

## ABSTRACT

*This study aims to determine the effect of: (1) Perceived service innovation towards purchase intention of Vidio, (2) Content marketing towards purchase intention of Vidio, (3) Perceived service innovation on e-WOM of Vidio, (4) Content Marketing on e-WOM of Vidio, (5) e-WOM on purchase intention Vidio, (6) The effect of E-WOM mediation between perceived service innovation on purchase intention of Vidio, (7) The effect of e-WOM mediation between content marketing on purchase intention of Vidio. This research includes quantitative research. The population in the study was Vidio user. The sample used was purposive sampling with age criteria at least 18 years old. Respondents in the study were 196 Vidio user who met the criteria. Based on the results of research and analysis conducted using the help of SEM shows that: (1) Perceived service innovation has a positive effect on purchase intention of Vidio, (2) Content marketing has a positive effect on purchase intention of Vidio, (3) Perceived service innovation has no effect on e-WOM of Vidio, (4) Content marketing has a positive effect on e-WOM of Vidio, (5) e-WOM has a positive effect on purchase intention of Vidio, (6) e-WOM does not mediate the influence of perceived service innovation on purchase intention of Vidio, (7) e-WOM does not mediate the influence of content marketing on purchase intention of Vidio. Vidio is expected to provide innovative services that can provide advantages over competitors so that users can share their experiences using Vidio on social media.*

**Keywords:** *Perceived Service Innovation, Content Marketing, E-WOM, Purchase Intention*

