

**ANALYSIS THE EFFECT OF POSITIVE E-WOM (ELECTRONIC WORD OF MOUTH) TOWARD BEAUTY PRODUCT PURCHASE INTENTION VIA ONLINE IN BATAM CITY**

NPM: 1541158  
Niawaty

**Abstract**

*The purposes of this study aims to examine the relationship between variable positive e-WOM with brand image and brand attitude which can influence consumer's purchase intention of beauty product via online.*

*The object of this study is the women in Batam city whom have interested in Korean's beauty product and involved in e-WOM activities in social media Instagram. The method sampling used in this research is purposive sampling method, which means each sample gathered in this study must fulfilled the criteria characteristics of study's main objectives. Structural equation modelling (SEM) method are used to analyze the influence of variable independent (positive e-WOM), and variable mediation (brand image and brand attitude) toward variable dependent (purchase intention).*

*The results showed that positive e-WOM directly has significant positive impact toward variable mediation (brand image and brand attitude) and variable dependent (purchase intention). Positive e-WOM also have indirect impact toward purchase intention through brand image and brand attitude.*

**Keywords:** *Positive e-WOM, brand attitude, brand image, purchase intention, Instagram.*