



## Mediation role of brand trust on the impact of e-wom perception on purchase intention of ms glow products on shopee study in kelurahan Tomuan Pematangsiantar

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### ABSTRACT

The main objective of this research is to examine the effect of electronic word-of-mouth (eWOM) perceptions on purchase intention; Consider brand trust as a mediating variable. This study takes a customer perspective; Known Tomua villagers who have an active account on SHOPEE. The conceptual framework of this study was tested using data collected from a questionnaire addressed to a sample of 123 respondents in Tomuan. Statistical results of validity tests, multicollinearity tests, results of multiple linear analysis, results of the T test (partial), results of the F test and results of the deterministic test show that the reliability of eWOM and the quality of eWOM have a significant and positive effect on purchase intention. Regarding the mediating role of brand trust, the results show that brand trust mediates the relationship between the independent and dependent variables. Therefore, research results, recommendations and future research are also discussed.

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## 1. INTRODUCTION

Electronic word of mouth is a marketing management skill, and eWOM is needed in e-commerce marketing to involve consumers in making product purchasing decisions. E-WOM is a positive or negative statement "about a company's product or service, which is developed by customers or former customers and made available to many people and institutions via the Internet" (Yoo, Kim, & Sanders, 2015). The rise of consumer-to-consumer electronic communication (E-WOM) influences behavior and intentions based on consumer attitudes toward products. because consumers often evaluate products online, which serves as a reference for other consumers (Huang, 2012) . Therefore, companies must understand consumer attitudes in order to compete. Studies show that the value and impact of E-WOM is inconsistent with offline WOM, because consumers cannot only evaluate products online and only receive information online (L. Saragih, 2020).

Consumers tend to trust the opinions of peers and peers in digital content marketing, which can hypnotize them to buy products. However, the use of social media

has increased tremendously recently, causing a shift in the origin of traditional WOM attitudes to Electro-Verbal (E-). WOM). E-WOM allows consumers to interact with others, exchange product-related information, and make purchase decisions through conversations via personal computers (Tjhin & Aini). From (Saputra & Wrdana, 2020) consumer purchase intentions are influenced by E-WOM through trust. the results of the research conducted by the researcher shared that the E-WOM provided by the previous consumer could increase trust and serve as a consideration for subsequent consumers to find out about the products and services that the next consumer will use. It is shared that consumer purchasing decisions online are determined by E-WOM through religion. E-WOM has a powerful impact on purchasing decisions and is also a key factor in online shopping. Most e-commerce sites try to encourage their customers to create more e-WOM because the consumer-generated information conveys potential customers with a sense of religion ((Fileri & McLeay, 2014). E-WOM is a marketing tactic that can attract new customers and retain customers. The growth of the e-commerce market can be seen in the average transaction value growth of 62% and is expected to continue to grow and reach US\$ 103 billion in 2025. The largest e-commerce market in Southeast Asia is Indonesia. in 2018, the total transactions (Gross Merchandise Value) of e-commerce in Southeast Asia reached US\$ 23.3 billion or approximately IDR 328.4 trillion. Origin of that amount, 52% of transactions originating from Indonesia worth Rp. 172 trillion (US\$ 12.2 billion). what will happen Research on the Hootsuite public media platform and the We Are Social media platform entitled world digital report 2020, share almost 64% of Indonesia's population is connected using the internet network. Research in January 2020 provides data on internet users in Indonesia reaching 175.4 million people, from a total Indonesian population of approximately 272.1 million people. Compared to 2019, the total internet users in Indonesia increased by 17% or around 25 million users (Datareportal, 2021).

Along with this increase, it encourages marketplace players to become trusted and become the choice of consumers when making online transactions. Marketplace is an online application that facilitates or provides a buying and selling process from various stores. Marketplace owners only provide space for sellers and help consumers find the product they want more easily. Marketplaces in online businesses are in great demand because transactions are easier to make . according to research (Iprice, 2021) Shopee dominates the e-commerce market based on the number of monthly visits in the second quarter of 2020. homogeneous, the average visit per month is 93.4 million. In addition, Shopee achieves top rankings on the AppStore and Playstore . Shopee is superior to Tokopedia, which has 86.103 million visits to its platform per month. The third position is occupied by Bukalapak with 35.3 million . then , Lazada 22 million, Blibli 18 million, and JD.id 9.3 million. In order to reduce transaction risk and provide secure payments (Firdayanti, 2012), the Shopee marketplace provides a guarantee. The Shopee marketplace guarantee ensures that if the goods are not received in the previously agreed conditions, there will be a full refund to the consumer. In addition, the Shopee marketplace also has a sharing feature (social sharing) to collect information from other consumers who have made purchases and also provides an opportunity for consumers to share their transaction experience on the Shopee marketplace.

Before deciding to make a purchase, most consumers will conduct an online product assessment, which is also considered an online review, generally consisting of recommendations from other consumers, both positive and negative (East, Hammond, Lomax, & Robinson, 2005). (Choi & Scott, 2013)emphasize that the intensity of social networking site use has a positive relationship with using religion. (Kumar Bhatt & Kumar, 2014) suggested that companies prioritize social networking sites and develop management strategies to implement marketing programs through social networking sites. The nature of eWOM is very varied, namely from very negative to very positive (Ketelaar, Willemsen, Slevin, & Kerkhof, 2015). When making online transactions, consumers cannot taste or touch the product personally such as when making offline transactions, product ratings

in online purchases are based on product information in the review feature provided by the C2C marketplace. This limitation is exploited by online sellers by giving consumers the opportunity to share product evaluations online (Park & Park, 2013).

Building trust in dealing with online transaction risks is the most crucial thing in online transactions (Suryani, 2013). Online shopping is riskier than offline shopping, in online shopping consumers can only see, without being able to feel, and touch items before making a purchase. when there are many negative eWOM in the marketplace, consumers will not have confidence in making online purchases so that consumer buying intentions in the marketplace are not formed, and vice versa if a marketplace contains positive eWOM it will increase consumer confidence in online purchases so that consumers' buying intentions in the marketplace will formed (Fileri, 2015; L. Saragih, 2020; Yan et al., 2016).

Every company is required to be able to meet consumer needs and try to create a product that has advantages and creates products that are different from competitors. The existence of competitors that have sprung up using all kinds of advantages and new strategies that they have prepared demands that we, as economic actors who run an exclusive business, must be ready to take perfect steps that can bring us to compete with our competitors. The increasing purchasing power of Indonesian citizens is very influential on the business industry in Indonesia to further develop. One industry that is growing is the beauty industry. Good looks are the primary key for women which can make women more confident. in Indonesia alone the beauty industry has reached thousands. This is a challenge for the Indonesian people to be good at choosing beauty products that are perfect, safe and of good quality.

Perfect consumers will be more selective in choosing products and services that are offered according to what is needed and desired. Currently , competition between brands is getting tougher so that it indirectly affects a company to maintain its market share. the increasing number of competitors in Indonesia requires companies to continue to pay attention to the needs, expectations and satisfaction of consumers so as to create buying interest in these products.

Beauty products that have sprung up a lot, form an increasingly tight market share in competition. Ms. Glow is one of the skincare and cosmetic products, where this local product is in great demand by everyone, because Ms. Glow herself already has Aesthetic Clinics in several major cities in Indonesia, seeing that there are not many skincare products circulating that have their own clinics, which causes Ms. Glow is increasingly in demand. not only that, Ms Glow also has BPOM permits and is also halal certified. The primary composition of this Ms Glow product includes Kojic dilpamitate, kojic acid, sulfur, vitamin C and others (MSGlow, 2022).

Based on data collected by the internal Kompas team on 69,000 MS Glow Beauty products listed on Shopee through the online crawling method, in July 2021 alone, MS Glow managed to complete a total of approximately 376,000 transactions. The location where the product is produced (made-in effect) will influence buying interest as well as the consumer's purchasing decision. A country will be perceived as having a certain reputation for a particular product . According to the background description previously described, the problem of this research can be formulated, namely how does E-WOM affect consumer purchase intentions through trust in the Ms. Glow Marketplace Shopee product..

## 2. RESEARCH METHOD

### Perceptions of eWOM

In the field of social psychology, great attention is paid to interpersonal communication; research in this field consistently demonstrates how direct influence influences people to make choices. The traditional phrase word of mouth (WOM) can be defined to be “the process of developing opinions and information about a particular product between customers” (Jalilvand, Esfahani, & Samiei, 2011). In the context of the

Internet and online channels, eWOM communication refers to positive or negative statements made by potential, actual, and previous customers about an organization or its products through Shopee.

The better marketers understand the reasons why customers engage in digital word-of-mouth, the better they can contribute to how eWOM influences purchase intentions (Fu, Ju, & Hsu, 2015; Goldsmith & Horowitz, 2006). In this research, perceived eWOM is defined as the extent to which Tomuan villagers can understand marketing-related information (for example, reviews/comments), provided by others through Shopee. In addition, the concept of eWOM in this study will be seen through two dimensions (eWOM credibility, eWOM quality).

#### Credibility of eWOM

Customers perceive interpersonal communication regarding products and services as a more reliable source of information than content created by marketers (Mangold). The recipient's assessment of the credibility of the information is considered a key early stage of the information persuasion process (Hilligoss & Rieh, 2008). The credibility of eWOM refers to the extent to which a person perceives a recommendation from a particular source whether the person/organization can be trusted. If customers consider product and service reviews/comments to be a credible source, they can use this to build purchase intent. Conversely, if it is deemed less credible, the customer may ignore it, and the review will be ignored. In addition, people who agree to be friends and open each other's profiles may increase the credibility of their contacts over time, and encourage more social trust. Therefore, eWOM Credibility in this study refers to the degree of dependence people have on contact lists such as friends or co-workers, and not on the online messages (reviews/comments) themselves.

#### Quality of eWOM

The quality of eWOM can be described as the convincing power of comments rooted in informational messages (Bhattacharjee & Sanford, 2006). When customers search for information, the quality of the information may have an impact on customer acceptance of eWOM communication channels (Agustine & Prasetyawati, 2020; Prayoga & Pohan, 2022). Customer choice and purchase intention can be built based on certain criteria that meet their needs (Sánchez-González & González-Fernández, 2021).

#### Brand trust

Brand trust has been found to be related to consumer behavior in favor of brands in both online and offline environments (P. Becerra & Badrinarayanan, 2013). Brand identification refers to "the psychological condition of consumers in perceiving, feeling, or assessing their sense of belonging to a brand" (Hendrasto, 2017)(Lam et al., 2010, p. 129). Extending from social identity theory, when consumers perceive that a brand reflects characteristics that are important to their identity, they develop a cognitive and perceived oneness relationship with a brand and tend to work instinctively for the benefit of the brand (Adha, 2017).

#### Purchase Intention

According to the literature, purchase intention is one of the most popular variables of eWOM communication (Bataineh, 2015). Customer behavior as good or bad depends on the number of negative as well as positive origins of online customer reviews (Hariyanto & Trisunarno, 2021). Customer recommendations work positively with intentions to buy, and in a straight line can influence customer choices (Anggrenita & Sander, 2022). Customer reviews/comments as well as feedback are very crucial for online marketers. for both (online quality and online quantity) were found to have a positive impact on customer purchase intentions (Ababil, 2022).

In this study, the measurement of the statement uses a five-level Likert scale, namely: 1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree. Data processing and analysis techniques used in this research is SPSS analysis, which is a multivariate statistical technique that combines factor analysis and regression analysis (M. G. Saragih, Saragih, Purba, & Panjaitan, 2021)

### 3. RESULTS AND DISCUSSIONS

The questionnaires collected and used in this study were 123 respondents. This respondent profile consists of gender, age, occupation. First, 69.1% of respondents have female gender and 30.9% of respondents have male gender. For the respondent's age profile, 1% of respondents were aged in the 15-17 year range, 63.4% of respondents were aged in the 17-22 year range, 32.5% of respondents were 22-60 years old. Finally, for the type of work, 1% of respondents are students, 65% of respondents are students, 15.4% are employees, 1% are employees, 1% are self-employed, 1% are housewives. The validity test of the research variables has a significant criterion  $> 0.5$ . Validity test. This study was conducted on 123 samples that were carried out outside the characteristics of the respondents. (Ghazali, 2006) states that the validity test is used as a measure of a respondent. The questionnaire should be declared valid or not. Valid data is data that is not differences between the data reported by researchers and the data that actually occurs on the object of research.

The reliability test is carried out to determine the results of the reliability test (Hartono, 2013). It remains a consistent measurement when the same measuring instrument is measured, a indicators in the questionnaire are acceptable if the alpha coefficient has a value  $> 0.5$ .

Table 1. Multicollinearity test results

		Coefficients <sup>a</sup>			t	Sig.
Model		Unstandardized coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(constant)	-.718	1227		-.585	.559
	E-wom Creability	.233	.127	.196	1.833	.069
	E-wom Quality	.450	.135	.381	3.339	.001
	Brand Trust	.329	.090	.309	3.669	.000

Source: Data Processed, 2023

Table 1 shows that the product quality variable has a VIF value  $< 10$  (.069  $< 10$ ) and a tolerance value  $> 0.1$  (1833  $> 0.1$ ), the E-wom quality variable has a VIF value  $< 10$  (.001  $< 10$ ) and a tolerance value  $> 0.1$  (3.339  $> 0.1$ ) and the Brand trust variable has a VIF value  $< 0.1$  (10  $< 10$ ) and the tolerance value  $> 0.1$  (3.669  $> 0.1$ ) Based on this value, the multiple linear regression equation is obtained as follows as follows:

$$Y = -0.718 + 0.233 X_1 + 0.450 X_2 + 0.329 X_3 \quad (1)$$

Table 1 explains that the value of B. The reliability of E-wom (B1) is 0.718. The value of E-wom Quality (B2) is 0.450. The value of brand trust (B3) amounted to 0.329 and the constant value (a) was 0.718. Description of the linear regression equation. The multiple shows that the variable E-wom Creability (X1), E-wom Quality (X2), and Brand Trust (X3) have a positive coefficient direction on purchase intention (Y).

To test the research hypothesis, the t test can be used. to analyze the effect of independent variables, namely E-wom Creability (X1), E-wom Quality (X2), and Brand Trust (X3) partially on the dependent variable, namely Purchase Intention (Y). The determination of the t value table can be used the following equation:  $df = n - k - 1 = 60 - 3 - 1 = 56$ . After calculating using the equation, the t table value is 1.6629.

Based on this table, it can be seen that the results of the regression analysis obtained the value of t count amounting to  $1.833 > t$  table  $1.6629$ , this means that the E-wom creability variable (X1) has a positive effect to the purchase intention variable (Y). Then the significant value is  $0.069 < 0.05$  which means that the E-wom Creability variable (X1) has a significant effect on the variable. Purchase intention (Y). Based on the results of the regression analysis, the t value is obtained  $3.339 > t$  table  $1.6629$  this means that the E-wom quality variable (X2) has a positive effect on variable Purchase intention (Y). Then the significant value is  $0.001 < 0.05$  which means E-wom Quality variable (X2) has a significant effect on the purchase intention variable (Y). Furthermore, the results of the regression analysis obtained a t value of  $2.667 > t$  table  $1.6629$ . This means that the Brand Trust variable (X3) has a positive effect on the purchase intention variable (Y). The results of the regression analysis obtained a t value of  $3.669 > t$  table  $1.6629$  this means that Brand Trust variable (X3) has a positive effect on the purchase intention variable (Y).

Then the significant value is  $0.000 < 0.05$ , which means that the Brand Trust variable (X3) has an effect significant to the purchase intention variable (Y). The F test was conducted to test the independent variables, namely E-wom Reliability (X1), E-wom Quality (X2), and Brand Trust (X3) simultaneously have a significant relationship or not to the dependent variable, namely purchase intention (Y). The following equation can be used:  $df = k; n - k = 3; 60 - 4 = 56$ . After calculating using this equation,  $F_{table} = (3; 56)$  then the value of  $F_{table}$  is  $2.48$ . The results of the F test in this study can be contained in Table 2

Table 2. F test results

ANOVA <sup>a</sup>						
Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	1925.710	3	641.903	85.925	.000 <sup>b</sup>
	Residul	888.989	119	7.470		
	Total	2814.699	122			

a. Dependent Variable: Purchase Intention of Ms. Glow

b. Predictors ; (Constant), Brand Trust, E-wom Creability, E-wom Quality

Source: Data Processed, 2023

Table 2 shows the Fcount value of  $85.925 > F_{table} 2.48$  with a significance value of  $0,000 < 0,05$ . From these results, it can be concluded that E-wom reliability (X1), E-wom Quality (X2), and Purchasing Decisions (X3) simultaneously have a positive and significant effect on purchasing decisions.

Purchase intention (Y). The coefficient of determination is carried out to analyze the contribution of the influence of the independent variables, namely E-wom reliability (X1), E-wom Quality (X2), and Brand Trust (X3) on the dependent variable, namely purchase intention (Y). The results of the coefficient of determination test can be found in Table 3:

Table 3. Determination Test Results

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.827 <sup>a</sup>	.684	.676	2.73322	1.789

a. Predictors ; (Constant), Brand Trust, E-wom Creability, Ewom Quality

b. Dependent variable: Purchase Intention of Ms. Glow

Source: Data Processed, 2023

The R Square value of the coefficient of determination analysis is  $0.684$ , which means that citizens are able to be explained by the E-wom reliability variable (X1), E-wom

Quality (X2), and Brand Trust (X3) of 68.4% can be explained by other variables not examined in this study.

#### 4. CONCLUSION

The conclusions of this research are : (a). E-wom reliability has a positive and significant effect on the purchase intention of MS GLOW products on e-commerce Shope in Tomuan village, Pematangsiantar; (b). E-wom quality has a positive and significant effect on purchase intention of MS GLOW products on e-commerce Shope in Tomuan Village, Pematangsiantar; (c). Brand Trust has a positive and significant effect on the purchase intention of MS GLOW products on e-commerce Shope in Tomuan Village, Pematangsiantar; (d). E-wom reliability, E-wom quality, Brand Trust simultaneously and significantly on the purchase intention of MS GLOW products on e-commerce Shope in Tomuan village Pematangsiantar. Based on the results of the analysis in this study, the suggestions that can be given by the research are as follows: (a). The cultural variables that have the lowest statement values are "I buy Ms Glow skincare because family or friends also use Ms Glow skincare products" and "I feel more prestigious when using Ms Glow skincare". So that companies are expected to further improve product quality because with good product quality, the product will get a good perception from consumers and will increase the quality of the product; (b). The lifestyle variable that has the lowest statement is "I shop for Ms. Glow skincare because the product is complete". So that the company is expected to increase the completeness of the product, with a complete product it will make it easier for consumers to choose products when shopping for Ms. Glow skincare and thus increase the purchase intention decision; (c). The word of mouth variable that has the lowest statement is "I trust relatives, friends or family who talk about Ms Glow skincare". So that companies are expected to improve the quality of Ms Glow skincare so that MS Glow users give more positive comments so that they influence potential buyers and strengthen a better image and companies are expected to make promotions about beauty by making slogans such as beauty is synonymous with white skin color; (e). For future researchers, it is hoped that they can examine the variables other variables outside the variables that have been studied to obtain results more varied and can determine the influence of other factors which can affect buying interest in choosing a marketplace Shope, these variables are like perception variables E-wom and brand trust variables.

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