

ABSTRACT

The rapid growth of e-commerce in Indonesia, particularly on the Shopee platform, has created strategic opportunities for local brands such as Eiger to increase consumer purchase intent online, given that consumer shopping behavior has shifted significantly from offline to online. This study aims to analyze the influence of e-WOM, brand image, and e-trust on consumers' e-purchase intention for Eiger products on Shopee, as well as to test the role of e-trust as a mediating variable. The approach used is quantitative, employing a survey method with a questionnaire distributed to 246 respondents who are active Shopee users who have purchased or interacted with Eiger products, and the data was analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM). The results of the study indicate that e-WOM and brand image have a positive and significant influence on e-trust and e-purchase intention, while e-trust is proven to be a mediator that strengthens the influence of these two variables on purchase intention. These findings are in line with recent literature highlighting the importance of electronic trust in online transactions, as well as the role of digital communication and brand image in shaping consumer behavior. The conclusion of this study indicates that digital marketing strategies emphasizing positive consumer reviews and the formation of a strong brand image play a crucial role in increasing purchase intent on e-commerce platforms. The practical implications of this research can be utilized by brand owners, platform managers, and digital marketers to design effective marketing strategies based on consumer experience. This study has limitations in its scope, as it only covers Eiger products on Shopee and does not include other platforms, and the respondents are limited to active Shopee users, so the generalizability of the findings is limited.

Keyword: *e-purchase intention, e-WOM, brand image, e-trust, Shopee, Eiger*