

ABSTRACT

The growth of information technology, including communication tools, has had a significant impact on the lives of people in Indonesia. According to BPS data in 2022, 67.88% of the Indonesian population owns a mobile phone. The presence of Vivo smartphones has intensified the competition among Android-based smartphones in Indonesia. However, on the Top Brand Index website, specifically in the telecommunications category, especially in the smartphone product segment, Vivo ranked fifth with a TBI score of 9.70% in 2023.

This research aims to explain the influence of brand image and brand trust on the purchasing decision of Vivo smartphone consumers and to determine the impact of brand image and e-WOM on the brand trust of Vivo smartphone consumers. The research design used is causal descriptive with a quantitative method.

The author selected a total of 385 respondents as samples to be studied, applying the Bernoulli formula and purposive sampling technique. The sample consists of Vivo smartphone users who have watched Vivo smartphone review content in the last 6 months. The sample is determined using non-probability sampling method through purposive sampling technique. The tools used in this research include Smart PLS software version 4.0.9.8, utilizing the Structural Equation Modeling-Partial Least Square (SEM-PLS) method.

The results of this study indicate that the variables of E-WOM (X1), Brand Image (X2), and Brand Trust (Z) as an intervening variable, have a significant influence on Purchase Decisions (Y). The findings are expected to provide an understanding of the impact of electronic word of mouth (e-WOM) and brand image on the purchasing decisions of Vivo smartphones, with brand trust as an intervening variable.

This study aims to identify the influence of e-WOM and brand image on consumer trust, as well as its impact on purchasing decisions. Consequently, the results of this research can contribute to marketing strategies and brand management within the smartphone industry

Keywords: *Brand Image, E-WOM, Brand Trust, Purchasing Decision.*