

ABSTRACT

The consumer health industry is currently experiencing highly competitive dynamics, especially in the over-the-counter (OTC) drug category in Indonesia. Mixagrip, as a flagship brand from Kalbe Consumer Health, shows a performance dissonance where positive sales growth is not accompanied by a dominant or stable position in the Top Brand Index (TBI), lagging significantly behind its main competitors. This condition necessitates a deeper understanding of how non-price marketing factors can be transformed into purchase intentions through the strengthening of brand trust, especially for high-risk health products.

This study aims to analyze the influence of Brand Image, Electronic Word of Mouth (eWOM), and Perceived Value on Purchase Intention with Brand Trust as a mediating variable among Mixagrip consumers in Semarang. Data were collected through questionnaires from 137 respondents using a purposive sampling technique. The data analysis method employed was Structural Equation Modeling - Partial Least Squares (SEM-PLS) using SmartPLS software.

The results of the study indicate that: (1) Brand Image, eWOM, and Perceived Value have a positive and significant effect on Brand Trust; (2) Brand Trust has a positive and significant effect on Purchase Intention; (3) Perceived Value is the most dominant stimulus in forming Brand Trust; (4) Brand Trust is proven to be the main determinant that bridges marketing stimuli into purchase intentions for OTC products. These findings imply that Kalbe Consumer Health needs to prioritize building deep brand trust by maintaining the consistency of product efficacy (perceived value) and managing digital reputation (eWOM) to increase brand preference and consumer loyalty in a competitive market.

Keywords: Brand Image, eWOM, Perceived Value, Brand Trust, Purchase Intention, Mixagrip.

