the hypothesis and explain the relationship between variables, a quantitative causal research method was used. The research sample was determined using purposive sampling techniques with a population of undergraduate students at Ganesha University of Education who knew or were familiar with Adidas shoes. The objects of this study are E-WOM (X1) and product quality (X2) as independent variables, purchase intention (Y) as the dependent variable, and brand image (M) as the mediating or intervening variable. Data collection was conducted through the distribution of questionnaires to 90 respondents. The analysis technique used structural equation modelling (SEM) based on partial least squares (PLS). The findings of this study indicate that (1) E-WOM has a positive and significant effect on the purchase intention of Adidas shoes, (2) Product quality has a positive and significant effect on the purchase intention of Adidas shoes, (3) Brand image has a positive and significant effect on the purchase intention of Adidas shoes, (4) E-WOM has a positive and significant effect on the brand image of Adidas shoes, (5) Product quality has a positive and significant effect on the brand image of Adidas shoes, (6) Brand image mediates the relationship between E-WOM and purchase intention for Adidas shoes, and (7) Brand image mediates the relationship between product quality and purchase intention for Adidas shoes. These findings also indicate to Adidas' competitors that today it is not enough to rely solely on product quality and digital marketing; brands must optimise their efforts to build a consistent image and demonstrate authentic values that align with evolving consumer trends.