

ABSTRACT

This study aims to analyze the influence of Electronic Word of Mouth (eWOM), Service Quality, and Brand Image on Purchasing Decisions with Trust as a mediating variable on Tokopedia e-commerce consumers in Semarang City. Data collection was conducted through an online questionnaire using Google Form to 145 respondents selected using a non-probability sampling method, namely purposive sampling, with certain criteria. Each question in the questionnaire uses a Likert scale of 1–10 to measure the level of respondent perception of each variable. Data were analyzed using Structural Equation Modeling (SEM) with the help of AMOS software. The results showed that eWOM, Service Quality, and Trust had a positive and significant effect on Purchasing Decisions. However, Brand Image actually showed a negative but significant effect on Purchasing Decisions. In addition, eWOM and Service Quality had a positive and significant effect on Trust, and Brand Image also had a positive and significant effect on Trust.

Keyword: *Electronic Word of Mouth (eWOM), Service Quality, Brand Image, Purchase Decision, Trust*

