

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Brand Trust* dalam memediasi *E-WOM* dan *Perceived Quality* terhadap *Purchase Decision* secara simultan maupun parsial pada Mad For Makeup di TikTok Shop. Penelitian ini menggunakan pendekatan deskriptif-verifikatif dengan metode pengumpulan data melalui observasi dan penyebaran kuesioner yang dibagikan kepada 100 responden yang merupakan Generasi Z yang pernah membeli produk Mad For Makeup melalui TikTok Shop dan berdomisili di Kota Bandung melalui Google Form. Analisis data dilakukan dengan metode analisis jalur menggunakan perangkat lunak SPSS versi 26. Hasil penelitian menunjukkan bahwa *E-WOM* memiliki pengaruh positif dan signifikan sebesar 26,9% terhadap *Brand Trust*, *Perceived Quality* memiliki pengaruh positif dan signifikan sebesar 36,4% terhadap *Brand Trust*, serta secara simultan *E-WOM* dan *Perceived Quality* memiliki pengaruh positif dan signifikan sebesar 63,3% terhadap *Brand Trust*. Selanjutnya *E-WOM* memiliki pengaruh positif dan signifikan sebesar 26,8% terhadap *Purchase Decision*, *Perceived Quality* memiliki pengaruh positif dan signifikan sebesar 35% terhadap *Purchase Decision*, dan *Brand Trust* memiliki pengaruh positif dan signifikan sebesar 20,9% terhadap *Purchase Decision*. Selanjutnya *E-WOM* memiliki pengaruh positif dan signifikan sebesar 10,2% terhadap *Purchase Decision* melalui *Brand Trust* dan *Perceived Quality* memiliki pengaruh positif dan signifikan sebesar 13% terhadap *Purchase Decision* melalui *Brand Trust*. Dengan demikian, *Brand Trust* terbukti mampu memediasi dalam pengaruh *E-WOM* dan *Perceived Quality* terhadap *Purchase Decision*.

Kata Kunci: *E-WOM, Perceived Quality, Brand Trust, dan Purchase Decision*

ABSTRACT

This study aims to determine the extent to which Brand Trust mediates the effects of E-WOM and Perceived Quality on Purchase Decisions, both simultaneously and partially, for Mad For Makeup on TikTok Shop. The study employs a descriptive-verification approach, with data collected through observation and the distribution of questionnaires to 100 respondents from Generation Z who have previously purchased Mad For Makeup products via TikTok Shop and reside in Bandung, using Google Forms. Data analysis was conducted using path analysis with SPSS version 26. The results indicate that E-WOM has a positive and significant effect of 26.9% on Brand Trust, while Perceived Quality has a positive and significant effect of 36.4% on Brand Trust, and simultaneously, E-WOM and Perceived Quality have a positive and significant effect of 63.3% on Brand Trust. Furthermore, E-WOM has a positive and significant effect of 26.8% on Purchase Decisions, Perceived Quality has a positive and significant effect of 35% on Purchase Decisions, and Brand Trust has a positive and significant effect of 20.9% on Purchase Decisions. In addition, E-WOM has a positive and significant indirect effect of 10.2% on Purchase Decisions through Brand Trust, and Perceived Quality has a positive and significant indirect effect of 13% on Purchase Decisions through Brand Trust.

Keywords: *E-WOM, Perceived Quality, Brand Trust, and Purchase Decision*