

The Effect of Influencer Marketing and E-WOM On Purchase Intention Mediated By E-Trust At PT. Bogor Sari Nutrisi On Social Media Instagram and TikTok

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Background: The rapid growth of digital technology and social media has transformed how consumers interact with brands and make purchasing decisions. According to data from We Are Social (2024), Indonesia ranks among the top five countries globally in terms of social media usage, with 167 million active users, of the total population. Platforms such as Instagram and TikTok dominate digital engagement, with average daily usage reaching 3 hours and 14 minutes. This indicates that social media has become an integral tool for marketing communication and consumer interaction in the digital economy era. In this context, companies increasingly utilize Influencer Marketing and Electronic Word of Mouth (e-WOM) to reach and persuade consumers. Influencer Marketing allows brands to collaborate with social media personalities who possess strong credibility and emotional connection with audiences. Research by Maulidiyah & Handoko (2024) demonstrated that influencer credibility positively affects consumers' trust and purchase decisions. Similarly, Electronic Word of Mouth (e-WOM) involving online reviews and user recommendations plays a significant role in influencing consumer perceptions. According to Ismagilova et al., (2017), positive e-WOM enhances brand reputation and drives purchase intention. However, the effectiveness of these digital marketing strategies depends heavily on Electronic Trust (e-Trust) the degree of consumer confidence in the credibility and reliability of a brand's online activities. Studies by Saputra et al., (2024) reveal that e-trust serves as a psychological bridge connecting online marketing efforts to consumer behavioral intention. Without sufficient trust, even the most attractive influencer campaigns or viral reviews fail to generate purchasing behavior. Nonetheless, empirical studies in various sectors have produced inconsistent results, indicating the need for further investigation, especially in the food and beverage industry where sensory and emotional elements dominate consumer choice. The 2nd Djuanda Global Economic Conference 2025 According to company data, PT. Bogor Sari Nutrisi, the producer of Yess Yoghurt, achieved only 87.6% of its 2024 revenue target, while a pre-survey showed that 57% of respondents expressed no intention to purchase after viewing social media promotions, and 77% reported low trust levels toward the brand. This condition highlights that digital promotional efforts have not yet optimally influenced consumer purchase intentions. Compared to competitors such as Cimory, Yess Yoghurt employs fewer influencers and exhibits lower engagement rates on TikTok and Instagram, which may hinder brand trust development. Therefore, this study aims to analyze the influence of Influencer Marketing and Electronic Word of Mouth (e-WOM) on Purchase Intention, mediated by Electronic Trust (e-Trust). This research is expected to contribute theoretically by reinforcing the Theory of Planned Behavior (TPB) within the context of digital marketing and practically by providing insights for companies to enhance consumer trust and improve the effectiveness of social media-based promotional strategies.

Purpose: The purpose of this research is to analyze and explain the influence of influencer marketing and electronic word of mouth on purchase intentions mediated by Electronic trust at PT. Bogor Sari Nutrisi on Social media Instagram and TikTok

Methodology: This study was conducted to analyze the effect of Influencer Marketing and Electronic Word of Mouth (e-WOM) on Purchase Intention, with Electronic Trust (e-Trust) as a mediating variable among social media users of Yess Yoghurt a product of PT. Bogor Sari Nutrisi on Instagram and TikTok. The research employed a quantitative approach with a descriptive and verificative design. Quantitative research method is a research method grounded in the philosophy of positivism, used to study specific populations or samples, data collection uses research instruments, the data analysis is quantitative/statistical in nature, with the aim of testing

hypotheses that have been established (Sugiyono, 2022). The object of this research consists of individuals who have been exposed to Yess Yoghurt's promotional content and are potential or existing consumers. Respondents in this study were social media users aged 17 years and above, who follow, view, or interact with Yess Yoghurt's content on Instagram or TikTok. The sampling technique used was purposive sampling, ensuring respondents met the research criteria.

Finding: The study found that both Influencer Marketing and Electronic Word of Mouth (e-WOM) had a significant and positive effect on Electronic Trust (e-Trust), which in turn influenced Purchase Intention among social media users. The mediating analysis revealed that e-Trust partially mediated the relationship between Influencer Marketing and Purchase Intention, as well as between e-WOM and Purchase Intention. This indicates that building consumer trust through credible influencers and positive online reviews is essential for strengthening purchase intention in digital environments. The results also showed that although promotional efforts through Instagram and TikTok increased product awareness, consumer trust and engagement remained relatively low, reflecting the need for more consistent digital marketing strategies. The findings support previous research emphasizing that trust serves as a psychological bridge connecting digital marketing stimuli to consumer behavioral intention.

Limitation: This research has several limitations. First, the study was limited to a single company, PT. Bogor Sari Nutrisi (Yess Yoghurt), and two social media platforms, Instagram and TikTok, which restricts the generalizability of the results to other brands or platforms. Second, the study used cross-sectional data, which captures consumer perceptions at one point in time and does not account for behavioral changes over time. Third, the data were collected through self-reported online surveys, which may be subject to respondent bias, such as social desirability or limited recall accuracy. Future research is suggested to use longitudinal designs, include comparative brand analysis, and incorporate qualitative methods to gain deeper insights into consumer motivations and digital trust formation.

Originality: This study provides novelty by integrating Electronic Trust (e-Trust) as a mediating variable in examining the effects of Influencer Marketing and Electronic Word of Mouth (e-WOM) on Purchase Intention in the context of a local Indonesian food and beverage brand. While previous studies have often focused on fashion or cosmetic industries, this research extends the discussion to dairy-based products, offering new empirical evidence on how digital trust moderates consumer behavior in the food and beverage sector. Furthermore, this study contributes to the theoretical framework by validating the Theory of Planned Behavior (TPB) in a digital marketing context, showing that attitudes and trust derived from online interactions significantly drive consumers' purchasing intentions.

Keywords: Influencer Marketing, Electronic Word of Mouth, Purchase Intention, Electronic Trust