

ABSTRACT

The evolution of the global fashion industry, driven by digital penetration, has significantly transformed the way consumers, particularly Generation Z, form perceptions and make purchase decisions. As a leading global casual fashion brand, UNIQLO must understand how digital interactions, especially Electronic Word of Mouth (E-WOM), influence consumer behavior. This study aims to analyze the influence of E-WOM on consumers' purchase decisions toward the UNIQLO brand, with *Brand Image* and *Brand Trust* serving as mediating variables.

This research employs a quantitative approach using a survey method, with 113 respondents from Generation Z who are active social media users, have engaged in online shopping, and are familiar with the UNIQLO brand. Purposive sampling was applied for participant selection. The data were analyzed using Structural Equation Modeling (SEM) with the aid of AMOS version 26 software to examine the direct effects among variables.

The results reveal that E-WOM has a significant positive influence on Brand Image, Brand Trust, and Purchase Decision. Furthermore, both Brand Image and Brand Trust are found to positively affect Purchase Decision, indicating their mediating roles in the relationship between E-WOM and consumer decision-making. The findings underscore the importance for brands such as UNIQLO to leverage the power of consumer-to-consumer digital communication in shaping positive brand perception and building sustainable trust. By strengthening E-WOM and maintaining brand credibility and image, companies can enhance the effectiveness of their digital marketing strategies and drive purchase decisions among young consumers.

Keywords : E-WOM, Brand Trust, Brand Image, Purchase Decision