

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Content Marketing* dan *Electronic Word of Mouth* terhadap *Purchase Intention* melalui *Brand Trust* sebagai variabel mediasi pada *skincare* Glad2Glow di kalangan mahasiswa Universitas Trunojoyo Madura. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 97 mahasiswa Universitas Trunodjoyo Madura yang mengetahui produk *skincare* Glad2Glow. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode *Structural Equation Modeling-Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa *Content Marketing* berpengaruh positif dan signifikan terhadap *Purchase Intention* dan *Brand Trust*, sedangkan *E-WOM* berpengaruh positif dan signifikan terhadap *Brand Trust*, namun tidak berpengaruh secara langsung terhadap *Purchase Intention*. Selain itu, *Brand Trust* berpengaruh positif dan signifikan terhadap *Purchase Intention* serta mampu memediasi secara signifikan pengaruh *Content Marketing* dan *E-WOM* terhadap *Purchase Intention*. Hasil penelitian menunjukkan bahwa *Brand Trust* memiliki peran penting dalam meningkatkan minat beli konsumen. Oleh karena itu, perusahaan perlu mengoptimalkan strategi *Content Marketing*, mendorong *E-WOM* yang positif, serta membangun kepercayaan merek guna meningkatkan *Purchase Intention* terhadap produk *skincare* Glad2Glow.

Kata Kunci: *Content Marketing, Electronic Word of Mouth, Brand Trust, Purchase Intention.*

ABSTRACT

This study aims to analyze the influence of Content Marketing and Electronic Word of Mouth (E-WOM) on Purchase Intention through Brand Trust as a mediating variable for Glad2Glow skincare products among students of Universitas Trunojoyo Madura. This research employed a quantitative approach using a purposive sampling technique involving 97 students of Universitas Trunojoyo Madura who were familiar with Glad2Glow skincare products. Data were collected through questionnaires and analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. The results indicate that Content Marketing has a positive and significant effect on both Purchase Intention and Brand Trust. Meanwhile, E-WOM has a positive and significant effect on Brand Trust, but does not have a significant direct effect on Purchase Intention. In addition, Brand Trust has a positive and significant effect on Purchase Intention and significantly mediates the relationship between Content Marketing and Purchase Intention, as well as between E-WOM and Purchase Intention. The findings suggest that Brand Trust plays a crucial role in enhancing consumers' Purchase Intention. Therefore, companies should optimize their Content Marketing strategies, encourage positive E-WOM, and strengthen Brand Trust to increase consumers' Purchase Intention toward Glad2Glow skincare products.

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