

ANALYSIS OF PURCHASE INTENTION AT CLAIRMONT THROUGH BRAND TRUST

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ABSTRACT

This study aims to examine the effects of Electronic Word of Mouth (e-WOM), Social Media Engagement, and Brand Image on Purchase Intention through Brand Trust among Clairmont Patisserie consumers. This study employed a quantitative approach using a survey method. Data were collected by distributing questionnaires to Clairmont Patisserie consumers using a purposive sampling technique. The data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4.0 software. The findings indicate that e-WOM has no effect on Purchase Intention but has a on Brand Trust. Furthermore, Social Media Engagement, Brand Image, and Brand Trust have on Purchase Intention. In addition, Social Media Engagement and Brand Image also have on Brand Trust. The mediation analysis demonstrates that Brand Trust partially mediates the effects of e-WOM, Social Media Engagement, and Brand Image on the Purchase Intention of Clairmont Patisserie consumers.

Keywords: *Electronic Word of Mouth (e-WOM), Social Media Engagement, Brand Image, Brand Trust, Purchase Intention*

ANALISIS PENGARUH MINAT BELI CLAIRMONT MELALUI KEPECERAYAAN MEREK

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth* (e-WOM), *Social Media Engagement*, dan Citra Merek terhadap Minat Beli melalui Kepercayaan Merek pada konsumen Clairmont Patisserie. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada konsumen Clairmont Patisserie dengan teknik *purposive sampling*. Data dianalisis menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa e-WOM tidak berpengaruh terhadap Minat Beli, namun berpengaruh terhadap Kepercayaan Merek. Selanjutnya, *Social Media Engagement*, Citra Merek, dan Kepercayaan Merek berpengaruh terhadap Minat Beli. Selain itu, *Social Media Engagement* dan Citra Merek juga berpengaruh terhadap Kepercayaan Merek. Hasil uji mediasi menunjukkan bahwa Kepercayaan Merek mampu memediasi secara parsial pengaruh e-WOM, *Social Media Engagement*, dan Citra Merek terhadap Minat Beli konsumen Clairmont Patisserie.

Kata Kunci: *Electronic Word of Mouth* (e-WOM), Sosial Media *Engagement*, Citra Merek, Kepercayaan Merek, Minat Beli.