

ABSTRACT

The Influence of E-WOM on Purchase Decision through Consumer Trust as a Mediator Study on Vivo Smartphone Consumers in South Tangerang City

Muhammad Farhan¹⁾, Mohamad Trio Febriyantoro ²⁾

¹⁾ Student, Management Study Program, Universitas Pembangunan Jaya

²⁾ Lecturer, Management Study Program, Universitas Pembangunan Jaya

The rapid growth of social media usage and increasing digital activity have positioned Electronic Word of Mouth (E-WOM) as a crucial factor in influencing consumer behavior, particularly in purchase decision-making. This study aims to examine the effect of E-WOM on purchase decisions, both directly and indirectly through consumer trust as a mediating variable, among Vivo smartphone users in South Tangerang City. This research adopts a quantitative approach using a survey method through questionnaires. The number of respondents in this study is 130, selected using purposive sampling. Data processing and analysis were conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS 4 software. The results indicate that E-WOM has a positive and significant influence on both consumer trust and purchase decision. Furthermore, consumer trust is found to have a positive and significant effect on purchase decision. The findings also reveal that consumer trust significantly mediates the relationship between E-WOM and purchase decision. Based on these results, it can be concluded that credible and relevant E-WOM is capable of building consumer trust, which in turn encourages purchase decisions. Therefore, companies are advised to strategically manage digital review content to strengthen consumer trust and increase purchase conversion, especially in dynamic digital market segments such as smartphone users.

Keywords: E-WOM, consumer trust, purchase decision, smartphone, Vivo