

ABSTRACT

The development of digital marketing and the increasing competition in the cosmetics industry have driven significant changes in consumer behavior, particularly in information search and purchase decision-making processes. The declining performance of the Wardah brand in recent years indicates a shift in consumer preferences, which are increasingly influenced by digital communication and perceived product quality. Therefore, this study aims to analyze the effect of electronic word of mouth and perceived quality on purchase intention of Wardah products, with brand trust as an intervening variable among consumers in Semarang City.

This study employs a quantitative approach using purposive sampling to select respondents who have experience using Wardah products. A total of 151 respondents participated in this research. Data were collected through a questionnaire measured using a Likert scale to assess respondents' perceptions and attitudes toward the research variables. The data analysis technique used is Structural Equation Modeling (SEM) to examine the relationships between variables and the mediating role of brand trust. This study is based on the Stimulus–Organism–Response (S-O-R) theory, where electronic word of mouth and perceived quality act as stimuli, brand trust as the organism, and purchase intention as the response.

The results indicate that electronic word of mouth and perceived quality have a positive and significant effect on brand trust. Furthermore, brand trust has a positive and significant effect on purchase intention. In addition, brand trust is proven to significantly mediate the relationship between electronic word of mouth and perceived quality on purchase intention. These findings highlight that brand trust plays a crucial role in bridging the influence of digital information and perceived quality on consumers' purchase intention. Therefore, companies should optimize digital marketing strategies and maintain product quality to enhance consumer trust and purchase intention.

Keywords: *digital marketing, cosmetics, electronic word of mouth, perceived quality, brand trust, purchase intention*