

Abstract

The widespread use of the internet brings several benefits. This makes shopping more convenient and less time-consuming, and offers entertainment throughout the journey. Apart from that, it also plays an important role in reshaping the business world, especially for unicorn startup companies like Tokopedia. This transformation has resulted in a tremendous expansion of online businesses. The main objective of this research is to explore the impact of digital marketing, social media marketing, and electronic word-of-mouth (E-WOM) on consumer purchase intentions and using brand equity and trust as moderating variables, with a special focus on the Tokopedia e-commerce market .

Researchers conducted a survey using a Google response form, obtaining 400 respondents through purposive sampling. To validate the hypothesis, the author used a computer program called IBM SPSS 27 to check whether the data was valid and whether the questions could be asked. Then, the author used another program called Smart PLS4 to test the author's hypothesis with SEM PLS analysis.

The results of this study assume that digital marketing has a significant positive effect on purchase intentions, and the moderating effect of brand equity shows a significant effect but trust does not show a significant effect. This research has contributed to the existing literature by providing suggestions and directions for future research related to this topic in the context of e-commerce marketing and shopping.

Keywords: *digital marketing, purchases intention, brand equity, trust, e-commerce*