

## **THE IMPACT OF ELECTRONIC WORD OF MOUTH AND BRAND IMAGE ON BRAND TRUST WITH BUYING INTEREST AS VARIABLE INTERVENING IN PRODUCTS SMARTPHONE I-PHONE**

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### **ABSTRACT**

The purpose of this study is to directly and indirectly evaluate and analyze the influence of Electronic Word of Mouth and Brand Image on Brand Trust, with Buying Interest as an intervening variable, on iPhone Smartphone Products in a Medan City Student Study. This research takes an associative method. The population in this study consists of all Medan City students who utilize I-Phone Study Smartphones, the exact number of which is unclear. This study's sample followed the Lemeshow formula and included 96 students who used iPhones. This study's data collection techniques included observation and questionnaires. This study's data analysis technique employs a quantitative approach through statistical analysis, including Outer Model Analysis, Inner Model Analysis, and Hypothesis Testing. This study's data is processed using the PLS (Partial Least Squares) software application. The findings of this study show that electronic word of mouth has a direct and considerable impact on brand trust. Brand Image has a tremendous impact or significant influence on brand trust. Electronic Word of Mouth has a huge impact on Buying Interest. Brand Image has a big impact on buying interest. Buying Interest has a huge impact on brand trust. Electronic Word of Mouth also has no effect on Brand Trust when Buying Interest is present as an intervening variable. Brand Image has no significant effect on Brand Trust in I-Phone Smartphone Products, with Buying Interest as an intervening variable in a study of Medan City students.

**Keywords: Electronic Word Of Mouth, Brand Image, Brand Trust and Buying Interest**

### **INTRODUCTION**

The rapid development of mobile phone technology, both in terms of reliability, facilities, product quality, and continuously improving service, can attract public attention, allowing people to enjoy the quality of mobile phone products they want. As a manufacturer of technology items, mobile phone manufacturers will never stop upgrading their capabilities because halting innovation means dying, and the market will be taken over by other brand manufacturers, resulting in competition among manufacturers (Arianty, 2016). In today's globalized world, rapid technological advancement drives commercial innovation. To be successful, businesses must be able to instill consumer trust in their brands. Brand Trust refers to consumer trust in a brand. Customers' trust (brand trust) in the company must be maintained, as trust in salespeople or suppliers can lead to supplier loyalty. When a consumer trusts a brand and is willing to rely on it, that consumer is more likely to have good purchase

intentions for that brand (Qurbani and Pasaribu, 2019). Brand Trust is the consumer's conviction that the seller will deliver the items or services as promised (Saijunus & Herawati, 2022). Brand Trust has the ability to foster high-value relationships when it comes to consumer brand purchases. The vast number of different types of products that appear with already established product quality standards, which can be readily imitated and owned by anybody, makes it difficult for enterprises to survive as market leaders. Brand trust encourages repeat purchases and brand loyalty (Putra and Sulistyawati, 2019). Buying Interest is one of the characteristics that impact brand trust. Buying interest is a circumstance in which a person acts ahead of time, which serves as the foundation for anticipating future actions. Buying Interest is defined as customers' intention to make recurrent purchases. Consumer loyalty can also be defined as a profound commitment to continually purchasing a product in the future, which has an impact on Buying Interest (Ardhanari, 2012).

Buying Interest has emerged as the most essential problem that must be addressed since it directly or indirectly influences customer goals and includes numerous components defined by prior purchases and personal decision-making processes (Wiyata et al., 2020). Quality is defined as the ability of a product to match consumer expectations. Companies use a variety of methods to generate high-quality products. Brand image is an important goal for any company if it wants to compete in the market and meet the demands and wishes of its customers. Another component influencing brand trust is electronic word of mouth. Word of mouth is a type of promotion that takes the form of recommendations based on information offered about the quality of a product (Qomariah, 2020). The rapid progress of technology, particularly on the WWW (World Wide Web) internet network, enables the provision of information alternatives about a product, allowing for word-of-mouth communication, which is more than just person-to-person communication about a product, service, or brand. However, there are other forms of word-of-mouth communication that propagate globally via internet media, which is commonly referred to as Electronic Word of Mouth. Electronic word of mouth also influences interest in visiting tourist destinations, as evidenced by posts about them on social media, Instagram, YouTube websites, and other platforms (Arif, 2022). Electronic Word of Mouth is a forum or area where consumers can express their ideas, and it is seen to be more effective than conventional Word of Mouth due to its greater accessibility and reach. With the advancement of technology, prospective tourists can quickly obtain information and reviews from the internet (Syahdiany & Trinanda, 2019). Electronic Word of Mouth communication via electronic media allows consumers to learn about related products and services not only from people they know, but also from a group of people from different geographic areas who have used the product or service in question (Christina et al., 2010). The internet can facilitate electronic word-of-mouth through various online platforms such as Facebook, Twitter, blogs, MySpace, and so on (Christina et al., 2010). Electronic Word of Mouth is a method of internet marketing that uses social media to send messages to new and former customers. Another aspect influencing purchasing decisions is Brand Image. The brand is one of the factors that influence consumers' decisions to purchase a product. When it comes to purchasing a product, the public believes that a well-known brand is more trustworthy. Behind a well-known brand, dealers use several marketing strategies to ensure that the brand is sought after by the larger

community. Everything is done to increase product purchases, so they continue to climb (Kalangi et al., 2019).

To dominate the market, sellers must be skilled at product promotion. Through the use of marketing talents, the seller will get closer to the profit prospects that exist. Indirectly, this will have a significant impact on product sales. The demands that consumers place on items cause merchants to strive to maintain the finest Brand Image possible. Sellers must have an advantage so that their products are not less competitive than others. The seller has a better possibility of raising people's purchasing power if their brand image is strong. As a result, the better the product's Brand Image, the more likely consumers are to make a purchase. Marketers today face significant challenges in establishing a strong product Brand Image (Arianty & Andira, 2021). Smartphones are not a foreign thing, they are an integral part of modern civilization. Almost all demands are increasingly being met owing to this object, including information needs, working, ordering food, and even finding a companion. Everything can be done with a single tap. Smartphones first emerged on the market in 1994. Smartphones give consumers with a plethora of features, as opposed to telephones, which only have two functions: telephone and SMS. The advent of well-known smartphone brands has resulted in fierce competition for market share; each brand will strive to be the best. The first smartphone triumph came from Apple, which demonstrated its iPhone device in 2007 by Steve Jobs. Apple Inc. designed and sold the iPhone, a smartphone. The iPhone runs Apple's iOS mobile phone operating system, which was previously known as iPhone OS until mid-2010. The iPhone is a type of smartphone, which is a mobile phone with advanced capabilities that already has an operating system to execute the programs on it. Smartphones are not just a communication tool, but also a tool for accessing three different programs that people require, and they come with a plethora of chat applications that make conversation easier and more enjoyable. There are currently several sorts of iPhones, and new models are released each year by Apple Inc (<https://tekno.kompas.com>). The Buying Interest phenomenon states that Medan City students purchase iPhone products because they want to stay competitive with their college friends. Even if these students do not have the money to pay in cash, they try to obtain iPhone brand cellphones on credit. Due to the Electronic Word of Mouth phenomena, Medan City students place a higher value on what their peers say about the quality of iPhone products on social media than on actually inspecting the product. The introduction of new iPhone cellphone products each year makes consumers unable to keep up with the growth of iPhone brand cellphone products, so students appear to be dissatisfied with simply owning goods with a well-known brand image.

## **METHOD**

This sort of research employs associative research, which seeks to establish the association between two or more variables (Sugiyono 2019). This study seeks to examine hypotheses about the subject under consideration. Test results can be used to make research conclusions, supporting or rejecting hypotheses derived from theory. This study examines the impact of electronic word of mouth and brand image on brand trust, with purchase interest serving as an intervening variable in iPhone smartphone devices. In this research, the population consists of unknown numbers of I-Phone users among students in Medan.

The sample size was 96 persons, calculated using the Lemeshow formula I-Phone usage among students in Medan City.

## RESULTS AND DISCUSSION

### Measurement Model Analysis (Outer Model)

#### Construct Reliability and Validity

Construct Reliability and Validity is a test to measure the reliability/ability of a construct. Where the capability/reliability of a construct must be quite high, that is  $> 0.6$  (Juliandi et al., 2018).

**Table 1 - Test results Composite Reliability and Validity**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1. Electronic Word Of Mouth	0.934	0.937	0.948	0.754
X2. Brand Image	0.930	0.934	0.943	0.673
Y. Brand Trust	0.934	0.935	0.946	0.686
Z. Buying Interest	0.949	0.951	0.957	0.738

From the table above, it can be concluded that the Construct Reliability and Validity test results are Reliable and Valid because the overall value obtained through testing using SmartPLS software is above the predetermined criteria, that is  $> 0.6$  (Juliandi et al., 2018).

#### Discriminant Validity

Discriminant validity aims to assess whether an indicator of a construct variable is valid or not, namely by looking at it Heterotrait Value - Monotrait Ratio Of Correlation (HTMT)  $< 0.90$ , then the variable has good discriminant validity (valid) (Hair Jr et al., 2017).

**Table 2 - Discriminant Validity**

	X1. Electronic Word Of Mouth	X2. Brand Image	Y. Brand Trust	Z. Buying Interest
X1. Electronic Word Of Mouth				
X2. Brand Image	0.579			
Y. Brand Trust	0.604	0.649		
Z. Buying Interest	0.519	0.542	0.695	

Based on the table above, it can be concluded that the results of the discriminant validity test are as follows: Electronic Word Of Mouth (X1) against Brand Image (X2) has an HTMT value of  $0,579 < 0,90$  it means the construct value of discriminant validity is good. Electronic Word Of Mouth (X1) against Brand Trust (Y) has an HTMT value of  $0,604 < 0,90$  it means the construct value of discriminant validity is good. Electronic Word Of Mouth (X1) against Buying Interest (Z) has an HTMT value of  $0,519 < 0,90$  it means the construct value of discriminant validity is good. Brand Image (X2) for Brand Trust (Y) has an HTMT

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value of  $0,649 < 0,90$  it means the construct value of discriminant validity is good. Brand Image (X2) for Buying Interest (Z) has an HTMT value of  $0,542 < 0,90$  it means the construct value of discriminant validity is good. Brand Trust (Y) for Buying Interest (Z) has an HTMT value of  $0,695 < 0,90$  it means the construct value of discriminant validity is good. So it can be concluded overall that the discriminant validity test has a very good construct, this is because the value obtained in the smart PLS calculation is smaller than what has been determined, that is  $< 0,90$ .

### R-Square

To analyze the structural model, first compare the R-Square for each endogenous latent variable to the structural model's predictive capability. The R-Square value is used to test the structural model's goodness-of-fit. Changes in the R-Square value can be used to explain the impact of certain exogenous latent factors on endogenous latent variables, regardless of whether they have a significant effect. R-squared values are 0.75 (strong), 0.50 (medium), and 0.25 (weak) (Ghozali & Latan, 2015).

**Table 3 - Test results of R-Square**

	R-Square	Adjusted R-Square
<b>Y. Brand Trust</b>	0.568	0.554
<b>Z. Buying Interest</b>	0.327	0.312

Source: 2024 research results (Data processed by SmartPLS)

Table 4.14 shows that the influence of Electronic Word of Mouth and Brand Image on Brand Trust has an R-Square value of 0.568, indicating that the variable influence of Electronic Word of Mouth and Brand Image on Brand Trust is 56.8%, or in other words, that the model includes moderate, and 43.2% is influenced by other variables not studied. The fact that the variable influence of Electronic Word Of Mouth and Brand Image on Buying Interest has an R-Square value of 0.327 indicates that the variable influence of Electronic Word Of Mouth and Brand Image on Buying Interest is 32.7%, implying that the model is weak, and 67.3% is influenced by other variables that were not studied.

### F-Square

This F-Square test was performed to determine the model's quality, with F-Square values of 0.02, 0.15, and 0.35 indicating whether the latent variable predictors had a weak, medium, or large influence at the structural level (Ghozali et al., 2015).

**Table 4 - F-Square**

	X1. Electronic Word Of Mouth	X2. Brand Image	Y. Brand Trust	Z. Buying Interest
<b>X1. Electronic Word Of Mouth</b>			0.066	0.094
<b>X2. Brand Image</b>			0.120	0.126
<b>Y. Brand Trust</b>				
<b>Z. Buying Interest</b>			<b>0.261</b>	

Source: 2024 research results (Data processed by SmartPLS)

From the table above, it can be seen that the results of the F-Square test are as follows: Electronic Word Of Mouth on Brand Trust has an F-Square value = 0.066, so it has a small effect. Brand Image on Brand Trust has an F-Square value = 0.120, so it has a moderate effect. Buying Interest on Brand Trust has an F-Square value = 0.261, so it has a strong effect. Electronic Word Of Mouth on Buying Interest has an F-Square value = 0.094 so it has a small effect. Brand Image on Brand Trust has an F-Square value = 0.126, so it has a moderate effect. So it can be concluded from the overall results that F-Square is influential, but the influence each variable has is small.

### Structural Model Analysis (Inner Model)

#### Direct Hypothesis Testing

Direct influence hypothesis testing aims to prove hypotheses about the influence of a variable on other variables directly (without intermediaries), such as:

1. If the path coefficient value is positive, it indicates that an increase in the value of one variable is followed by an increase in the value of another variable.
2. If the path coefficient value is negative, it indicates that an increase in one variable is followed by a decrease in the value of another variable. (Hair Jr et al., 2017).

The probability value is:

1. If the probability value (P-Value) < Alpha (0.05) then Ho is rejected (the influence of one variable on other variables is significant).
2. If the probability value (P-Value) > Alpha (0.05) then Ho is accepted (the influence of one variable on other variables is not significant).

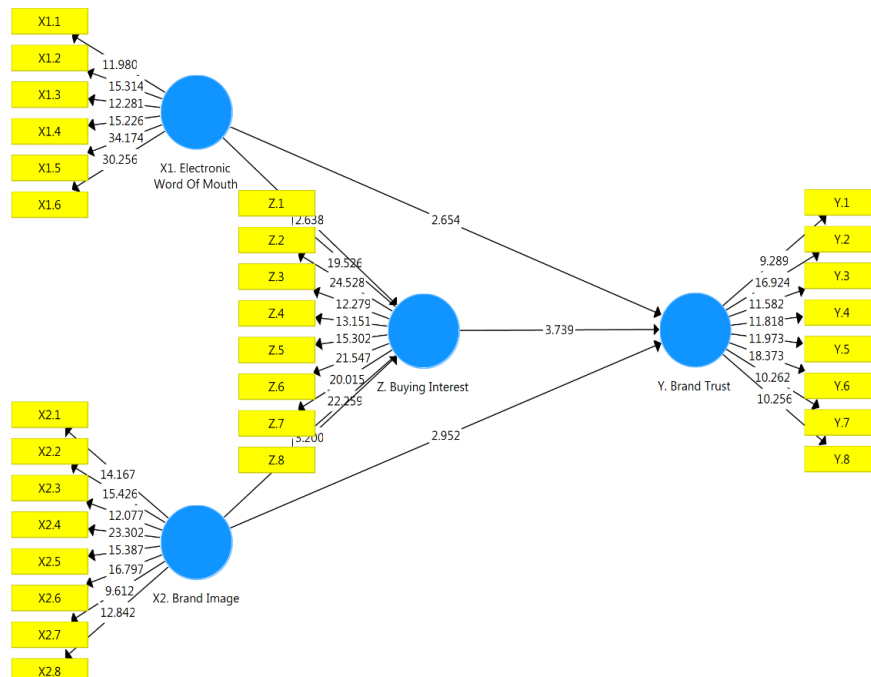


Figure 1. Hypothesis Test

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**Table 5. Direct Effect Hypothesis**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1. Electronic Word Of Mouth -> Y. Brand Trust	0.211	0.200	0.080	2,654	<b>0.008</b>
X1. Electronic Word Of Mouth -> Z. Buying Interest	0.301	0.287	0.114	2,638	<b>0.009</b>
X2. Brand Image -> Y. Brand Trust	0.289	0.273	0.098	2,952	<b>0.003</b>
X2. Brand Image -> Z. Buying Interest	0.348	0.345	0.109	3,200	<b>0.001</b>
Z. Buying Interest -> Y. Brand Trust	0.409	0.412	0.109	3,739	<b>0,000</b>

Source: 2024 research results (Data processed by SmartPLS)

Based on the table above, it can be obtained

1. Electronic Word of Mouth has a positive path coefficient of 0.211 and a P-Values value of 0.008, indicating a significant effect on Brand Trust ( $0.008 < 0.05$ ).
2. The direct influence of Electronic Word of Mouth on Buying Interest has a path coefficient of 0.301 (positive) and has a P-Values value of 0.009, so  $0.009 < 0.05$ , so it can be stated that Electronic Word of Mouth has a significant effect on Buying Interest.
3. The direct influence of Brand Image on the Brand Trust variable has a path coefficient of 0.289 (positive), and has a P-Values value of 0.003, so  $0.003 < 0.05$ , so it can be stated that Brand Image has a significant effect on Brand Trust.
4. The direct influence of Brand Image on Buying Interest has a path coefficient of 0.348 (positive) and has a P-Values value of 0.007, so  $0.007 < 0.05$ , so it can be stated that Brand Image has a significant effect on Buying Interest.
5. The direct influence of Buying Interest on Brand Trust has a path coefficient of 0.409 (positive) and has a P-Values value of 0.000 so  $0.000 < 0.05$ , so it can be stated that Buying Interest has a significant effect on Brand Trust.

### Indirect Hypothesis Testing

Indirect influence hypothesis testing aims to prove hypotheses about the influence of a variable on other variables indirectly (through intermediaries).

1. If the indirect influence coefficient value  $>$  direct influence coefficient, then it mediates the relationship between one variable and another variable.
2. If the indirect influence coefficient value  $<$  direct influence coefficient, then it does not mediate the relationship between one variable and another variable (Hair Jr et al., 2017).

**Table 6. Indirect Effect Hypothesis (Indirect Effect)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1. Electronic Word Of Mouth -> Z. Buying Interest -> Y. Brand Trust	0.123	0.120	0.062	1,982	<b>0.048</b>

<b>X2. Brand Image -&gt; Z. Buying Interest -&gt; Y. Brand Trust</b>	0.142	0.144	0.063	2,255	<b>0.025</b>
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Source: 2024 research results (Data processed by SmartPLS)

Based on the table above, it is obtained

1. The indirect effect of Electronic Word of Mouth on Brand Trust through Buying Interest as an intervening variable has a path coefficient of 0.123 (positive) and a P-Value of 0.048, indicating a significant effect ( $0.048 < 0.05$ ).
2. Brand Image has a significant effect on Brand Trust through Buying Interest as an intervening variable, as indicated by a path coefficient of 0.142 (positive) and a P-Value of 0.025 ( $0.025 < 0.05$ ).

## DISCUSSION

### The Influence of Electronic Word of Mouth on Brand Trust

The study found a positive path coefficient of 0.211 and a P-value of 0.008, indicating a substantial effect of electronic word of mouth on brand trust iPhone Smartphone Products for Medan City Students ( $0.008 < 0.05$ ). Brand trust is the term used to describe consumers who trust a brand. (Arianty and Julita, 2017) describe brand trust as “an individual's willingness to trust a brand's ability to satisfy their needs.” Electronic Word of Mouth has a huge impact on brand trust. This has been proven true. Because good comments or Electronic Word of Mouth boost consumer confidence in a brand or product. Similarly, negative Electronic Word of Mouth might reduce consumer confidence in a brand or product (Mudarifah, 2020). The findings of this study are backed by previous studies (Charvia & Erdiansyah, 2020), (Noviandini & Yasa, 2021), and (Mudarifah, 2020) indicating that electronic word of mouth has a considerable impact on brand trust.

### The Influence of Brand Image on Brand Trust

The study found a positive path coefficient of 0.289 and a P-Value of 0.003, indicating a significant effect of Brand Image on Brand Trust for I-Phone Smartphone Products among Medan City Students ( $p\text{-value} < 0.05$ ). Brand image is the first belief, impression, and memory that customers have upon hearing a brand phrase, and it remains in their brains (Arianty & Andira, 2021). Brand image is an association that buyers form in their thoughts to distinguish between different brands, such as letter design, color, or symbol (Fahmi et al., 2020). In today's world, marketing is no longer solely governed by product function, but will increasingly rely on the war for brand image. If the Brand Image can meet or exceed consumer expectations and guarantee quality for every occasion of use, as well as if it is produced by a reputable company, consumers will be more confident in their decision and trust it. On the Brand Image, enjoys the Brand Image, and feels it to be part of himself (Tirtayasa et al., 2021). A trusted and good brand image will provide consumers a sense of security, making them interested in purchasing the products given by the company (Nasution et al., 2022). According to Susilawati and Wufron (2018), brand image influences brand trust. The findings of this study are also corroborated by previous research (Purnamasari & Yulianto, 2018).



**The Influence of Electronic Word of Mouth on Buying Interest**

The study found a path coefficient of 0.301 (positive) and a P-Value of 0.009 (p-value < 0.05), indicating that electronic word of mouth had a significant impact on the purchase of smartphone products by Medan City students. Because Electronic Word of Mouth is a method of communication between consumers over the internet, anybody can read favorable evaluations or comments about a product, which may pique the reader's interest in purchasing that product. Meanwhile, negative comments will have the opposite effect (Mudarifah, 2020). Electronic Word of Mouth activities differ from real-world activities in that they involve marketing using electronic media rather than face-to-face interactions, which can support a large number of sellers. Electronic word of mouth refers to the rapid dissemination of information or promotional activities over the internet. The process of carrying out Electronic word of mouth activities has both positive and negative consequences. The beneficial impact of implementing Electronic Word of Mouth initiatives can undoubtedly play a significant part in increasing customer interest in new companies on the market. On the other hand, negative affects might develop views about the purchased brand and change customer purchasing decisions in acquiring smartphone devices (Purnamasari and Yulianto, 2018). The findings of this study are also corroborated by previous research (Sinaga & Sulistiono, 2020) and (Arif & Pulungan, 2021). Electronic word-of-mouth has a huge impact on buying interest.

**The Influence of Brand Image on Buying Interest**

This study found a positive path coefficient of 0.348 (p-value < 0.05) and a P-Value of 0.001, indicating a substantial effect of brand image on buying interest iPhone Smartphone Products for Medan City Students. Brand image is a name, word, sign, symbol, design, or combination of these used to identify the goods or services of a person or group of sellers and differentiate them from competitors' offerings (Nainggolan et al., 2022). Consumer purchasing behavior is essentially the process of selecting, purchasing, and using products to meet the needs of the company in running its business, so you must always monitor changes in consumer behavior so that you can anticipate changes in consumer behavior to improve your marketing strategy, because the ultimate goal of marketing is to know and understand the nature of the product. Consumers well so that the products offered may be sold and customers are loyal to the products produced (Arianty et al., 2022). The findings of this study are also corroborated by previous studies (Peronika et al., 2020), (Ramadhan & Santosa, 2017), and (Peronika et al., 2020), which found that Brand Image impacts Buying Interest.

**Influences of Employee Buying Interest on Brand Trust**

This study found a positive path coefficient of 0.409 (0.000 < 0.05) and a P-Value of 0.000, indicating a significant effect of buying interest on brand trust iPhone Smartphone Products for Medan City Students. Brand Trust and Brand Image are related concepts. A product with a good brand image will increase consumer trust in a brand. The intention to buy is what drives purchasing behavior. Intention to purchase refers to consumers' plans to acquire a specific product, as well as the number of units required in a given time period (Anggitasari, 2016). Consumers will always buy the things they require; but, which products

they purchase and how they make that selection are intimately tied to their level of conformance and attitudes toward the product brands available. Brand Image is critical at this time since it is what customers remember most about the brand. Image is a crucial aspect in influencing purchase decisions, and it is sometimes tied not only to the image that customers wish to have or dream of, but also to a sequence of values that they believe in. The findings of this study are also corroborated by previous research (Purnamasari & Yulianto, 2018). According to Anggitasari (2016), buying interest influences brand trust.

### **The Influence of Electronic Word of Mouth on Brand Trust through Buying Interest as an Intervening Variable**

Results of this research has a path coefficient of 0.123 (positive) and has a P Value of 0.048, so  $0.048 < 0.05$ , thus it can be stated that Electronic Word of Mouth has a significant effect on Brand Trust through Buying Interest as an intervening variable I-Phone Smartphone Products for Medan City Students. As an application-based company, its marketing approach evolves with time, and one of its marketing tactics is Electronic Word of Mouth. Electronic Word of Mouth spread of information via internet media, allows the public to get information fast and accurately. Human communication behavior has evolved swiftly, as has technology, with one example being the use of EWOM. Individuals are interested in Electronic Word of Mouth because it allows them to access the internet from the palm of their hands. Electronic word of mouth can include both positive and negative experiences with a product or service. Aside from being used as a medium for promotion, Electronic Word of Mouth used by someone can assist other consumers in searching for information about the service, which leads to a decision to use the service and evaluate whether the service used is in line with the consumer's expectations that were previously established through Electronic Word Of mouth (Purnamasari and Yulianto, 2018).

### **Influence of Brand Image on Brand Trust through Buying Interest as an Intervening Variable**

Results of this research has a path coefficient of 0.142 (positive) has a P Value of 0.025, so  $0.025 < 0.05$ , thus it can be stated that Brand Image has a significant effect on Brand Trust through Buying Interest as an intervening variable I-Phone Smartphone Products for Medan City Students. The behavior of consumers who require and desire quality services, pricing, and benefits at competitive price levels is a potential influencer of customer loyalty that producers should consider (Farisi and Siregar, 2020). Customers may easily distinguish between items based on quality, pleasure, pride, or other brand-related traits. Brand trust creates a brand image. Satisfaction is a customer's emotional reaction following a purchase, which might be anger, dissatisfaction, aggravation, neutrality, joy, or pleasure (Mui et al., 2020). Before considering a smartphone brand, users have certain expectations about the service they will receive. When the service matches expectations, trust in the brand grows. As a result, customer Brand Image has an impact on trust since it allows the brand to instill faith in the services that consumers anticipate. A positive iPhone brand image will boost consumer trust in the iPhone brand. Consumers' readiness to believe in a brand even when it is at danger because there is an expectation that the brand will produce favorable results (Anggitasari, 2016).

**CONCLUSION**

Electronic word of mouth has a strong impact on brand trust for I-Phone smartphone products among Medan City students. Brand image has a strong impact on brand trust for iPhone smartphone products among Medan City students. Electronic word-of-mouth has a considerable impact on the purchase of smartphone products among Medan City students. Brand image has a substantial impact on interest in I-Phone smartphone products among Medan City students. Buying interest has a substantial impact on brand trust for iPhone and smartphone products among Medan City students. Electronic word-of-mouth has a strong impact on brand trust and buying interest for I-Phone smartphone products among Medan City students. Brand image has a strong impact on brand trust, with buying interest acting as an intervening variable for I-Phone smartphone products among Medan City students.

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