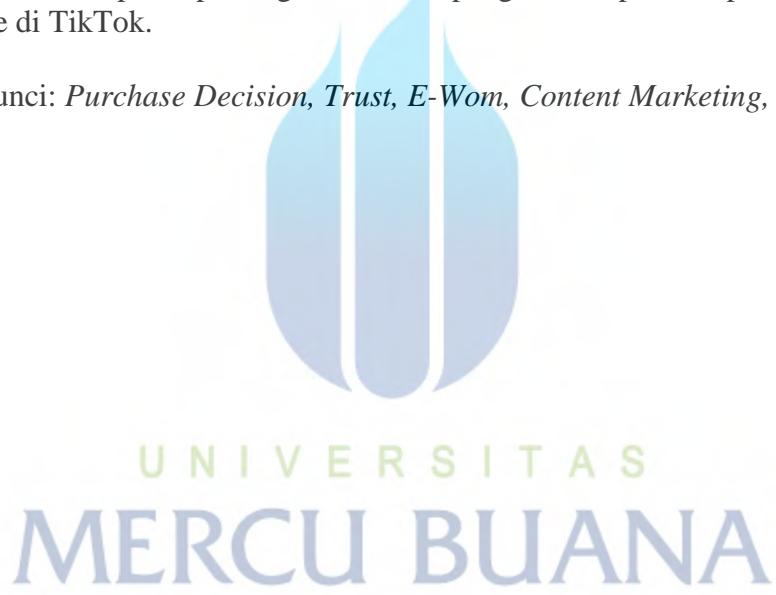# ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth* (E-WOM), *Content Marketing*, dan *Brand Image* terhadap *Purchase Decision* di TikTok dengan *Trust* sebagai variabel mediator. Penelitian ini menggunakan metode kuantitatif dengan analisis Structural Equation Modeling Partial Least Square (SEM-PLS). Data dikumpulkan melalui survei *online* terhadap 100 responden pengguna TikTok yang pernah membeli produk skincare melalui aplikasi Tiktok. Hasil penelitian menunjukkan bahwa E-WOM dan *Content Marketing* memiliki pengaruh positif dan signifikan terhadap *Purchase Decision* produk skincare di TikTok. Sebaliknya, *Brand Image* tidak menunjukkan pengaruh yang signifikan terhadap *Purchase Decision*. Lebih lanjut, *Trust* terbukti mampu memediasi pengaruh E-WOM dan *Content Marketing* terhadap *Purchase Decision*. Penelitian ini menegaskan bahwa strategi E-WOM dan *Content Marketing* yang efektif memiliki peran penting dalam mempengaruhi keputusan pembelian produk skincare di TikTok.

Kata Kunci: *Purchase Decision, Trust, E-Wom, Content Marketing, Brand Image*

ABSTRACT

This research aims to analyze the influence of Electronic Word of Mouth (E-WOM), Content Marketing, and Brand Image on Purchase Decisions on TikTok with Trust as an mediator variable. This research uses quantitative methods with Structural Equation Modeling Partial Least Square (SEM-PLS) analysis. Data was collected through an online survey of 100 TikTok user respondents who had purchased skincare products through the Tiktok application. The research results show that E-WOM and Content Marketing have a positive and significant influence on Purchase Decisions for skincare products on TikTok. On the other hand, Brand Image does not show a significant influence on Purchase Decision. Furthermore, Trust is proven to be able to mediate the influence of E-WOM and Content Marketing on Purchase Decisions. This research confirms that effective E-WOM and Content Marketing strategies have an important role in influencing purchasing decisions for skincare products on TikTok..

Keywords: Purchase Decision, Trust, E-WOM, Content Marketing, Brand Image.