

**PENGARUH *ELECTRONIC WORD OF MOUTH* TIKTOK TERHADAP
PURCHASE INTENTION DENGAN *BRAND TRUST* DAN *BRAND IMAGE*
SEBAGAI VARIABEL MEDIASI PADA BEERU STEVIA**

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ABSTRAK

Penelitian ini mengevaluasi pengaruh *Electronic Word of Mouth (e-WOM)* terhadap *Purchase Intention* dengan *Brand Trust* dan *Brand Image* sebagai variabel mediasi pada pemasaran produk Beeru Stevia melalui TikTok. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis Partial Least Squares Structural Equation Modeling (PLS-SEM) berdasarkan data dari 120 responden mahasiswa di Daerah Istimewa Yogyakarta. Hasil penelitian menunjukkan bahwa *e-WOM* berpengaruh positif dan signifikan terhadap *Purchase Intention*, *Brand Trust*, dan *Brand Image*. *Brand Trust* dan *Brand Image* juga berpengaruh positif terhadap *Purchase Intention* serta memediasi pengaruh *e-WOM* terhadap niat beli secara signifikan. Temuan ini menegaskan bahwa komunikasi antar konsumen di ranah digital berperan penting dalam membentuk citra merek dan meningkatkan minat beli, khususnya untuk produk Beeru Stevia melalui TikTok.

Kata Kunci: *Electronic Word of Mouth (e-WOM)*, *Purchase Intention*, *Brand Trust*, *Brand Image*.

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ABSTRACT

This study evaluates the effect of Electronic Word of Mouth (e-WOM) on Purchase Intention with Brand Trust and Brand Image as mediating variables in the marketing of Beeru Stevia products through TikTok. A quantitative approach was used with Partial Least Squares Structural Equation Modeling (PLS-SEM) based on data from 120 student respondents in the Special Region of Yogyakarta. The results show that e-WOM has a positive and significant effect on Purchase Intention, Brand Trust, and Brand Image. Both Brand Trust and Brand Image also have a positive effect on Purchase Intention and significantly mediate the effect of e-WOM on Purchase Intention. These findings emphasize that digital consumer communication plays an important role in shaping Brand Image and increasing Purchase Intention, particularly for Beeru Stevia products through TikTok.

Keywords: *Electronic Word of Mouth (e-WOM), Purchase Intention, Brand Trust, Brand Image.*