

ABSTRACT

This study aims to analyze the effect of viral marketing, electronic word-of-mouth (e-WOM), and online customer reviews on repurchase intention, with customer trust as a mediating variable, on Kahf face wash products in Semarang City. This study uses a quantitative method with a survey approach and involves 100 male respondents who are consumers or potential consumers of Kahf products in Semarang City. The data collection technique was carried out through an online questionnaire, and data analysis was carried out using the Partial Least Squares (PLS) model with the help of SmartPLS software 4th version.

The results showed that the variables of viral marketing, e-WOM, and online customer reviews had a positive and significant effect on customer trust. Customer trust, in turn, also has a positive and significant effect on repurchase intention. In addition, customer trust was shown to mediate the relationship between the three independent variables (viral marketing, e-WOM, and online customer reviews) and repurchase intention, suggesting that the level of consumer trust built through online reviews, viral marketing, and other users' recommendations plays an important role in driving repurchase intention. These findings highlight the importance of building consumer trust through digital marketing strategies to increase repurchase intention.

Keywords: *Viral Marketing, E-WOM, Online Customer Reviews, Repurchase Intention, Customer Trust*