

## **ABSTRACT**

*This study aims to examine the influence of Electronic Word of Mouth (eWOM) and Service quality on Purchase intention, with Trust as a mediating variable, among Xiaomi product consumers in Indonesia who purchase through online stores. The research is based on the Theory of Planned Behavior (TPB), which states that behavioral intention is influenced by attitude, subjective norms, and perceived behavioral control.*

*A quantitative method was employed with a purposive sampling technique, involving Generation Z respondents who had purchased Xiaomi products online. Data were collected using a questionnaire and analyzed using Structural Equation Modeling (SEM) with AMOS.*

*The results indicate that both eWOM and Service quality have a significant positive effect on Trust and Purchase intention, and Trust significantly mediates the relationship between these independent variables and Purchase intention. These findings highlight the importance of managing positive reviews and enhancing service quality to build trust and drive purchase intentions in e-commerce platforms.*

**Keywords:** *Electronic Word of Mouth, Service quality, Trust, Purchase intention, Online Store, Xiaomi.*

