

***ANALYSIS THE INFLUENCE OF eWOM, BRAND IMAGE, BRAND TRUST TO PURCHASE INTENTION PRODUCT OF SMARTPHONE XIAOMI ON COLLEGE STUDENT UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA***

**ABSTRACT**

*The purpose of this study was to analyze the influence of eWOM, brand image and brand trust to purchase intention product of smartphone Xiaomi. This study was a survey research, where the instrument of this research is questionnaire. The population of this research is the student University of Muhammadiyah Yogyakarta who is using the smartphone Xiaomi. The sample of this research is 392 respondents using purposive sampling method and the researched using SPSS Version 21 to analyze.*

*The result of this study, eWOM, brand image and brand trust has significant simultaneous to purchase intention. The result of this study eWOM, brand image and brand trust has significant partially to purchase intention.*

*Keywords: eWOM, brand image, brand trust and purchase intention.*