

RESEARCH ARTICLE

Analysis of the Role of Brand Trust in Mediating the Influence of Influencer Marketing and E-WOM on Purchasing Decisions Eiger Products in Indonesia**Nurul Huda; Sudaryanto; Deasy Wulandari***Department of Management, Economy and Business Faculty, University of Jember, Indonesia**Department of Management, Economy and Business Faculty, University of Jember, Indonesia**Department of Management, Economy and Business Faculty, University of Jember, Indonesia***ABSTRACT**

This study aims to analyze the influence of influencer marketing and E-WOM on the purchase decisions of Eiger products in Indonesia, using brand trust as a mediating variable. This study applies a quantitative approach with explanatory research design. The research population consists of all consumers who have used or purchased Eiger products in Indonesia. The sampling technique utilizes non-probability sampling with a purposive sampling method, obtaining a total of 500 respondents. Data collection was conducted through the distribution of online questionnaires. Data analysis employs the Partial Least Square (PLS) method with SmartPLS software to test both the direct and indirect effects between variables. The results of this study indicate that influencer marketing and electronic word of mouth (E-WOM) have a significant effect on brand trust. Furthermore, influencer marketing, electronic word of mouth (E-WOM), and brand trust demonstrate a significant effect on purchase decisions. The indirect effect testing also proves that brand trust significantly mediates the influence of influencer marketing and electronic word of mouth (E-WOM) on the purchase decisions of Eiger products.

Keywords: *influencer marketing, electronic word of mouth (E-WOM), brand trust, purchase decision*

ARTICLE INFO**Received:** [09/07/2026]**Accepted:** [14/07/2026]**Published:** [19/07/2026]**Issue Period:** July – August 2026 (Bi-Monthly)**DOI:** <https://doi.org/10.56293/IJMSSSR.2026.6307>**Copyright:** © 2026 The Author(s). Published by IJMSSSR. This is an Open Access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY 4.0) License.**1.0 INTRODUCTION**

The rapid advancement of digital technology over the past two decades has transformed social and economic structures, and most importantly, market interaction patterns. This era, marked by widespread internet penetration and people's dependence on smartphones, has triggered an inevitable digitalization phenomenon in every sector of life. Statista research (2024) shows that the average consumer spends time on social media platforms, making these platforms a primary arena for them to interact with and influence their audiences. Today's consumers no longer rely entirely on traditional advertising; they are shifting to seeking information, reviews, and validation from fellow users (peer reviews) or figures deemed credible

(Key Opinion Leaders) online. This behavioral shift requires companies to adopt a digital marketing model that is more adaptive, interactive, and focused on community building, as a first step in influencing purchasing decisions.

outdoor and adventure gear industry in Indonesia is currently experiencing an exciting growth phase, driven by increasing awareness of health, ecotourism, and the work-life balance trend that encourages people to vacation or engage in outdoor activities (Ministry of Tourism and Creative Economy, 2023). Within this landscape, Eiger Adventure has solidified its position as a local brand of national pride and a symbol of Indonesian adventure. This brand must face real-time challenges and reputational volatility in the digital world. One of the most iconic cases was the "reprimand letter" incident sent to a content creator who reviewed Eiger products on social media. This incident, although culminating in an official apology from the company, immediately triggered a chain reaction (negative electronic word of mouth) that spread rapidly, creating a sudden reputation crisis on social media. This public reaction demonstrates the enormous power of e-WOM in determining a brand's fate. This incident serves as a critical reminder that brands can be threatened within hours if companies fail to manage digital interactions and fail to maintain the very fragile trust of consumers (Syntax Literate, 2021).

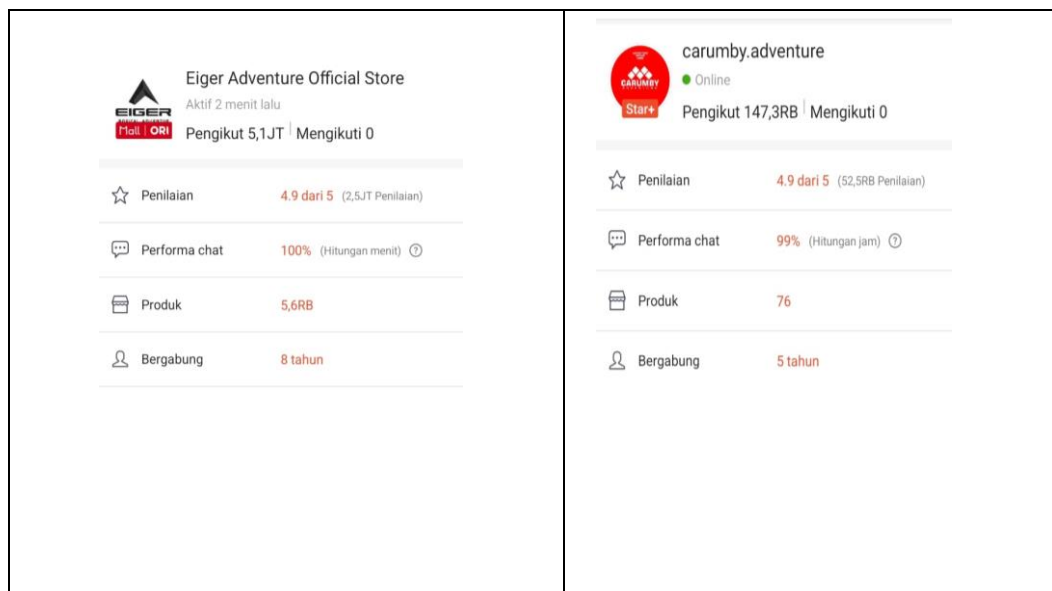


Figure 1. Shopee Rating (Shopee.co.id)

Based on Figure 1. from the comparison of the two stores on the Shopee platform, a very striking difference is seen, indicating that the Eiger Adventure Official Store has a much stronger brand trust than Carumby Adventure. Eiger has managed to attract more than 5.1 million followers, a very large number and indicates a high level of consumer trust, while Carumby only has around 147 thousand followers. Not only that, Eiger also obtained 2.5 million ratings, far above Carumby which only has 52.5 thousand ratings, thus proving that more consumers have purchased, used, and given positive validation to Eiger products. Eiger's Official Store status further strengthens consumer trust because it guarantees product authenticity, in contrast to Carumby which is a regular store and does not have the legitimacy as an official brand owner. In terms of product numbers, Eiger offers more than 5,600 products, indicating a much greater production capacity, business scale, and diversity of offerings compared to Carumby which only has 76 products. The combination of a long reputation, store legality, enormous consumer interaction, and the brand's dominant presence in the marketplace proves that Eiger's brand trust is built very strongly and is superior in the hearts of consumers, making it the brand chosen compared to other brands such as Carumby.

Although Eiger is one of the strongest outdoor gear brands in Indonesia, the company faces various dynamics that affect consumer perception and brand trust. One significant phenomenon is the shift in consumer behavior, with consumers now conducting more transactions online than offline. Eiger's sales through digital platforms such as marketplaces, official websites, and social media show a continuous upward trend, while the number of visits to physical stores tends to be more volatile. This phenomenon indicates that modern consumers are more comfortable searching for information, viewing reviews, and purchasing products through online channels, making Eiger's exposure in the digital space a crucial factor in building brand trust.

However, the dominance of online activity also presents new challenges for Eiger. The viral Eiger Letter case in 2021 exemplifies how corporate communications in the digital space can directly impact consumer trust and generate widespread negative e-WOM. Research by Sakti & Rahman (2022) shows that this controversy resulted in a decline in perceived brand trust and generated negative sentiment, which impacted Eiger. Furthermore, the effectiveness of Eiger's influencer marketing has also been questioned, as not all selected influencers possess credibility or a good fit with the characteristics of its outdoor-loving audience. According to Wicaksono & Santoso (2023), consumers are now more critical and tend to trust influencers who have genuine experience using the product, rather than simply using paid promotions. Furthermore, consumer discussions about Eiger's product quality, pricing, and service are also increasingly appearing on social media and review platforms. Complaints about stock availability, quality comparisons with competing brands, and perceived price increases have contributed to a surge of negative e-WOM that can weaken brand trust. Research by Rachman & Siregar (2022) shows that negative e-WOM has a significant impact on purchase intention, especially when consumers rely heavily on online reviews before making a purchase decision. In the context of purchasing decisions, influencers and e-WOM are important factors to consider when purchasing products online. One theory widely used to explain purchasing decisions is the Theory of Planned Behavior (TPB).

The Theory of Planned Behavior (TPB), which states that a person's intentions and behavior are influenced by attitudes, subjective norms, and perceived behavioral control. In this context, influencer marketing and e-WOM shape subjective norms, and brand trust becomes a factor that strengthens consumer confidence in making purchases (Ramadhaningtyas et al. 2025). Influencer marketing is the process of identifying and activating individuals who have influence over a specific target audience to become part of a product campaign with the aim of increasing reach, sales, and relationships with consumers (Naibaho (2024)), this process involves the role of influencers in building credibility and consumer trust through relevant content. This influence works psychologically by shaping consumer preferences, which ultimately guides them through the consideration stage until they finally decide to make a purchase. Research by Salim et al (2023) found that influencer marketing has a significant influence on purchasing decisions by strengthening brand trust, because consumers tend to trust recommendations from figures who are considered relevant and authentic. In addition, E-WOM influences purchasing decisions, E-WOM, which is defined as consumer-generated information shared online about a product, brand, or service, has a profound impact on consumer purchasing decisions (Sudaryanto et al., 2025). E-WOM is a major facilitator in shaping consumer perceptions in the digital era. Research by Falah and Isa (2024) that E-WOM significantly increases brand trust. Research by Margitarino and Murwanti (2025), brand trust is able to strengthen the relationship between E-WOM, influencer marketing, and purchasing decisions, because the greater the consumer's trust in a brand.

In addition, brand trust factors also influence purchasing decisions, according to Nola et al. (2023), Brand Trust (brand trust) which is the performance of a recognized brand (Brand Reliability), since the aspect of buyer trust in the scale of the product can meet consumer expectations or brand intentions. If trust in a brand is built strongly in the minds of consumers, the perceived risk in making transactions will be reduced. Consumers feel confident that the brand has integrity and the ability to provide consistent value according to what was previously promised. This trust then creates an emotional bond that drives purchasing intentions in consumers, thus Brand Trust acts as a main pillar for the final purchasing decision. Purchasing

decisions are defined as choosing an action from two or more alternative choices. It can be analyzed that when consumers want to make a choice, they must have alternative choices, so that purchasing decisions are made according to the right conscience (Sudaryanto, et al., 2021) . Research conducted by Falah & Isa (2024) and Margitarino & Murwanti (2025) proves that brand trust not only directly influences purchasing decisions, but also mediating influencer marketing, E-WOM, on purchasing decisions.

Research Gap Previous research has examined the influence of influencer marketing and electronic word of mouth (E-WOM) on purchasing decisions, but the findings still show inconsistencies, creating an unanswered research area. Research by Andi et al., (2025) found that influencer marketing does not always have a significant influence on purchasing decisions when the influencer's credibility is considered low or inappropriate for the product category. Similar findings by Lin et al., (2021) showed that even though an influencer is widely known, their influence can be insignificant if the audience does not feel they have a strong parasocial relationship. On the other hand, Muhammad & Ahmad (2021) found that E-WOM becomes insignificant when reviews are considered biased, overly positive, or irrelevant to the consumer's experience.

Based on a comprehensive analysis of digital developments, market challenges, Eiger-specific phenomena, and clear research gaps in the literature, this study explicitly focuses on testing the validity of an integrated causality model. The main focus is to analyze the extent of the influence of Influencer Marketing and Electronic Word of Mouth (E-WOM) on Eiger product purchasing decisions through Brand Trust. This research was conducted nationally, involving respondents from various regions in Indonesia. The selection of Indonesia's scope aims to obtain a more comprehensive picture of Eiger's consumer behavior, which is very broad and geographically dispersed. With a national scope, this study is expected to capture the diversity of demographic characteristics and consumption patterns of Indonesians towards Eiger products. This study will contribute by quantitatively measuring the level of influence of each variable and identifying indirect influence pathways through Brand Trust. The specific context of Eiger consumers will ensure that the resulting findings have accurate managerial implications and can be applied to strengthen this brand's position amidst the fierce competition in the outdoor industry in Indonesia.

2.0 LITERATURE REVIEW

2.1.1 Theory of Planned Behavior (TPB)

Theory of Planned Behavior is a theory developed by Ajzen 1991 as a refinement of the Theory of Reasoned Action (TRA), this theory explains that a person's behavior is influenced by intention (Behavioral Intention), this intention is formed by three main factors, Attitude towards behavior (Attitude Toward Behavior), a person's positive or negative evaluation of a behavior. Subjective Norm, a person's perception of social pressure to do or not do the behavior (Ramadhaningtyas et al. 2025). According to Ajzen (1991; 179) intention is the most important factor in predicting a person's actual behavior. The stronger an individual's intention to perform an action, the greater the likelihood that the action will actually be carried out. In the context of consumer behavior, purchasing decisions are the result of a psychological process that involves considering attitudes and perceived control over the decision.

2.1.2 Influencer Marketing

According to Naibaho (2024) An influencer is a public figure on social media who has a large or significant number of followers and can influence or respond to the behavior of their followers. According to Naibaho (2024) Influencer marketing is the process of identifying and activating individuals who have influence over a specific target audience to become part of a product campaign with the aim of increasing reach, sales, and relationships with consumers. Influencer marketing is a promotional or marketing method that uses influential figures on social media such as Instagram, YouTube, and Blogs. A celebrity is a public figure who uses the Instagram platform as a medium for product promotion, while a YouTuber is someone

who uploads videos to YouTube about information, including product information, and a blogger is someone who manages a blog (Naibaho (2024)).

2.1.3 Electronic Word of Mouth (E-WOM)

According to Sudaryanto et al., (2025) is an effort to convey information from one consumer to another, E-WOM as marketing that utilizes websites in generating word-of-mouth impacts that support marketing targets and efforts. Word-of-mouth promotion has a significant impact on listeners and businesses affected by it resulting in the information collected being considered more independent and trustworthy. E-WOM has a major influence on how customers trust product quality when making assessments regarding what to buy. According to Hardiansyah (2024), Electronic word of mouth is a powerful tool to replace electronic messages into influencers that can attract recipient reviews, trigger curiosity, and ultimately lead to purchases.

2.1.4 Buying decision

According to Sudaryanto et al., (2021) , a purchasing decision is when consumers organize and select a product that meets their needs and desires. Furthermore, a purchase decision is a process carried out by individuals by applying social media as a conscious decision-making process for product or service transactions to obtain certain information. There are five stages of consumer decision-making.

2.1.5 Brand Trust

According to Nola et al. (2023), brand trust, brand reliability is a measure of a brand's perceived performance (brand reliability), from the perspective of buyers' confidence in the product's ability to meet consumer expectations or brand intentions. This is based on buyers' confidence in the brand's ability to fulfill expectations. Based on the theoretical explanations discussed, the author defines brand trust as the consumer's trust in the brand.

2.2 Conceptual Framework

This conceptual framework provides a guide for research analysis, based on theories and concepts from experts and the support of previous research in the figure below:

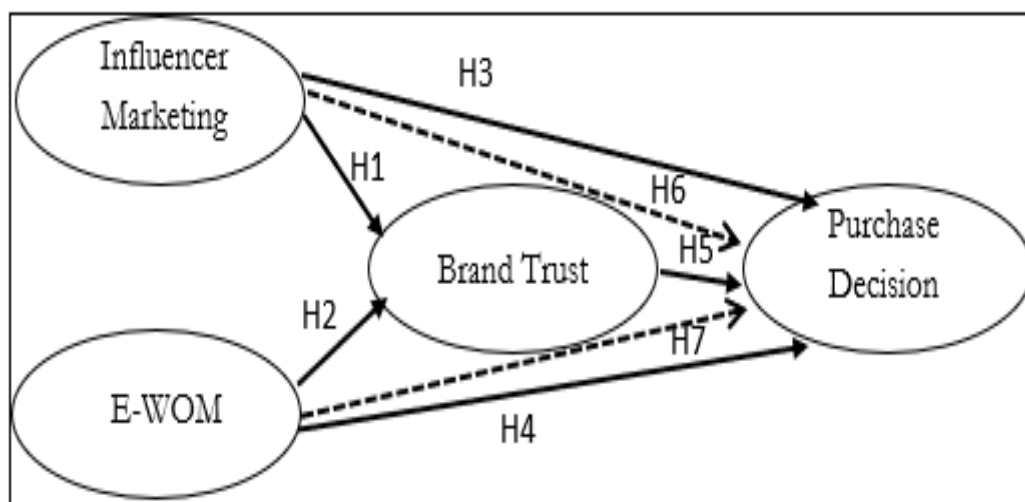


Figure 2. Conceptual framework of the research

- H1: Influencer Marketing Has a Significant Influence on Brand Trust
H2: E-WOM Has a Significant Influence on Brand Trust
H3: Influencer Marketing Has a Significant Influence on Purchasing Decisions
H4: E-WOM Has a Significant Influence on Purchasing Decisions.
H5: Brand Trust Has a Significant Influence on Purchasing Decisions
H6: Influencer Marketing Has a Significant Influence on Purchasing Decisions Through Brand Trust.
H7: E-WOM Has a Significant Influence on Purchasing Decisions Through Brand Trust.

3.0 METHODOLOGY

3.1 Research Plan

The research used explanatory research. According to Sugiyono (2024:37), explanatory research is research that aims to explain the causal relationship between the variables studied through hypothesis testing. This study explains the influence between independent variables on the dependent variable, directly and indirectly through mediating variables. The research was conducted using the Structural Equation Model (SEM) method. This study uses explanatory research aimed to determine the influence of Influencer Marketing and E-WOM on purchasing decisions through Brand Trust on Eiger products.

3.2 Population and Sample

Population refers to the overall state of a number of research objects that share certain characteristics (Sugiyono, 2018:130). The population in this study is all consumers of Eiger products. The sampling technique used in this study uses the Non-Probability Sampling technique with the Purposive Sampling method. Purposive Sampling is a sampling determination technique based on certain criteria set by the researcher (Sugiono, 2018:85). In this study, there are several sample criteria, namely: 1) Respondents must be 18 years old, so they can understand, comprehend, and be able to fill out the questionnaire correctly. 2) Respondents are consumers of Eiger products. The sample size determination in this study refers to the rule of thumb theory developed by Roscoe (1975). According to Roscoe, a sample size considered appropriate and adequate for most studies ranges from 30 to 500 respondents (Sekaran & Bougie (2020:262)). Based on these guidelines, this study set a sample size of 500 respondents.

3.3 Types, Data Sources and Data Collection Techniques

The type of data used in this study is quantitative, namely data in the form of numbers and figures that are processed and analyzed using mathematical and statistical calculation techniques (Sugiono, 2022:7). The data sources used in this study are primary data sources. Primary data is data obtained from the field or obtained from respondents to answer research questions. This data was obtained through a questionnaire distributed online. The questionnaire was distributed in the form of a Google Form, then shared through various social media platforms, such as WhatsApp, Instagram, TikTok, and Telegram.

3.4 Data Analysis Method

This research is based on Partial Least Square (PLS) analysis with SmartPLS 4. PLS is used because this research uses hierarchical variables with more than one independent variable. This approach is used Because own model Which full with model equality structural analysis nature hierarchical, And can used even If data not distributed across the mean values. The PLS analysis tool has the following advantages: the sample size can be large or small, the analyzed data does not have to be multivariately normally distributed, and PLS is used to explain the theory and whether each latent variable is related to other variables or not (Duryadi, 2021). Furthermore, to answer the third objective, it is necessary to determine the magnitude of the direct effect and indirect effect. Path calculations are used to explain the

direct and indirect influence of influencer marketing and e-WOM on purchasing decisions through brand trust. To calculate the path, researchers must first analyze the significance of each path. If there is an insignificant path, the Trimming theory is applied, where a significance analysis is carried out by removing the insignificant path. Based on these results, the magnitude of the direct and indirect effects will be known.

4.0 ANALYSIS AND FINDINGS

4.1 General Description of Research Object

The object of this research is Eiger Adventure, one of the largest outdoor equipment brands in Indonesia under the auspices of PT Eigerindo Multi Produk Industri. The company was founded in 1989 in Bandung by Ronny Lukito with an initial focus on producing mountain bags (backpacks). Along with the development of the outdoor equipment industry in Indonesia, Eiger continues to innovate and diversify its products so that it currently produces various product categories, including bags, outdoor clothing, footwear, jackets, mountain climbing equipment, camping equipment, cycling equipment, fishing equipment, travel equipment (travel gear), and various accessories to support outdoor activities. In carrying out its business activities, Eiger implements an omnichannel marketing strategy by integrating sales through physical stores and digital platforms. In addition to having a network of official outlets spread across various cities in Indonesia, Eiger also markets its products through its official website and various marketplaces such as Shopee, Tokopedia, Lazada, Blibli, and TikTok Shop. In addition, the company actively utilizes social media such as Instagram, Facebook, TikTok, YouTube, and X as a means of marketing communication while building relationships with consumers.

4.2 Research Instrument Testing

4.2.1 Validity Test

1. Convergent Validity

The loading factor is one of the factors that determines the validity of convergent validity. According to Duryadi (2021:61), a correlation value above 0.6 is considered valid. The convergent validity results in Table 1 below:

Table 1. Convergent Validity Results

Variables	Indicator	Loading factor		information of
		Score	Rule thumb	
Influencer Marketing (X1)	X1.1	0.822	0.600	VALID
	X1.2	0.841	0.600	VALID
	X1.3	0.760	0.600	VALID
E-WOM (X2)	X2.1	0.719	0.600	VALID
	X2.2	0.716	0.600	VALID
	X2.3	0.751	0.600	VALID
	X2.4	0.700	0.600	VALID
	X2.5	0.666	0.600	VALID
decision (Y)	Y.1	0.745	0.600	VALID
	Y.2	0.853	0.600	VALID
	Y.3	0.802	0.600	VALID
Brand trust (Z)	Z.1	0.807	0.600	VALID
	Z.2	0.876	0.600	VALID

Z.3	0.711	0.600	VALID
Z.4	0.709	0.600	VALID

Table 1 shows that the indicators for each variable have a loading factor value above 0.6, so they are declared valid.

2. Discriminant Validity

Discriminant validity testing through cross loadings and average variance extracted (AVE) values in Table 2 below:

Table 2. Cross Loading Results.

Variables	Indicator	X1	X2	Y	Z
Influencer Marketing (X1)	X1.1	0.822	0.388	0.294	0.315
	X1.2	0.841	0.344	0.320	0.297
	X1.3	0.760	0.327	0.226	0.234
E-WOM (X2)	X2.1	0.269	0.719	0.250	0.305
	X2.2	0.246	0.716	0.230	0.361
	X2.3	0.236	0.751	0.255	0.333
	X2.4	0.409	0.700	0.269	0.236
	X2.5	0.398	0.666	0.351	0.289
Purchase decision (Y)	Y1	0.318	0.353	0.745	0.312
	Y2	0.226	0.298	0.853	0.450
	Y3	0.305	0.277	0.802	0.417
Brand trust (Z)	Z1	0.277	0.327	0.445	0.807
	Z2	0.304	0.401	0.413	0.876
	Z3	0.256	0.358	0.318	0.711
	Z4	0.259	0.251	0.353	0.709

Based on Table 2, the cross-loading results for each variable are higher than the correlation values with other variable indicators. For example, the cross-loading factor value for the Influencer Marketing variable (X1) with indicator X1.2, which is 0.841, is higher than the cross-loading value for the E-WOM variable (X2) with indicator X2.1, with a cross-loading value of 0.719. Furthermore, the AVE is used to identify the achievement of discriminant validity requirements and is valued at more than 0.5 (Duryadi, 2021:62).

Table 3 Results of Average Variance Extracted (AVE)

Variables	Loading factors		
	score	Rule of thumb	Information
Influencer Marketing (X1).	0.653	0.500	Valid
E-WOM (X2)	0.505	0.500	Valid
Purchase decision (Y)	0.642	0.500	Valid
Brand trust (Z)	0.607	0.500	Valid

Table 3 The AVE value for each variable is higher than 0.5 so that all variables in this study are said to be valid.

4.2.2 Reliability Test

To determine the reliability of the variables, a reliability test was conducted. According to (Duryadi, 2021:63), a reliable variable must have a Cronbach's alpha and composite reliability values greater than 0.6. The results are shown in Table 4 below.

Table 4 Reliability Test Results

Variables	Cronbach Alpha		Composite Reliability		Information
	Score	Rule thumb	Score	Rule thumb	
Influencer Marketing (X1).	0.737	0.600	0.751	0.600	Reliable
E-WOM (X2)	0.755	0.600	0.755	0.600	Reliable
Purchase decision (Y)	0.719	0.600	0.725	0.600	Reliable
Brand trust (Z)	0.781	0.600	0.795	0.600	Reliable

Table 4 shows that the variable values have a Cronbach alpha and composite reliability of more than 0.6, so that all variables are declared reliable.

4.3 Partial Least Square Analysis

4.3.1 Structural Model (Inner Model)

The inner model is tested using the R-square (R^2) value or coefficient of determination, the effect size using f-square (f^2), and the Q-square (Q^2) for predictive relevance. The R-square results are shown in Table 5 below:

Table 5. R-square test results.

Variables	R-Square	Information
Purchase decision (Y)	0.297	Weak
Brand trust (Z)	0.220	Weak

Based on Table 5, the R^2 value for the purchasing decision variable is 0.297, indicating that the influencer marketing and E-WOM variables are able to explain the purchasing decision variable by 29.7% (weak category). Meanwhile, the R^2 value for the Brand Trust variable is 0.220, indicating that the exogenous variables in the model are able to explain the variation in Brand Trust by 22% (weak category). The remainder is explained by other variables outside the model. The next test is F-Square (F^2), namely:

Table 6. F-Square Test Results

Variables	F-Square	
	Purchase decision (Y)	Brand trust (Z)
Influencer Marketing (X1).	0.025	0.042
E-WOM (X2)	0.025	0.123
	0.155	

Based on Table 6 the results of the F^2 test on the purchasing decision variable, the Influencer Marketing variable has an F^2 value of 0.025. This value indicates that Influencer Marketing has a small category influence on purchasing decisions. E-WOM has an F^2 of 0.025, this value indicates that E-WOM has a

small category influence on purchasing decision variables. Interpretation of the influence on brand trust, Influencer Marketing has an F^2 value of 0.042, this value indicates that Influencer Marketing has a small category influence on brand trust. The E-WOM variable has an F^2 value of 0.123, this value indicates that E-WOM has a small category influence on brand trust. The brand trust variable has an F^2 value of 0.155, this value indicates that the purchasing decision variable has a moderate influence on purchasing decisions. Next is the Q-Square (Q^2). The assessment range is $0 < Q^2 < 1$. If it is close to one, then the model is said to be better. Q-Square calculation: $Q^2 = 1 - (1 - R^2_1)(1 - R^2_2) \rightarrow Q^2 = 1 - (1-0.297)(1-0.220) = 0.548$. The result of the Q-Square calculation is 0.562 and is getting closer to 1, meaning that this research model has strong predictive relevance. The model is able to explain information from observational data well at 54.8%, the rest is explained by other variables outside the model

4.4 Path diagram construction

The path diagram was constructed using the smartPLS 4.0 application by combining the inner model and the outer model. The data processing results show the following causal relationship between variables:

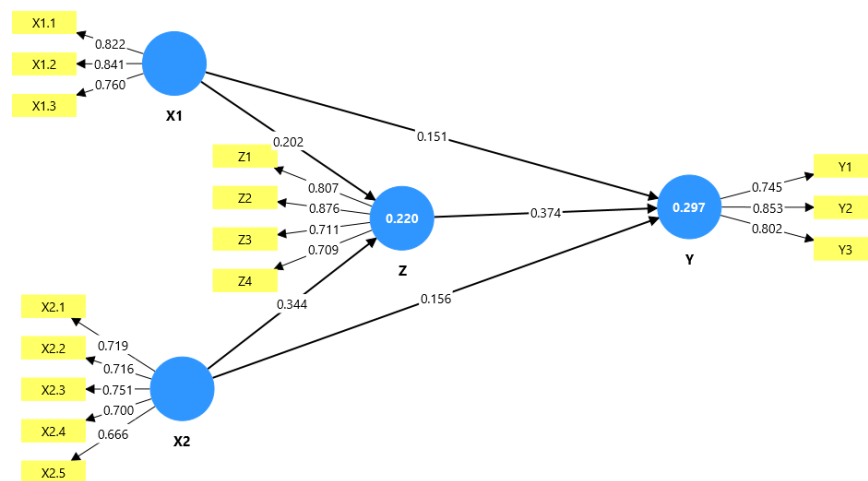


Figure 3. Path Diagram Construction

This research is a reflective model study (arrows point from the construct to the indicator) because the indicator is a reflection of the construct. Testing of the measurement model (outer model) is conducted through evaluation of convergent validity, discriminant validity, and composite reliability values.

4.5 Hypothesis testing

Hypothesis testing was conducted to determine the direct influence between exogenous variables on endogenous variables in the research model, the path coefficients and significance can be seen in Table 7 below:

Table 7. Results of Path Coefficients and Hypothesis Testing ($\alpha = 5\%$)

Variables	t-statistic	β (Beta)	p-value	Information
X1-Y	3,679	0.151	0.000	Significant
X1-Z	4,776	0.202	0.000	Significant
X2-Y	3,413	0.156	0.001	Significant
X2-Z	7,558	0.344	0.000	Significant
ZY	7,070	0.374	0.000	Significant

X1-ZY	3,825	0.075	0.000	Significant
X2-ZY	4,981	0.129	0.000	Significant

Table 7 shows that all relationship paths, both direct effect and indirect effect, have a t-statistic above 1.96 and a p-value less than 0.05, indicating that all hypotheses proposed in this study have a significant effect or H_0 is rejected.

4.6 Discussion of Results

a. The Influence of Influencer Marketing on Purchasing Decisions.

The results of the research analysis indicate that the Influencer Marketing variable has a positive influence on purchasing decisions. This finding is consistent with research (Lengkawati & Saputra, 2021) which shows that Influencer Marketing has a positive and significant influence on Purchasing Decisions. The involvement of relevant public figures is effectively able to direct audience attention into actual purchasing actions. Eiger products, which have an image as equipment for outdoor activities, become stronger in the minds of consumers when promoted by influencers who have a similar track record or lifestyle. The theoretical framework of the Theory of Planned Behavior (TPB) explains that a person's behavior, including actions in making purchasing decisions, is based on intentions that are influenced by attitudes, subjective norms, and perceived behavioral control. The role of influencer marketing contributes significantly to shaping these subjective norms. When consumers observe relevant influencers using and recommending Eiger products, it creates a positive perception or social encouragement that strengthens consumer purchase intentions, ultimately shaping purchasing decisions. The higher the influencer marketing ability in reaching a wide audience (visibility), building trust through expertise and honesty (credibility), and displaying the appeal of a relevant lifestyle (attraction), the stronger the influence on increasing purchasing decisions, this relationship is successful in building consumer confidence compared to competitors.

b. The influence of E-WOM on purchasing decisions

Based on the results of the research analysis, the E-WOM variable has a positive influence on purchasing decisions. This finding is consistent with research by Sudaryanto et al. (2025), which shows a positive and significant influence of e-WOM on purchasing decisions. The involvement of reviews from fellow users can effectively direct audience attention into purchasing actions. Eiger products, positioned as high-quality retail products, receive strong validation in the eyes of consumers through independent reviews spread across the internet. The theoretical framework of the Theory of Planned Behavior (TPB) explains that a person's behavior, including actions in making purchasing decisions, is based on intentions influenced by attitudes, subjective norms, and perceived behavioral control. The role of E-WOM contributes significantly to shaping these subjective norms. When consumers observe reviews, recommend, or have positive discussions with fellow users on digital media about Eiger products, this creates a positive perception or social drive that strengthens consumer purchasing intentions, ultimately manifesting in the form of purchasing decisions. The higher the quality and quantity of information disseminated through E-WOM, indicated by the high frequency of reviews shared (intensity), the dominance of positive consumer sentiment (valence of opinion), the clarity of information in reviews (content), the level of trust in the reviewer's honesty (source credibility), and the suitability of the reviews to needs (relevance), the stronger its contribution to increasing purchasing decisions for Eiger products.

c. The Influence of Influencer Marketing on Brand Trust

Based on the results of the research analysis, the Influencer Marketing variable has a positive influence on Brand Trust. This finding is consistent with the research of Yuwono et al. (2024) which shows that

Influencer Marketing has a positive and significant influence on Brand Trust. The involvement of public figures with high credibility is effectively able to strengthen the brand's reputation in the eyes of the audience. The theoretical framework of the Theory of Planned Behavior (TPB) explains that the formation of individual intentions and behavior can be influenced by external factors that are internalized into personal beliefs. In the context of this research, the influencer marketing strategy acts as an external stimulus that strengthens consumer attitudes towards the reliability of a brand. When consumers are consistently exposed to educational content and lifestyle representations from trusted influencers regarding Eiger products, this will construct subjective norms and positive perceptions that simultaneously strengthen the foundation of reliability and brand reputation in the eyes of consumers. This relationship is reflected in the fulfillment of indicators that build brand trust, the wide reach (visibility) of an influencer is able to grow strong brand awareness in the minds of the audience. The reliability and honesty (credibility) displayed by influencers in reviewing products is a crucial point in instilling full confidence in consumers that Eiger is an honest and reliable brand.

d. The Influence of E-WOM Marketing on Brand Trust

Based on the results of the research analysis, the E-WOM variable has a positive influence on Brand Trust. This finding is consistent with researchNoviandini & Yasa (2021) which shows that E-WOM has a positive and significant influence on Brand Trust. The involvement of reviews from fellow users is effectively able to strengthen brand reputation. Eiger products, positioned as high-quality retail products, receive strong validation in the eyes of consumers through independent reviews spread across the internet. The presence of honest, objective, and relevant reviews from fellow users effectively minimizes doubts, increases confidence, and ultimately directly encourages consumer trust in brand reliability. The Theory of Planned Behavior (TPB) theoretical framework explains that the formation of individual intentions and behavior can be influenced by external factors that are internalized into personal beliefs. In the context of this research, E-WOM strategies act as an external stimulus to a brand's reliability.

e. The Influence of Brand Trust on Purchasing Decisions

Based on the results of the research analysis, the Influencer Marketing variable has a positive influence on purchasing decisions. This finding is consistent with previous research by Aeni & Ekhsan (2021), which showed that Brand Trust has a positive and significant influence on Purchasing Decisions. The theoretical framework of the Theory of Planned Behavior (TPB) explains that individual behavior, including actions in making purchasing decisions, is based on intentions that are influenced by attitudes, subjective norms, and perceived behavioral control. In this study, the role of brand trust contributes significantly to shaping consumer attitudes toward behavior (attitude toward behavior). When consumers have a high level of trust in the reliability of the Eiger brand, a positive psychological evaluation will be formed within them.

f. The influence of influencer marketing on purchasing decisions through brand trust

Based on the results of the research analysis, the Brand Trust variable mediates the influence of Influencer Marketing on purchasing decisions. When consumers have placed full trust (Brand Trust) triggered by credible recommendations from influencers, their doubts will disappear. Consumers no longer view this purchase as a high-risk trial activity, but rather a mature decision based on habit and belief in brand quality. Strengthening Brand Trust through the use of credible influencers has empirically proven to be a very effective indirect path in locking in consumer purchasing decisions sustainably. The theoretical framework of the Theory of Planned Behavior (TPB) explains that the formation of individual intentions and behavior can be influenced by external factors that are internalized into personal beliefs.

g. The influence of E-WOM on purchasing decisions through Brand Trust

Based on the results of the research analysis in the Table, the Brand Trust variable mediates the influence of E-WOM on purchasing decisions. The theoretical framework of the Theory of Planned Behavior (TPB) explains that the formation of individual intentions and behavior can be influenced by external triggers that become personal beliefs. In the context of this indirect influence, electronic word of mouth (E-WOM) acts as an external trigger based on very strong social information in the digital environment. When potential consumers consistently see the accumulation of positive reviews, the suitability of information content (relevance), and the content of reviews (content) from fellow users regarding the reliability of Eiger products on the internet, making them feel safe and comfortable, this creates a strong sense of trust in the brand reputation (brand trust).

5.0 CONCLUSIONS

Based on the discussion on the Analysis of the Role of Brand Trust in Mediating the Influence of Influencer Marketing and E-WOM on Eiger Product Purchase Decisions in Indonesia, the conclusion is: 1) Influencer Marketing has a significant influence on Brand Trust. The more credible, honest, and interesting the information conveyed by influencers when reviewing products, the higher the level of trust and confidence felt by consumers in the reliability of the Eiger brand. 2) E-WOM has a significant influence on Brand Trust. The more positive, clear, and relevant digital reviews from fellow users on the internet, the stronger it will encourage consumers to put full trust in the quality of Eiger products. 3) Influencers Marketing has a significant influence on Purchasing Decisions. Consistent recommendations and content exposure from influencers can drive consumer interest to the point of actually taking action to directly purchase Eiger products. 4) E-WOM has a significant influence on Purchasing Decisions. The accumulation of positive reviews and recommendations from fellow consumers in the digital world becomes a strong reference that strengthens buyers' confidence to end their doubts and decide to purchase Eiger products. 5) Brand Trust has a significant influence on Purchasing Decisions. When consumers already trust and feel safe with Eiger's reputation and competence, they will not think twice about making purchasing this product a definite habit. 6) Brand Trust is able to mediate the influence of Influencers Marketing on Purchasing Decisions. These results explain that recommendations from influencers Credible brands do not always immediately result in sales, but must first be able to instill a sense of trust in consumers (brands). trust). 7) Brand Trust is able to mediate the influence of E-WOM on Purchasing Decisions. These results prove that internet reviews (E-WOM) are a very effective external trigger in building consumer trust.

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