

ABSTRACT

THE INFLUENCE OF *ELECTRONIC WORD OF MOUTH* ON PURCHASE DECISIONS THROUGH *BRAND AWARENESS* AND *BRAND FAMILIARITY* AMONG SIDO MUNCUL CONSUMERS IN TASIKMALAYA

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This study aims to examine the influence of *electronic word of mouth* on purchase decisions through *brand awareness* and *brand familiarity* among Sido Muncul consumers in Tasikmalaya. An online survey using the purposive sampling method resulted in 235 respondents, and the data was then statistically processed using Structural Equation Modelling (SEM). The results show that *electronic word of mouth* affects *brand awareness* and *brand familiarity*, *brand awareness* and *brand familiarity* affect purchase decisions, *brand awareness* and *brand familiarity* are able to mediate the influence of *electronic word of mouth* on purchase decisions.

Keywords: *electronic word of mouth*, purchase decisions, *brand awareness*, *brand familiarity*, SEM