

ABSTRACT

The rapid growth of the beauty industry in Indonesia has intensified competition among brands, including Glad2Glow. Amid the ongoing digital transformation, consumers increasingly rely on online reviews (electronic word of mouth or eWOM) as a primary source of information before making a purchase. In addition, social influence also plays a role as a source of validation in shaping consumers' perceptions and trust. This study aims to analyze the effect of electronic word of mouth (eWOM) on purchase intention, with brand image and brand trust as mediating variables, as well as to examine the role of social influence in influencing the formation of brand perception and trust toward Glad2Glow products in Semarang City.

This research employed a quantitative approach using a survey method through questionnaires distributed to 155 respondents in Semarang City. Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software.

The results indicate that electronic word of mouth has a positive and significant effect on purchase intention, brand image, and brand trust. Furthermore, brand image and brand trust also have a positive and significant effect on purchase intention. Social influence is found to have a positive and significant effect on both brand image and brand trust. The mediation analysis reveals that brand image and brand trust partially mediate the effect of electronic word of mouth on purchase intention.

Keywords: *electronic word of mouth, social influence, brand image, brand trust, purchase intention*

