

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *Celebrity Endorser Credibility* dan *Electronic Word of Mouth* (eWOM) terhadap *Purchase Intention* produk MS Glow di TikTok Shop dengan *Brand Trust* sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner. Populasi penelitian adalah masyarakat yang berdomisili di Kabupaten Banyumas dan pernah terpapar promosi atau ulasan produk MS Glow di TikTok Shop. Jumlah sampel yang digunakan sebanyak 160 responden yang dipilih berdasarkan kriteria tertentu. Analisis data dilakukan menggunakan metode *Structural Equation Modeling-Partial Least Squares* (SEM-PLS).

Hasil penelitian menunjukkan bahwa pengujian hipotesis menggunakan kriteria $t\text{-statistic} > 1,96$ dan $p\text{-value} < 0,05$. H1 ditolak, yaitu *Celebrity Endorser Credibility* tidak berpengaruh terhadap *Brand Trust* ($t\text{-statistic} = 0,673$ dan $p\text{-value} = 0,501$). H2 diterima, yaitu *Celebrity Endorser Credibility* berpengaruh positif dan signifikan terhadap *Purchase Intention* ($t\text{-statistic} = 7,061$ dan $p\text{-value} = 0,000$). H3 diterima, yaitu *Electronic Word of Mouth* (eWOM) berpengaruh positif dan signifikan terhadap *Brand Trust* ($t\text{-statistic} = 3,004$ dan $p\text{-value} = 0,003$). H4 diterima, yaitu eWOM berpengaruh positif dan signifikan terhadap *Purchase Intention* ($t\text{-statistic} = 8,222$ dan $p\text{-value} = 0,000$). H5 ditolak karena *Brand Trust* tidak berpengaruh signifikan terhadap *Purchase Intention* ($t\text{-statistic} = 1,743$ dan $p\text{-value} = 0,081$). H6 dan H7 juga ditolak karena *Brand Trust* tidak mampu memediasi pengaruh *Celebrity Endorser Credibility* maupun eWOM terhadap *Purchase Intention*, dengan nilai *confidence interval* H6 sebesar -0,058 hingga 0,015 dan H7 sebesar -0,004 hingga 0,133 yang masih mencakup nol.

Kata Kunci: *Celebrity Endorser Credibility*, *Electronic Word of Mouth* (eWOM), *Brand Trust*, *Purchase Intention*, MS Glow.

SUMMARY

This study aims to analyze the influence of Celebrity Endorser Credibility and Electronic Word of Mouth (eWOM) on Purchase Intention of MS Glow products on TikTok Shop, with Brand Trust as a mediating variable. This study employed a quantitative approach using a survey method through questionnaire distribution. The population consisted of people residing in Banyumas Regency who had been exposed to promotions or reviews of MS Glow products on TikTok Shop. A total of 160 respondents meeting the specified criteria were selected as the research sample. Data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method.

The results indicate that hypothesis testing was conducted using the criteria of t -statistic > 1.96 and p -value < 0.05 . H1 was rejected, indicating that Celebrity Endorser Credibility had no effect on Brand Trust (t -statistic = 0.673 and p -value = 0.501). H2 was accepted, indicating that Celebrity Endorser Credibility had a positive and significant effect on Purchase Intention (t -statistic = 7.061 and p -value = 0.000). H3 was accepted, indicating that Electronic Word of Mouth (eWOM) had a positive and significant effect on Brand Trust (t -statistic = 3.004 and p -value = 0.003). H4 was accepted, indicating that eWOM had a positive and significant effect on Purchase Intention (t -statistic = 8.222 and p -value = 0.000). H5 was rejected because Brand Trust had no significant effect on Purchase Intention (t -statistic = 1.743 and p -value = 0.081). H6 and H7 were also rejected because Brand Trust was unable to mediate the influence of Celebrity Endorser Credibility and eWOM on Purchase Intention, as indicated by the confidence intervals of H6 (-0.058 to 0.015) and H7 (-0.004 to 0.133), both of which included zero.

Keywords: Celebrity Endorser Credibility, Electronic Word of Mouth (eWOM), Brand Trust, Purchase Intention, MS Glow.