

The Influence of Brand Trust on Purchase Interest Through Electronic Word of Mouth (E-WOM) in Shopping Stores

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Article History	Submitted	Revised	Accepted
	2024-09-12	2024-11-14	2024-11-25

Abstract

This research examines the influence of brand trust, which directly influences purchase intentions, which are mediated by e-WOM. This research examines the effect of brand trust intervention on purchase intentions, which is analyzed with a population taken from consumers in shopee. The number of samples in this research was 100 respondents. The sampling technique uses accidental, namely distributing questionnaires to consumers who meet in WhatsApp groups. The data was tested using the variables of brand trust and purchase intention. The data were analyzed using the Structural Equational Model (SEM) with Partial Least Square (Smart PLS) technique. The research results show that the indicator variables proposed to test the influence of brand trust on repurchase intention. The Q2 predictive relevance value shows that trust and e-WOM contribute 59.34 % to purchase intention. The other variable affects the rest, which is 40.66 %. Brand trust influences purchase intentions, mediated by e-WOM in a shopee. The novelty of this research is that e-WOM can increase the purchase intention of April brand in shopee. We found that brand trust influences purchase intention mediated by e-WOM in Shopee. This will contribute to other research; creating positive e-WOM is crucial to increase purchase intention for the April brand in shopee. The findings of this study may contribute to consumer behavior models, shopee, and Triple duties.

Keywords: *Brand Trust, e-WOM, Purchase Intention*



INTRODUCTION

The development of information and communication technology has caused changes in consumer behavior in purchasing goods and services. This change is in the form of shopping convenience (Tsai & Tang, 2023). These technological advances provide opportunities for business (Reveilhac & Blanchard, 2022). Data from the (United States Consensus Bureau, 2023) United States Consensus Bureau (2022) shows that Indonesia is a country with a population of 279.5 million people, making it a potential market. One form of business competition is the popularity of e-commerce. (Hariandja & Suryanto, 2021). Shopee customers can find various needs, ranging from daily necessities, fashion, electronics and others. Apart from that, customers get the best features in the form of a free shipping system, vouchers, cashback, and games that customers can play (Shopee, 2023).

The Shopee application is more varied compared to Lazada (Bee Yin et al., 2022). Shopee has succeeded in providing a fast order processing system where consumers can order products that are located closest to the consumer's location. This makes Shopee consumers continue to increase (Tran, 2019). Shopee consumers can choose payment transactions, including via ShopeePay or through third parties for transactions (Sihombing & Permana, 2023). One of the products on Shopee is women's clothing. This is reduced in traditional clothing, tops, bottoms, and head coverings sold on Shopee e-commerce (Shopee, 2023).

In this research, there is a contradiction in the results of previous research, namely that brand trust has no effect on consumer buying interest; (Gkouna et al., 2023). Brand trust influences consumer buying interest; (Armawan et al., 2023). If a contradiction occurs, the researcher adds the e-WOM variable as a mediating variable, to provide a solution.

In this technology, there is a process of transferring information related to the product being sold to the buyer's interaction regarding the product (W.-H. Chen et al., 2023). Interactions and conversations from buyers that occur in e-commerce contain experiences of the products purchased. This term is known as e-WOM (electronic word of mouth). This e-WOM interaction is divided into positive or negative statements or assessments from consumers regarding a product. Not only related to the products they buy, positive and negative assessments are also related to the company or shop that sells the product (Gvili & Levy, 2023). e-WOM can influence consumer buying interest (Armawan et al., 2023). Through e-WOM, consumers are free to have good and bad opinions and judgments regarding the products they buy and the selling shop. The presence of e-WOM is important for companies to pay attention to because of its influence which can move consumers to other products or competitors (Aljumah, 2023). The development of e-commerce technology contributes to making it easier for consumers to get reliable information about a product. Brand trust can be formed from these judgments that consumers make. In the end, e-WOM is what increases consumer interest in buying products (Machi et al., 2022).

LITERATURE REVIEW

Correlate Brand Trust with Purchase Intention

Consumers' intentions to purchase are significantly impacted by their confidence level in a particular brand. When customers believe in a specific brand, they are more likely to consider the

goods or services offered genuine, dependable, and superior quality. Moreover, increased client loyalty is frequently the outcome of increased trust in the brand. When consumers have faith in a brand, they are more likely to remain loyal to it, which can result in their making more purchases and even advocacy, in which they suggest the brand to others. Research Gkouna et al., (2023) proves that brand trust has an influence on consumer buying interest.

Consumer Behavior

This consumer behavior is how consumers in the form of individuals, groups and organizations choose, buy, use and evaluate goods or services to satisfy their wants and needs (Kotler et al., 2019). Consumer behavior helps marketers to understand how and why consumers make their decisions based on certain factors (Schiffman & Wisenblit, 2019). Consumers choose to be able to dive deeper into products, such as watching product videos and interacting with people closest to them and other consumers (Wolf, 2023). Relevant information regarding goods and services to be purchased online must be included on the platform. This can influence consumer behavior because the value and usefulness of the product can be proven from this information (Dobbelstein & Lochner, 2023).

Purchase Interest

Purchase interest is the possibility, plan, or desire of a consumer to buy a product from a brand. Increasing consumers' desire to buy a product will increase purchasing decisions for a brand (Chetioui, Benlafqih, & Lebdaoui, 2020). Consumers will allocate energy, time and costs to determine the goods or services to be purchased ((N'da et al., 2023). In terms of online business activities, buying interest is a condition where consumers are interested in getting involved in purchases on platforms or online buying and selling site vendors. The purchasing interest that arises in consumers' minds reflects the results of their own behavior (Liu, Bao, & Zheng, 2019). Having an interest in buying means that the consumer plans to buy the product or service. This is based on their need for these products (Salmiah, Sahir, & Fahlevi, 2024) (Salmiah et al., 2024). This buying interest will go through several processes starting from awareness of the product, knowledge of the product, interest in buying the product, trust in the product, until arriving at the process of deciding to buy the product (Kotler et al., 2019). Consumers will assess whether the product can function according to the value promised by the company or not (Fahlevi et al., 2023). Consumers' buying interest is influenced by several factors:

1. Strong trust in a brand can change consumer purchasing behavior (Madadi et al., 2021).
2. Consumer buying interest is influenced by the presence of word of mouth (WOM). WOM is related to information in the form of recommendations or personal experiences from friends, family, communities and other consumers related to a product. WOM comes in the form of positive and negative experiences. Positive or negative experiences related to a product being marketed will influence consumers' desire to buy a product (Armawan et al., 2023).

Consumers who trust a brand tend to feel safe in using that brand and have a tendency to continue buying products from that brand. Brand trust indicates a positive experience in using the product, successful word of mouth, and the brand value that the company claims can be realized well. The safer and more comfortable a consumer is using a particular brand, the more

influence their purchasing interest regarding that product will have (Na et al., 2023). Brand trust also means that consumer expectations are related to a product, these expectations are in the form of the product working in accordance with consumer wishes. This brand trust produces a cause and effect situation where consumers are committed to using the product continuously because the product can meet their expectations (Ozuem, 2023). The higher a consumer's positive assessment of a brand, the greater the consumer's tendency to purchase products marketed by that brand (George, Joseph, Abraham, & Joseph, 2023).

To maintain it, companies also need to pay attention to the following two things (Salhab et al., 2023).

Brand Reliability (Brand Reliability)

Brand reliability is in the form of how a product can convince consumers that the values and perceptions it brings can meet needs and provide satisfaction to consumers. Brand reliability is important because the company must package what it promises through the products it markets.

Brand Interest (Brand Intention)

This brand interest is in the form of how the company convinces consumers that the brand they created prioritizes consumer interests when unexpected problems arise when using the product. The company assures that in its use, apart from responding to consumer needs, the brand is also responsible for problems that arise.

Brand trust relationship with E-WOM

E-WOM is considered as credible and trustworthy information because the information presented in the form of WOM is genuine information that does not contain advertising or is carried out by sales people (Kotler et al., 2019). EWOM is strengthened by the ease with which consumers can upload photos, videos and writings in the columns provided regarding the products they buy (Alnoor et al., 2022). E-WOM is shared via the internet and can indirectly provide added value for the company if consumers provide a positive assessment (Prasetio et al., 2024). The relationship between E-WOM (Electronic Words Of Mouth) and purchasing interest Research (Armawan et al., 2023) proves that E-WOM influences consumer buying interest. E-WOM very easily forms product preferences in consumers' minds. This is because e-WOM can be disseminated more widely, present in the form of photos and videos, so that e-WOM occurs like communication without boundaries of space and time (Le et al., 2023). The volume of e-WOM received by a product can influence consumer purchasing preferences (Ehongo, 2023).

METHOD

This research design uses descriptive and quantitative research. The population in this study is consumers using Shopee e-commerce where the number of this population is not yet known. The respondents of this research are women interested in buying women's clothing products. This research will use a sample of 100 respondents. The method used for this type is purposive sampling. This method uses certain characteristics for population members to be considered in order to become a sample (Machali, 2021), namely the sample is a Shopee user who accesses this

e-commerce via mobile phone, the sample is a female Shopee user, and the sample has accessed Shopee in the last month.

Table 1. Definisi Operasional Variabel Pada Penelitian ini adalah:

Variable	Indicator	
<i>Purchase Intention</i> (Y) Source: (Chetioui et al., 2020); (Liu et al., 2019); (Salmiah et al., 2024). (Ling et al., 2023)	Transactional Interest	Consumer tendency to buy a product.
	Referential Interest	Consumer tendency to recommend a product to other potential consumers..
	Preferential Interest	Tendency describes consumer interest in the product that he/she makes the main choice
	Explorative Interest	Consumer tendency to always look for information about the products he/she likes and look for information to support the positive things that the product has.
<i>Brand Trust</i> (X) Source: (George et al., 2023) & (Singh & Kunja, 2023); (Na et al., 2023).	Benevolence	Brands pay attention to customers in the form of intentions and motivations to benefit consumers..
	Competence	Brand skills and reliability to be able to function according to consumer expectations.
	Integrity	The honesty of a brand and safety when the product is used by consumers.
	Willingness	Consumer willingness to rely on the capabilities of the brand they have used..
EWOM (Z) (Le et al., 2023) & (S. Li et al., 2023); (Alnoor et al., 2022).	Credibility of information source	EWOM assessments can lead consumer opinion and can be easily trusted..
	Quality of message delivered	EWOM assessments have a clear argument quality for which side they are on. This clarity relates to whether the message will be positive or negative..
	Participation in message	EWOM assessments are actively conveyed by previous users as well as the volume of positive and negative assessments given by consumers.
	Place (platform) where message is delivered	Accessibility of EWOM delivery features on the application and the assessment format that must be delivered..

Source: Primary data processed, 2024

ANALYSIS AND DISCUSSION

Validity and Reliability Measurements

The validity test is used to measure whether the instrument in the research questionnaire can measure the variables that are supposed to be measured (Sugiyono, 2018). A questionnaire can be said to be reliable if the respondents' answers to statements are consistent (Machali, 2021). Validity and reliability values can be determined using the following criteria (Ghozali, 2021):

1. A questionnaire can be said to be valid if the loading factor value is > 0.7 and has an average variance extracted (AVE) value > 0.5 . Furthermore, validity can also be seen through cross loading. If the cross loading value is > 0.7 then the questionnaire is said to be valid.
2. A questionnaire can be said to be reliable if the composite reliability value is > 0.6 or the Cornbach's alpha value is > 0.6 .

Table 2. Construct Reliability and Validity

Variable	Cronbach's alpha	Composite Reliability	AVE
Brand Trust	0.806	0.872	0.634
Purchase Intention	0.748	0.840	0.568
E-WOM	0.743	0.853	0.659

Source: Primary data processed, 2024

Hypothesis Testing

The inner model test will measure the influence of the independent variable and the dependent variable. The hypothesis in this research can be accepted if it meets the following criteria (Ghozali, 2021):

- If the variable has a p value < 0.05 then the independent variable significantly influences the dependent variable. If the variable has a p value > 0.05 then the independent variable cannot influence the dependent variable.
- If the variable has an R square value of 0.75, 0.67, 0.50, 0.33, 0.25, and is close to 1, then the relationship between the variable models is strong so the hypothesis is accepted.
- The influence between variables can also be seen through the Q2 predictive relevance value. If the Q2 predictive relevance value is > 0 then the relationship between the model variables is strong so the hypothesis is accepted.

To test hypotheses containing mediating variables, this research will use the bootstrapping feature. Bootstrapping will analyze the indirect influence between the independent variable on the dependent variable (Ghozali, 2021).

Table 3. Hypothesis Testing Results

Variable	β	T-Value	P-Value
Brand Trust \rightarrow Purchase Intention	0.393	3.073	0.002
Brand Trust \rightarrow E-WOM	0.407	3.251	0.001
E-WOM \rightarrow Purchase Intention	0.460	4.372	0.000

Source: Primary data processed, 2024

Table 4. Indirect Effect Results

Variable	Brand Trust	E-WOM	Purchase Intention
Brand Trust		0.817	
E-WOM			
Purchase Intention			

e-WOM (R^2_1) = 0,165

Purchase intention (R^2_2) = 0,513

Source: Primary data processed, 2024

Q² Predictive Relevance

$$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2) = 1 - (1 - 0,165)(1 - 0,513) = (0,835)(0,487)$$

$$Q^2 = 1 - 0,4066 = 0.5934$$

Q² = 59.34%, of which brand trust and e-WOM contributed 59.34% to April fashion purchasing interest. The remaining 40.66% was influenced by other variables that could not be detected by the PLS model.

There are four tests as follows:

Hypothesis testing 1. Based on Figure 4.1, it proves that brand trust influences buying interest, the path coefficient = 0.393, (P-value = 0.002. This means that brand trust has a significant effect on e-WOM (H1 is proven). Indicators of brand trust are paying attention to customers in the form of intention and motivation, functioning as consumer expectations, honesty and security, brand capability. This will have an impact on purchase intention, contrary to research (Ling et al., 2023).

Hypothesis testing 2. Based on Figure 4.1, it proves that brand trust influences e-WOM, the path coefficient = 0.407, (P-value = 0.001. This means that brand trust has a significant effect on e-WOM (H2 is proven). The e-WOM indicators are consumer opinions that are easily trusted, clear argument quality, positive messages, positive evaluations, and feature accessibility.

Hypothesis testing 3. Based on Figure 4.1, it proves that e-WOM influences fashion purchasing interest, the path coefficient = 0.460, (P-value = 0.000. This means that e-WOM has a significant influence on fashion purchasing interest (H3 is proven). This research supports research (Armawan et al., 2023) contradicts research (Y.-L. Chen et al., 2021).

Hypothesis testing 4; To determine e-WOM as a mediator, the brand trust path is significant to purchase intention and the brand trust path to fashion e-WOM is also significant, while the e-WOM path to purchase interest in April brand clothing on Shopee has a significant influence. Observing the path is significant, it can be said that e-WOM is mediation (Salmiah et al., 2024). Full mediation or partial mediation needs further analysis or research.

CONCLUSION

Based on the results of the completed data analysis of all data obtained from the questionnaire, the following conclusions were drawn:

1. Research proves that there is a positive and significant influence of brand trust on interest in buying April fashion.
2. Research proves that there is a positive and significant influence of brand trust on e-WOM on April fashion.
3. Research proves that there is a positive and significant influence of e-WOM on interest in buying April fashion in generations Y and Z.

4. Research proves that there is a positive and significant influence of brand trust on interest in purchasing April fashion mediated by e-WOM.

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