

ABSTRACT

This study aims to analyze the effect of content marketing and electronic word of mouth (e-WOM) on purchase intention, with brand trust as an intervening variable among Maybelline consumers who use TikTok social media in Semarang City.

The population in this study consists of Maybelline consumers in Semarang City who have been exposed to marketing content and have posted comments or reviews about the brand on the TikTok social media platform. The sample used in this study amounted to 126 respondents selected using a purposive sampling technique. This study tested the hypotheses using the Structural Equation Modeling (SEM) method, which was processed using Partial Least Squares (PLS)..

The results of the study indicate that content marketing and electronic word of mouth (e-WOM) have a positive and significant effect on purchase intention. In addition, brand trust is also found to have a positive and significant effect on purchase intention. Furthermore, the findings show that brand trust significantly mediates the relationship between content marketing and electronic word of mouth on purchase intention.

Keywords: *Content Marketing, Electronic Word of Mouth, Brand Trust, Purchase Intention.*

