

ABSTRACT

The rapid growth of e-commerce and Shopee's dominant role in Indonesia's digital market make it important to understand the factors driving consumer purchase intentions. This study explores the influence of Content Marketing and Electronic Word-of-Mouth (E-WOM) on Purchase Intention on the Shopee platform, with E-Trust as a mediating variable. Using a quantitative approach, data was collected through an online questionnaire distributed to 282 Shopee users aged 17-29 years (generation Z) in Pilau Java, with a purposive sampling technique. The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through the SmartPLS version 4.0.9 analysis tool. The results showed that Content Marketing has a positive but insignificant effect on Purchase Intention. However, Content Marketing has a positive and significant effect on E-Trust. Meanwhile, E-WOM is shown to have a positive and significant influence both directly on Purchase Intention and on E-Trust. Furthermore, E-Trust is found to have a positive and significant effect on Purchase Intention. In the context of mediation, E-Trust significantly mediates the relationship between E-WOM and Purchase Intention (partial mediation), but does not mediate the relationship between Content Marketing and Purchase Intention. These findings highlight that E-WOM and E-Trust are key drivers of generation Z consumers' purchase intentions on Shopee.

Keywords: *Content Marketing, Electronic Word-of-Mouth (E-WOM), E-Trust, Purchase Intention.*