

ABSTRACT

The increasing influence of digital platforms has transformed consumer behavior, particularly in the herbal medicine industry. This study examines the impact of Electronic Word of Mouth (e-WOM) and customer testimonials on consumer trust and their subsequent effect on purchase intention for Tolak Angin in Bekasi. Using a quantitative approach, data were collected from 385 respondents through an online survey and analyzed using Structural Equation Modeling (SEM) with SmartPLS. The findings indicate that customer testimonials exert a stronger influence on consumer trust than e-WOM. Additionally, consumer trust partially mediates the relationship between e-WOM, testimonials, and purchase intention. These results highlight the significance of trust in digital marketing strategies for traditional herbal products. However, the study is limited to a single brand and region, suggesting the need for further research incorporating multiple brands and a broader geographical scope.

Keywords: (E-WOM; Testimonials; Consumer Trust; Purchase Intention; Herbal Medicine)