

HOW BRAND TRUST CAN MEDIATE ELECTRONIC WORD-OF-MOUTH AND INFORMATION CREDIBILITY ON PURCHASE INTENTION

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Abstract

Mie Gacoan, a popular noodle restaurant in Indonesia, is known for its spicy noodles of various levels and innovative marketing strategies, attracting the attention of consumers, especially young people. This study analyzes the influence of Electronic Word-of-Mouth (eWOM) and information credibility on consumer purchase intention, with brand trust as a mediating variable. The study was conducted at Mie Gacoan, Malang City using a quantitative descriptive method. The sample consisted of 150 respondents selected through purposive sampling, with primary data obtained through a Likert-based questionnaire and secondary data from the literature. Data analysis using PLS with SmartPLS 4.0 includes validity, reliability, and relationship tests between variables. The results of the study indicate that eWOM and information credibility have a significant effect on brand trust, which in turn increases consumer purchase intention. In addition, both variables also have a direct effect on purchase intention. Brand trust is proven to be a mediator that strengthens the relationship between eWOM and purchase intention, emphasizing the importance of brand trust in consumer decision making.

Keywords: *Electronic Word-of-Mouth, Information Credibility, Purchase Intention, Brand Trust, Consumers*

INTRODUCTION

Purchase intention or purchase intention is the tendency of consumers to buy products based on their perceptions which are influenced by various factors such as Electronic Word-Of-Mouth (eWOM), information credibility, and brand trust, all of which play an important role in purchasing decisions. (Rahmawati & Untarini, 2023; Yuwono & Wiwi, 2021). eWOM, which includes product reviews shared by consumers through digital platforms, influences purchase intentions by spreading information that can shape positive perceptions about a brand and increase consumer trust in the product. (Abidah et al., 2024). In the context of the Theory of Planned Behavior, positive attitudes toward eWOM, subjective norms, and perceived behavioral control, such as ease of access to information, also influence purchase intentions. (Mahmudah & Nugroho, 2023). The influence of eWOM on purchasing decisions is significant because consumers are more likely to trust reviews from other users compared to traditional advertising, and this influence varies depending on the credibility of the information received. (Kristanto et al., 2024). Information credibility or information credibility is closely related to consumer trust in the accuracy and reliability of information, which greatly influences purchasing decisions in the digital world. (Sukarno et al., 2022). Brand trust, which is formed from positive experiences and brand reputation, serves as an important factor that strengthens purchase intentions, although its influence may vary in some studies. (Syofrin, 2024). Brand trust also plays a role as a mediator that connects eWOM and information credibility with purchase intention, because consumers who trust a brand are more likely to make a purchase. (Rahmawati & Untarini, 2023). For example, Mie Gacoan, a fast-growing spicy noodle restaurant in Indonesia, leverages digital marketing and eWOM strategies to attract consumers, especially young people, as reflected by the many reviews and conversations on social media, which in turn increases consumer purchase intentions. (Filiari et al., 2021).

Figure 1. Twitter sentiment

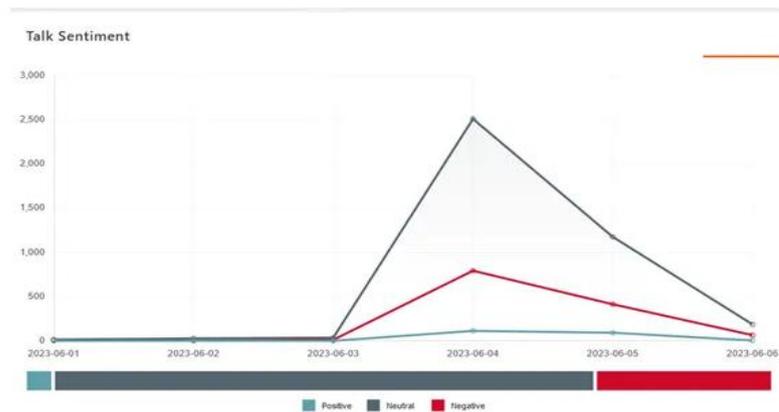


(Source: Socindex (2023))

Based on data from Socindex, conversations related to Mie Gacoan on Twitter during the period of 1–6 June 2023 were very active with 5,444 conversations recorded

consisting of posts and replies. These conversations generated 72,913 *engagement* (post, reply, and applause), indicating a high level of interaction between users. Around 2,773 accounts participated in this discussion, reflecting how popular the Mie Gacoan topic is among Twitter users. Furthermore, this conversation has the potential to appear on the timelines of around 44.3 million accounts, indicating the very wide reach of this discussion.

Picture1. Twitter Sentiment



Source: Socindex (2023)

Based on data from Socindex that observed conversations on Twitter related to Mie Gacoan during the period of 1–6 June 2023, as many as 75 percent of the total 5,444 conversations were dominated by neutral sentiment. This shows that although there are quite active online discussions related to the brand, many of them are informative or descriptive without providing strong opinions, either positive or negative. Data from Socindex in 2023 shows active conversations about Mie Gacoan on Twitter with a dominant neutral sentiment, which although does not directly promote the brand, still influences consumer purchasing decisions. Mie Gacoan continues to utilize eWOM and digital marketing strategies to build brand reputation, expand the reach of information, and attract the attention of new consumers through positive online reviews on platforms such as Instagram, Twitter, and TikTok (Sudha & Sheena, 2017). Neutral sentiments that appear in eWOM on social media indicate that even though the information disseminated does not explicitly promote the brand, it still influences purchasing decisions because the credibility of the information received can strengthen brand trust and increase purchase intentions. Based on this phenomenon, this study raises the title "The Effect of Electronic Word-Of-Mouth and Information Credibility on Purchase Intention Mediated by Brand Trust Study on Consumers of Mie Gacoan, Malang City".

RESEARCH METHODS

This study uses an associative approach with a quantitative descriptive method to analyze the relationship between eWOM, information credibility, purchase intention, and brand trust as a mediator. The location of the study in Malang City was chosen because of the relevance and representativeness of Mie Gacoan with its seven branches that support data diversity. The research sample was determined based on the theory of Hair et al.(2013)with a minimum of 150 respondents from the Mie Gacoan consumer population, using a purposive sampling technique with specific criteria such as purchasing experience and access to information on social media. Primary data were collected through an online questionnaire based on a Likert scale, designed to evaluate the research variables, while secondary data from the literature supported a comprehensive analysis. Data analysis was carried out using PLS-SEM, including testing validity, reliability, relationships between variables, and brand trust mediation tests, with indicators such as R-Square, T-Statistic, P-Value, f-square, and Q2, to provide in-depth insights into consumer behavior in the context of modern culinary marketing.

According to Sugiyono(2019), operational variables are a characteristic of a phenomenon or activity with a certain diversity that is determined by the researcher to be analyzed and from there conclusions are drawn. Furthermore, the operational definition of variables also aims to provide a clear and precise understanding of each variable so that it can be communicated in the research concept.

Table 1. Operational Definition of Variables

Variables	Definition	Indicator	Question Items
<i>Electronic Word-Of-Mouth (e-WOM)</i> (X1) Goyette et al. (2010)	Marketing using the internet to create word of mouth effects to support marketing efforts and goals.	X1.1e-WOM Intentions	X1.1.I am happy to share my experience consuming Mie Gacoan through social media or online review platforms.
		X1.2Content	X1.2.1The content in online reviews of Mie Gacoan often includes helpful personal experiences.
		X1.3Positive Opinion	X1.3.1The positive reviews online made me more interested in purchasing Mie Gacoan.
		X1.4Negative Opinion	X1.4.1Negative reviews online made

			me hesitate to buy Mie Gacoan.
<i>Information credibility</i> (X2) According to Smith and Vogt (1995) in(Farid & Yanti, 2018)	Covers interpersonal, organizational, and mass media contexts and highlights how the communicator's characteristics influence message processing.	X2.1 Convincin	X2.1.1 Information on social media related to Mie Gacoan suits my needs.
		X2.2 Strong	X2.2.1 Information on social media covers all important aspects of Mie Gacoan
		X2.3 Credible	X2.3.1 I feel that the information regarding Mie Gacoan is completely trustworthy.
		X2.4 Accurate	X2.4.1 Information from social media provides in-depth understanding regarding Mie Gacoan.
<i>Purchase intention</i> (Y) The Last Supper (2016)	a consumer consideration in deciding to purchase a particular product or service	Y1.1 Transactional Interest	Y1.1 I plan to buy Mie Gacoan in the near future.
		Y1.2 Referral Interest	Y1.2.1 I would recommend Mie Gacoan to friends or family.
		Y1.3 Preferential Interest	Y1.3.1 I prefer Mie Gcoan over other brands.
		X1.4 Explorative Interest	Y1.4.1 I am interested in finding out more information about Mie Gacoan.
<i>Brand trust</i> (Z) Fatih Geçti & Hayrettin Zengin (2013)	A product or service that has different dimensions from other products or services designed to meet the same need.	Z1.1 <i>Trust this brand</i>	Z1.1.1 I believe that Mie Gacoan always maintains the quality of its products.
		Z1.2 <i>This brand is safe</i>	Z1.2.1 I am sure that Mie Gacoan is safe to consume.

		Z1.3 <i>This is an honest brand</i>	Z1.3.1 I believe that Mie Gacoan's service is honest and transparent with consumers.
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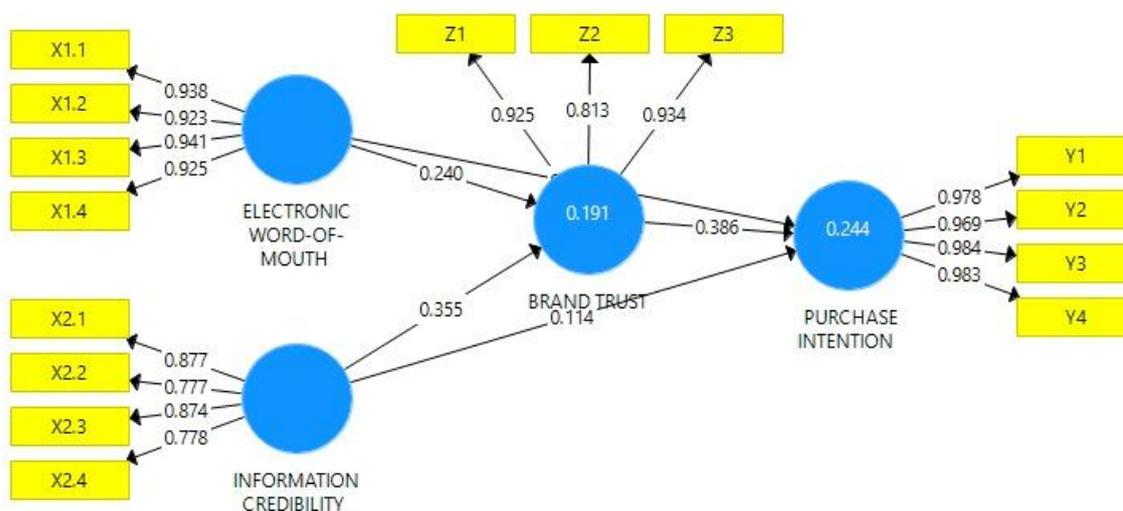
Source: Processed data (2024)

RESULTS AND DISCUSSION

Evaluation of Measurement or Outer Model

The measurement model or outer model tests the validity and reliability of the construct of each indicator.

Figure 3. Outer Model



Convergent validity

Convergent validity from the measurement model by looking at the output results of the correlation between the indicators and their constructs as in the table below:

Table 4. Outer Loading

	PURCHASE	BRAND	ELECTRONIC	INFORMATION
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	INTENTION	TRUST	WORD OF MOUTH	CREDIBILITY
X1.1			0.938	
X1.2			0.923	
X1.3			0.941	
X1.4			0.925	
X2.1				0.877
X2.2				0.777
X2.3				0.874
X2.4				0.778
Y1	0.978			
Y2	0.969			
Y3	0.984			
Y4	0.983			
Z1		0.925		
Z2		0.813		
Z3		0.934		

Source: Processed primary data, 2024

Based on table 4, it is known that each research variable indicator is declared valid or suitable for use in further analysis.

Discriminant Validity

The way to test discriminant validity by assessing the validity of the construct by looking at the AVE value, a good model is required if the AVE of each construct is greater than 0.5. The AVE results in this study can be seen in the following table:

Table 5. Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)	Information
<i>ELECTRONIC WORD OF MOUTH(X1)</i>	0.868	Valid
INFORMATION CREDIBILITY (X2)	0.689	
PURCHASE INTENTION (Y)	0.957	
<i>BRAND TRUST(Z)</i>	0.796	

Data source primary processed, 2024

Based on table 5 results *output* AVE shows that the AVE value for the Electronic Word-Of-Mouth, Information credibility, Purchase intention and Brand trust variables has an AVE value greater than 0.5. So it can be stated that each variable has good discriminant validity.

Reliability

At the measurement stage, this model is conducted to test the reliability of a construct. The following are the composite reliability results of this study:

Table 6. Composite Rehabilitation

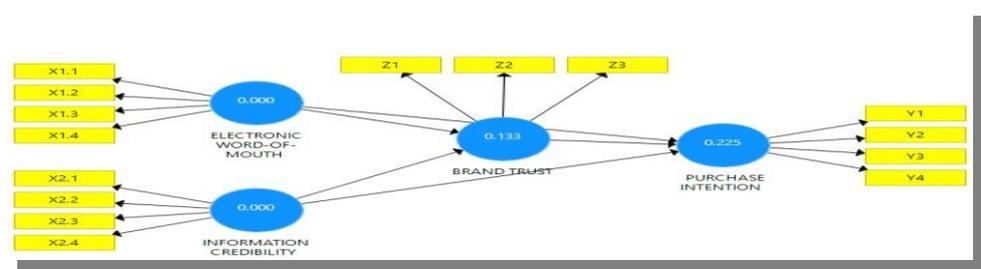
	Cronbach's Alpha	Composite Reliability	Information
<i>ELECTRONIC WORD OF MOUTH(X1)</i>	0.949	0.963	Reliable
<i>INFORMATION CREDIBILITY (X2)</i>	0.850	0.897	
<i>PURCHASE INTENTION(Y)</i>	0.985	0.989	

Data source primary processed, 2020

Based on table 6, the composite reliability results are good for the construction. *Electronic Word Of Mouth*, Information credibility, Purchase intention and Brand trust all above 0.7. So it is concluded that the construct has good reliability.

Structural Model (inner model)

Figure 4. Inner Model



R-square

From the results of data processing, the R-square value was obtained as follows:

Table 7. R-Square

	R Square	R Square Adjusted
PURCHASE INTENTION	0.244	0.229
BRAND TRUST	0.191	0.180

Source: Processed primary data, 2024

Based on Table 7, the R-Square value shows that the influence model of Electronic Word-Of-Mouth and Information Credibility on the Purchase intention and Brand trust variables as mediation has a moderate level of ability to explain the variability of the dependent variable. The Purchase intention variable has an R-Square value of 0.215, which indicates that 21.5% of the variability in Purchase intention can be explained by the independent variables in this model, while the remaining 78.5% is influenced by other factors outside the model. After adjustment, the Adjusted R-Square value becomes 0.210, indicating the consistency of the model.

Meanwhile, the Brand trust variable has an R-Square value of 0.192, which means that 19.2% of the variability of Brand trust can be explained by the variables in the model, with an Adjusted R-Square value of 0.181 after adjustment. These results indicate that the Electronic Word-Of-Mouth and Information Credibility variables have an influence on Purchase intention and Brand trust, although there are other external factors that also contribute to influencing these variables. Overall, this model has a fairly good ability to explain the relationship between the variables tested.

Test Hypothesis

This hypothesis testing stage is carried out after the structural model evaluation stage is carried out. This stage is carried out to find out whether the research hypothesis proposed in the research model is accepted or rejected. To test the proposed hypothesis, it can be seen from the path coefficients and T-Statistic values through the bootstrapping procedure.

Figure 5. Bootstrapping Model

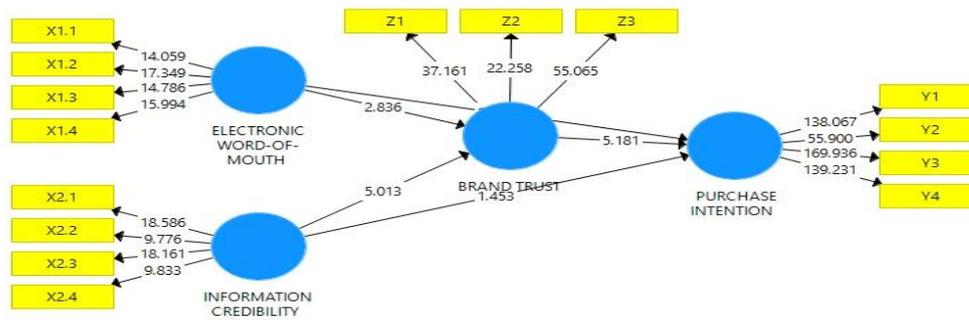


Table 8. Results of Direct Influence Tests (Path Coefficients)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
BRAND TRUST -> PURCHASE INTENTION	0.386	0.387	0.075	5.181	0.000
ELECTRONIC WORD-OF-MOUTH -> BRAND TRUST	0.240	0.240	0.085	2,836	0.005
INFORMATION CREDIBILITY -> BRAND TRUST	0.355	0.353	0.071	5.013	0.000
ELECTRONIC WORD-OF-MOUTH -> PURCHASE INTENTION	0.142	0.136	0.076	1,877	0.061
INFORMATION CREDIBILITY -> PURCHASE INTENTION	0.114	0.142	0.078	1,453	0.147
ELECTRONIC WORD-OF-MOUTH -> BRAND TRUST	0.240	0.240	0.085	2,836	0.005
INFORMATION CREDIBILITY -> PURCHASE INTENTION	0.355	0.353	0.071	5.013	0.000

CREDIBILITY -> BRAND TRUST					
ELECTRONIC WORD- OF-MOUTH -> BRAND TRUST -> PURCHASE INTENTION	0.093	0.092	0.035	2,653	0.008
INFORMATION CREDIBILITY -> BRAND TRUST -> PURCHASE INTENTION	0.137	0.138	0.042	3.303	0.001

Source: Smart PLS Output (2024)

Based on the results of the description, it can be concluded that the entire model in this variable has a positive Path Coefficient value. This can be seen because the greater the Path Coefficient value, the stronger the influence or relationship between the independent and dependent variables.

Electronic Word Of Mouth(eWOM) has a significant influence on brand trust

Based on the table, the eWOM path coefficient towards *Brand trust* of 0.241, T-statistic 3.084, and P-value 0.002, indicating a positive and significant relationship. This means that increasing the quality of eWOM can increase consumer trust in the brand. Trust in a brand is formed through positive reviews and experiences shared by consumers online. Consumers are more likely to trust information provided by fellow users than direct promotional materials from the brand. Consumer reviews of Mie Gacoan spread on social media, such as Instagram and TikTok, often contain positive personal experiences, thus increasing the trust of potential customers. Research by Edi Wibowo and Setyaningsih(2021) shows that eWOM has a significant effect on Brand Image, which is also closely related to Brand trust. In addition, research by Sulthana & Vasantha(2019) concluded that eWOM shared on social media influences consumer trust in products.

Information Credibility has a significant influence on Brand Trust

The path coefficient of 0.355, T-statistic of 5.394, and P-value of 0.000 indicate that information credibility has a positive and significant influence on *Brand trust*. Consumers trust more in information that is accurate, reliable, and consistent. The credibility of the information source plays an important role in building trust in the brand. Information about Mie Gacoan is often spread through social media and food review platforms such as Zomato, which are considered credible by consumers. Research by Ngo et al.(2024) shows that information credibility influences consumer trust, which ultimately impacts information adoption and purchasing decisions.

***Brand trust* has a significant effect on Purchase intention**

The path coefficient is 0.464, the T-statistic is 6.975, and the P-value is 0.000. Shows a positive and significant influence of Brand trust on purchase intention. Consumers tend to buy products from brands they trust. This trust can be obtained from personal experience or recommendations from others. Mie Gacoan's brand trust increases because of their consistency in providing delicious food, affordable prices, and good service. Abouzeid et al.'s research.(2023) shows that Brand trust plays a significant moderating role in influencing consumer purchase intentions, in line with the results of this study.

Electronic Word Of Mouth (eWOM) has a significant influence on purchase intention

The path coefficient is 0.112, the T-statistic is 2.873, and the P-value is 0.004. Shows that eWOM has a significant influence on purchase intention. eWOM allows consumers to share positive reviews widely, which can influence potential consumers in making purchasing decisions. The popularity of Mie Gacoan is often driven by customer posts sharing their experiences on social media, such as Instagram and YouTube. Isna Muara Santi Research(2021) shows that eWOM has a significant influence on purchase intention. This study confirms the role of digital reviews and recommendations in encouraging consumers to try products.

Information Credibility has a significant effect on Purchase Intention

The path coefficient is 0.165, T-statistic is 3.703, and P-value is 0.000. Shows a positive and significant influence of Information Credibility on purchase intention. Credible information increases consumer confidence in the benefits and quality of the product, thus encouraging them to make a purchase. The credibility of information about Mie Gacoan obtained through customer reviews on trusted platforms, such as Google Reviews, provides more confidence to potential customers. Research by Ngo et al.(2024) and Santyadewi(2024) shows that information credibility is one of the main factors influencing consumer purchasing intentions.

Brand trust mediating the influence of eWOM on Purchase intention

The path coefficient is 0.112, the T-statistic is 2.873, and the P-value is 0.004. Shows that Brand trust acts as a significant mediator between eWOM and purchase intention. Good eWOM increases Brand trust, which ultimately encourages consumers to purchase the product. A good reputation built through eWOM influences how consumers trust the brand, as seen in Mie Gacoan. Kristina & Sugiarto's research(2020) shows that trust moderates the relationship between eWOM and purchase intention, supporting the results of this study.

Brand trust mediating the influence of Information Credibility on Purchase Intention

The path coefficient is 0.165, T-statistic is 3.703, and P-value is 0.000. Shows that Brand trust significantly mediates the relationship between Information Credibility and purchase intention. Credible information creates trust in the brand, which ultimately encourages consumers to make purchases. Mie Gacoan customers trust more in reviews

from trusted sources, which increases their trust in the product. Abouzeid et al.'s study.(2023)support these results by stating that trust plays an important role in moderating the relationship between information and purchase intention.

The results of this study are based on hypothesis testing, the results of the analysis are as follows:

a. Hypothesis 1: Electronic Word-Of-Mouth (eWOM) has a significant effect on brand trust.

Based on the table, the path coefficient of eWOM towards Brand trust of 0.240, T-statistic 2.836, and P-value 0.005, indicating a positive and significant relationship. This means that increasing the quality of eWOM can increase consumer trust in the brand. Trust in a brand is formed through positive reviews and experiences shared by consumers online. Consumers are more likely to trust information provided by fellow users than direct promotional materials from the brand. Consumer reviews of Mie Gacoan spread on social media, such as Instagram and TikTok, often contain positive personal experiences, thus increasing the trust of potential customers. In conveying opinions or reviews in the digital world, it is important to ensure that the information conveyed is correct and not misleading. This is in accordance with Islamic teachings which emphasize honesty and responsibility in providing information.

In the context of eWOM, this principle encourages each individual to provide honest, constructive, and useful reviews or testimonials, so that it can increase public trust in a brand. Thus, eWOM that is carried out based on the values of honesty and responsibility can be an effective tool in building and strengthening brand trust.

Wibowo and Setyaningsih's (2021) research shows that eWOM has a significant effect on Brand Image, which is also closely related to Brand trust. In addition, Sulthana & Vasantha's (2019) research concluded that eWOM shared on social media affects consumer trust in products.

b. Hypothesis 2: Information Credibility has a significant effect on Brand Trust.

The path coefficient of 0.355, T-statistic of 5.013, and P-value of 0.000 indicate that information credibility has a positive and significant effect on Brand trust. Consumers trust more in information that is accurate, reliable, and consistent. The credibility of the information source plays an important role in building trust in a brand. Information about Mie Gacoan is often spread through social media and food review platforms such as Zomato, which are considered credible by consumers. In the digital world, it is important to convey information that is true and reliable so as not to cause doubt or loss. In the context of brand trust, spreading non-credible information can damage a brand's reputation and eliminate consumer trust. Therefore, it is important for each individual to be careful in conveying information, ensuring its truth, and making it a foundation for building solid trust in a brand. Research by Ngo et al.

(2024) shows that information credibility affects consumer trust, which ultimately has an impact on information adoption and purchasing decisions.

b. Hypothesis 3: Brand trust has a significant effect on purchase intention

The path coefficient of 0.386, T-statistic of 5.181, and P-value of 0.000 indicate a positive and significant influence of Brand trust on purchase intention. Consumers tend to buy products from brands they trust. This trust can be obtained from personal experience or recommendations from others. Mie Gacoan's brand trust increases because of their consistency in providing delicious food, affordable prices, and good service. When consumers feel confident in a brand, they tend to have a stronger belief in purchasing the products or services offered.

In the modern context, brands that are able to maintain honesty and consistency will more easily gain the trust of their consumers, thus influencing their purchasing intentions. Brand trust is a valuable asset for companies to encourage consumers to make purchasing decisions voluntarily, based on trust in the quality and value offered. Thus, building brand trust is not only a strategic step, but also a form of implementing Islamic values in business activities. Research by Abouzeid et al. (2023) shows that brand trust plays a significant moderating role in influencing consumer purchasing intentions, in line with the results of this study.

c. Hypothesis 4: Electronic Word-Of-Mouth (eWOM) has a significant effect on Purchase intention

The path coefficient of 0.142, T-statistic of 1.877, and P-value of 0.061 indicate that eWOM does not have a significant effect on purchase intention. eWOM allows consumers to share positive reviews widely, which can influence potential consumers in making purchasing decisions. The popularity of Mie Gacoan is often driven by customer posts sharing their experiences on social media, such as Instagram and YouTube.

In the digital era, consumers often rely on reviews and testimonials from others online to decide whether to purchase a product or service. Positive eWOM can increase consumer trust and encourage them to make purchasing decisions. In Islam, the importance of providing correct and useful information has been emphasized in the Qur'an and Hadith.

Thus, eWOM that is well managed and based on the principle of honesty will be able to build consumer trust, which in the end can significantly drive purchase intention. Santi's research (2020) shows that eWOM has a significant influence on purchase intention. This study confirms the role of digital reviews and recommendations in encouraging consumers to try products, this study is not in line with the results of the study which showed no positive and significant effect.

d. Hypothesis 5: Information Credibility has a significant effect on Purchase Intention

The path coefficient of 0.114, T-statistic of 1.453, and P-value of 0.000 indicate that there is no positive and significant influence of Information Credibility on purchase intention. Credible information increases consumer confidence in the benefits and quality of the product, thus encouraging them to make a purchase. The credibility of information about Mie Gacoan obtained through customer reviews on trusted platforms, such as Google Reviews, provides more confidence to potential customers.

In the digital world, consumers tend to pay attention to the accuracy, relevance, and trustworthiness of information before deciding to buy a product or service. When the information conveyed is credible, consumers are more confident in making purchasing decisions. In Islam, maintaining the truth and credibility of information is highly emphasized because it is closely related to trust and responsibility. Thus, conveying credible information is an important step in building consumer trust, so that it can positively influence purchase intention. This is not only a good business strategy, but also an implementation of Islamic values in communication and transactions. Research by Ngo et al. (2024) and Santyadewi (2024) shows that the credibility of information is one of the main factors influencing consumer purchasing intentions, this study is not in line with the results of the study which showed no positive and significant effect.

- e. Hypothesis 6: Brand trust mediates the influence of eWOM on purchase intention. The path coefficient of 0.142, T-statistic of 1.877, and P-value of 0.061 indicate that Brand trust acts as a significant mediator between eWOM and purchase intention. Good eWOM increases Brand trust, which ultimately encourages consumers to purchase the product. A good reputation built through eWOM influences how consumers trust the brand, as seen in Mie Gacoan.

In the digital ecosystem, electronic word-of-mouth (eWOM) plays an important role in shaping consumer perceptions of a brand. However, the effect of eWOM on purchase intention is highly dependent on the level of consumer trust in the brand. When consumers read positive reviews or recommendations, their trust in the brand will increase, and ultimately, this affects their purchasing decisions. Thus, brand trust acts as a mediator that connects information credibility and purchase intention. Credible information creates a solid foundation of trust in a brand, so that consumers feel confident in making a purchase. This strategy is not only important in business terms, but also reflects Islamic values in maintaining honesty, trustworthiness, and justice in social and economic interactions. Research by Mukhsin (2022) and Abouzeid et al. (2023) supports these results by stating that trust plays an important role in moderating the relationship between information and purchase intention

CONCLUSIONS

From the discussion above, it can be concluded that Electronic Word-of-Mouth (eWOM) and information credibility have a significant effect on brand trust and consumer purchase intention. Positive online reviews increase trust in the brand, while accurate and reliable information strengthens the relationship. Brand trust plays an important role in mediating the influence of eWOM and information credibility on consumer purchase intention, indicating that trust in the brand is key in driving purchasing decisions. In addition, eWOM and credible information directly drive purchase intention, confirming the important role of social media and transparent communication in marketing Mie Gacoan products.

To increase consumer trust, Mie Gacoan is advised to provide more transparent information about the product, such as raw materials and production processes, and collaborate with trusted influencers. Handling negative reviews needs to be done quickly and professionally to maintain a positive brand image. In spurring purchase intentions, promotions such as discounts and customer testimonials can be optimized, while commitment to product quality can be strengthened through publication of the production process and quality labels on the packaging. These efforts will help improve consumer perception and loyalty to the brand.

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