

ABSTRAK

Pengaruh Brand Image Dan Electronic Word Of Mouth Terhadap Minat Beli Konsumen Dengan Brand Trust Sebagai Variabel Mediasi (Studi Kasus Pada Koleksi Ut Graphic T-Shirt Uniqlo)

Valentine Citra
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *brand image* terhadap minat beli konsumen, 2) pengaruh *brand image* terhadap *brand trust*, 3) pengaruh *e-WOM* terhadap minat beli konsumen, 4) pengaruh *e-WOM* terhadap *brand trust*, 5) pengaruh *brand trust* terhadap minat beli konsumen, 6) peran *brand trust* sebagai mediasi pengaruh *brand image* terhadap minat beli konsumen, dan 7) peran *brand trust* sebagai mediasi pengaruh *e-WOM* terhadap minat beli konsumen pada koleksi *UT Graphic T-Shirt Uniqlo*. Penelitian ini merupakan penelitian kuantitatif dengan metode survei yang melibatkan 156 mahasiswa berdomisili di Daerah Istimewa Yogyakarta sebagai responden, dengan teknik analisis *Partial Least Square Structural Equation Modeling* (PLS-SEM) menggunakan *software* SmartPLS 4. Hasil penelitian menunjukkan bahwa: 1) *brand image* berpengaruh positif dan signifikan terhadap minat beli, 2) *brand image* berpengaruh positif dan signifikan terhadap *brand trust*, 3) *e-WOM* tidak berpengaruh signifikan secara langsung terhadap minat beli, 4) *e-WOM* berpengaruh positif dan signifikan terhadap *brand trust*, 5) *brand trust* berpengaruh positif dan signifikan terhadap minat beli, 6) *brand trust* memediasi sebagian (*partial mediation*) pengaruh *brand image* terhadap minat beli, dan 7) *brand trust* memediasi penuh (*full mediation*) pengaruh *e-WOM* terhadap minat beli, sehingga *brand trust* merupakan variabel kunci yang menjembatani pengaruh *brand image* dan *e-WOM* terhadap minat beli konsumen pada koleksi *UT Graphic T-Shirt Uniqlo*.

Kata kunci: *Brand Image, Electronic Word of Mouth, Brand Trust*, minat beli, *UT Graphic T-Shirt Uniqlo*

ABSTRACT

**THE INFLUENCE OF BRAND IMAGE AND ELECTRONIC WORD OF MOUTH ON CONSUMER PURCHASE INTENTION WITH BRAND TRUST AS A MEDIATING VARIABLE
(A Case Study on Uniqlo's UT Graphic T-Shirt Collection)**

**Valentine Citra
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026**

This study aims to determine: 1) the influence of brand image on consumer purchase intention, 2) the influence of brand image on brand trust, 3) the influence of e-WOM on consumer purchase intention, 4) the influence of e-WOM on brand trust, 5) the influence of brand trust on consumer purchase intention, 6) the role of brand trust as a mediating variable in the influence of brand image on consumer purchase intention, and 7) the role of brand trust as a mediating variable in the influence of e-WOM on consumer purchase intention in the Uniqlo UT Graphic T-Shirt collection. This research is a quantitative study using a survey method involving 156 students residing in the Special Region of Yogyakarta as respondents, with data analysis using Partial Least Square Structural Equation Modeling (PLS-SEM) through SmartPLS 4 software. The results show that: 1) brand image has a positive and significant influence on purchase intention, 2) brand image has a positive and significant influence on brand trust, 3) e-WOM has no significant direct influence on purchase intention, 4) e-WOM has a positive and significant influence on brand trust, 5) brand trust has a positive and significant influence on purchase intention, 6) brand trust partially mediates (partial mediation) the influence of brand image on purchase intention, and 7) brand trust fully mediates (full mediation) the influence of e-WOM on purchase intention, indicating that brand trust is a key variable bridging the influence of brand image and e-WOM on consumer purchase intention in the Uniqlo UT Graphic T-Shirt collection.

Keywords: Brand Image, Electronic Word of Mouth, Brand Trust, purchase intention, UT Graphic T-Shirt Uniqlo.