




Trust Mediation in the Relationship Between Electronic Word of Mouth and Buying Intention

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Abstract. The goal of this research is to determine the role of trust mediation in the relationship between electronic word of mouth (E-Wom) and consumer purchase intention of cosmetic make-up. Female students at Al-Mizan Islamic Boarding School in Cikole Pandeglang, Banten, were studied. In this study, E-Wom is an exogenous variable, consumer purchase intention is the dependent variable, and trust is an intervening variable. This study employs quantitative techniques such as descriptive and causal research. The data from the three variables were analyzed in SmartPLS software version 3.0.m3 using the Structural Equation Model (SEM). 70 people were used as samples in this study. According to the data analysis results, E-Wom has a positive and significant influence on trust. Consumer E-research by Women.

Keywords: E-word of mouth · trust · purchase intention

1 Research Background

The cosmetics industry in Indonesia is rapidly expanding. The national cosmetic industry grew 6.35% in 2017 and 7.36% in the first quarter of 2018. Furthermore, the domestic cosmetic industry grew by 153 companies in 2017, bringing the total to more than 760. The small and medium industrial sector (IKM) accounts for 95% of the national cosmetic industry, with the remainder being large-scale industry (www.kemenprin.go.id, access 22 March 2019). However, based on data from the Ministry of Industry, cosmetic imports in 2018 amounted to US \$ 850.15 million, an increase compared to 2017 of US \$ 631.66 million (Pelakubisnis.com). The increase in cosmetics imports in Indonesia illustrates the higher consumer purchase intention of imported cosmetics in Indonesia. It means, Purchase intention is something personal, a conscious effort to buy a brand and a reflection of a consumer's purchase plan [1, 2].

Purchase intention is highly correlated with purchasing behavior by consumers and could be an indicator and predictor that consumer intention leads to purchasing behaviour [2–4]. According to [5] When managers have a correct understanding of the factors that influence consumer purchase intentions, it can efficiently provide strong long-term relationships with consumers. Thus, the first step towards creating long-term relationships with consumers and turning them into loyal customers is to identify the factors that influence consumer purchase intentions.

Many factors can influence consumer purchase intentions, including product quality [6], product packaging [7], price [8] social networking sites [9] as well as a variety of other factors Social media platforms, from a marketing standpoint, facilitate consumer engagement and collaboration [10]. Social media is gradually supplanting traditional or ‘old’ media (e.g., television, radio, and magazines), and it is rapidly becoming an important platform for marketers to promote brands and products, make closer connections, and develop deep online marketing relationships [12–14]. Cosmetics is one of the industries that is aware of the use of current developments in communication technology, the cosmetic industry uses this as a promotional event to consumers. These strategies include creating websites, social media accounts, endorsement of artists on social media and so on. This is also unconsciously done by cosmetic consumers, they exchange information by reviewing the products they use on various platforms or just by leaving comments on social media, both Instagram, Youtube and also on websites such as femaledaily.com. The activity of reviewing or exchanging information between consumers is usually called word of mouth or WOM and because it is done in online media, it is also called E-Wom [15–18].

Wom as a decision-making resource for consumers because it provides information about product performance as well as the social and psychological implications of potential purchasing decisions [19, 20]. When consumers are familiar with sources from WOM, the information received is considered more reliable, credible, and trustworthy [21]. For example, product reviews in online media are increasingly seen by consumers when searching for pre-purchase information [22, 23, 26], and this forms a purchase intention [25, 26]. The above statement is further strengthened by data from the Zap Beauty Index survey in 2018, namely before buying beauty products online or offline, 73.2% of women first look for product reviews online. 55% of women use Instagram and 41.6% use YouTube to learn more about the product they want to purchase. Even Indonesian women trust beauty bloggers’ information more (40.9%) than their friends’ (38.1%). (Zap beauty index August 2018).

2 Theoretical Review

2.1 Word of Mouth and Word of Mouth Electronic

According to [27] WOM can be defined as any positive or negative statement made based on the customer’s experience of a product or company, which is available to many people and institutions using the Internet. Internet media makes it easy for someone to communicate and share information about a product with people who already have and experience without having to meet face to face. Consumers are looking for information

shared by previous customers, so they feel comfortable before buying a product or service [18]. Consumers' online product reviews are an example of e-Wom communication. The difference between Wom and e-wom is the type of media Wom uses, which is usually face-to-face versus online e-wom. With technological advancements, the physical location of this type of communication has shifted from face-to-face to cyberspace or online [2].

On research [28] proposed a measurement scale for the Wom (e-Wom scale) in the context of electronic services. According to Goyette, Word-of Mouth can be defined as informal and direct verbal communication, via telephone, e-mail, mailing lists, or other communication methods regarding services or goods. Sources of recommendations can be personal or impersonal.

2.2 Trust

Trust is defined as "a party's willingness to be vulnerable to another party's actions based on the expectation that the other party will take certain actions that are important to the giver of trust, regardless of the ability to monitor or control the other party" [27]. Garbarino and Johnson [29] clarify the definition of belief in [27], they define trust as consumer confidence in the quality and reliability of services offered by the organization. Customer trust in a brand (brand trust) is defined as the customer's desire to rely on a brand despite the risks associated with the brand's expectations [27]. Brand trust is essential.

The proclivity to believe in a brand's ability to perform its promised function can define trustworthiness [27]. Trust is regarded as one of the keys to improving consumer-brand relationships, and it has recently been identified as a key variable in long-term customer relationships [27]. Trust is the first thing that a customer must earn in order to form a strong and lasting relationship with a brand. Positive behavior such as the intention to buy and recommend products will occur when one party trusts the other [41].

2.3 Purchase Intention

Purchase intention is one of the phases in the decision-making process for consumers that arise after a need is felt by an individual, because purchase intention is a psychological variable that intervenes between attitudes and actual behaviour [16, 30] also stated that purchase intention is an effective tool for predicting the buying process [30]. Purchase intention is defined as a situation in which consumers are more likely to buy certain products under certain conditions. Intention is used to predict a person's proclivity to do or not do something. According to studies, a consumer's positive attitude toward a brand has a significant impact on his purchase objective and willingness to pay a value premium [16]. Purchase intention, according to [31], is an attempt to buy a product or visit a shop that provides a service. According to the preceding literature, purchase intention has several important meanings; Purchase intention refers to a consumer's willingness to consider making a purchase. Purchase intent represents what a person 'wants' to buy in the future (Fig. 1).

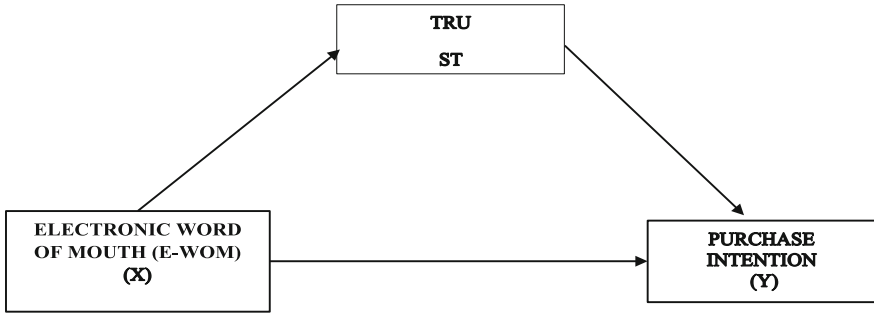


Fig. 1. Research Model

3 Methods

3.1 E-WOM Variable

Indicator E-Wom was adopted and adapted from research [17, 28, 31, 32], consists of five indicators, namely; Intensity (E-Wom1), Content (E-Wom2), Motivation, (E-Wom3), Quality of Arguments (E-Wom4) Source credibility (E-Wom5).

3.2 Trust Variable

Indicator Trust is adopted and adapted from research [11, 33–35], consists of five indicators, namely; Competence (Trust1), Benevolence (Trust2), Integrity (Trust3), Honesty (Trust4), Prediction (Trust5).

3.3 Purchase Intention Variable

Indicator purchase intention was adopted and adapted from research [2, 31], consists of five indicators, namely; Looking for product information (PurIn1), Considering purchasing a product (PurIn2), Trying to buy a product (PurIn3), Recommending a product (PurIn4), Repurchasing a product (PurIn5).

3.4 Population and Sample

In this study, 70 students from Santriwati Al-Mizan Islamic Boarding School in Cikole Pandeglang, Banten, participated. The data for this study will be collected by distributing questionnaires to female students at Al-Mizan Islamic Boarding School in Cikole Pandeglang, Banten.

4 Result and Discussion

4.1 Result

The loading score parameter in the research model (Rule of Thumbs > 0.7) and the AVE parameter (Average Variance Extracted) with a score > 0.5 , Community > 0.5 , and R2and Redundancy can be used to measure construct validity [36].

Table 1. Discriminant Validity

Construct	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
E-Wom	0.784	0.782	0.050	15.667	0.000
Purchase Intention	0.657	0.660	0.051	12.859	0.000
Trust	0.727	0.731	0.049	14.963	0.000

Sources: Primary data is processed (2021)

Table 2. Composite Reliability

Construct	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
E-Wom	0.916	0.914	0.023	39.109	0.000
Purchase Intention	0,905	0,904	0.020	44.254	0.000
Trust	0.930	0.930	0.016	56.946	0.000

Sources: Primary data is processed (2021)

The construct is valid, as shown in Table 1, because it has a high validity value for determining E-Wom, Purchase Intention, and Trust. Value Cronbach's alpha and composite reliability are statistical methods used to assess internal consistency in instrument reliability tests or psychometric data (Table 2).

Because each construct or latent variable has a composite reliability value greater than 0.7, the internal consistency of exogenous variables with endogenous variables is reliable.

4.2 Data Analysis

4.2.1 Analyze the Data and Evaluate the Outer Model (Measurement Model)

Three criteria are used to evaluate the outer model: convergent validity, discriminant validity (square root of average variance extracted (AVE)), and composite reliability [37] (Fig. 2).

4.2.2 Outer Model Research Variable

The value of the outer model or the correlation with the variables as a whole that meets Convergent validity, the t-statistical value of all indicators has met the model adequacy or discriminant validity requirements, as shown in Fig. 3 (Table 3).

The coefficient = 0.698 with t count = 6.567 and (Pvalue = 0.000) at t = 1.96 indicate that trust and purchase intention are positive and significant. For E-Wom, trust was discovered to be positive and significant at coefficient = 0.890 with t count = 37.592

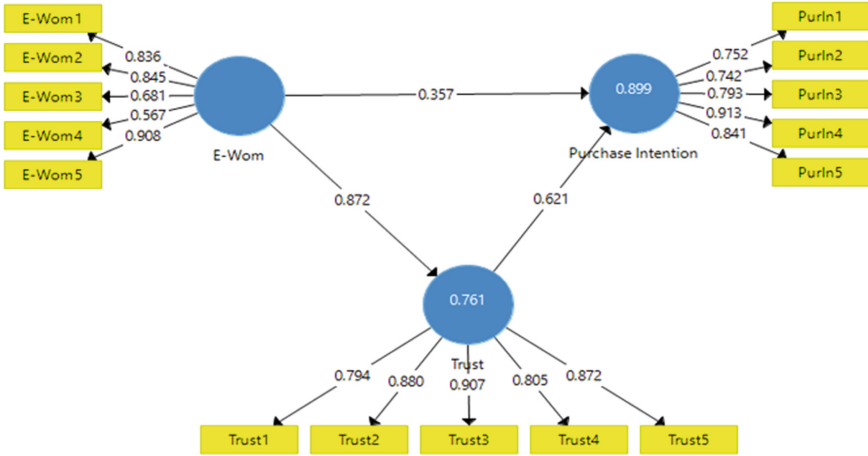


Fig. 2. Partial Least Square Structural Model

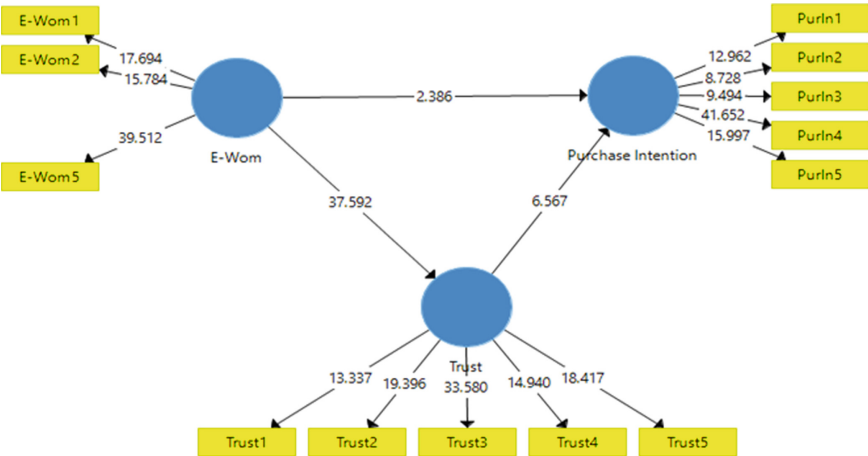


Fig. 3. Partial Least Square Structural Model

and (Pvalue; = 0.000) at $t = 1.96$. At coefficient = 0.262, t count = 2.386, and (Pvalue; = 0.017) at $t = 1.96$, E-Wom has a positive purchase intention.

In Table 4, the R-square value of Purchase Intention is 0.879, and the R-square value of Trust is 0.789. Because exogenous variables can explain endogenous variables, the higher the R-square, the better the structural equation.

4.3 Discussion

4.3.1 E-Wom Effect on the Trust

The results of the study show a positive and significant relationship between E-Wom and Trust at the coefficient = 0.890 with t count = 37.592 and (Pvalue; = 0.000) at $t = 1.96$.

Table 3. Result For Inner Weight

Construct	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
E-Wom → Purchase Intention	0.262	0.259	0.110	2.386	0.017
E-Wom → Trust	0.890	0.282	0.896	37.592	0.000
Trust → Purchase Intention	0.698	0.702	0.106	6.567	0.000

Source: Primary data is processed (2020)

Table 4. R-Square

Construct	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
Purchase Intention	0.879	0.885	0.027	32,293	0.000
Trust	0.789	0.801	0.043	18.409	0.000

Source: Primary data is processed (2020)

This study's findings support previous research by [31] In other words, social media is a valuable source of information for consumers. This could be because consumers want to reduce risk and get a 'unbiased' third-party opinion on online purchases. Most likely, E-WOM aided in the development of reputation and trust [38]. According to a study on trust in E-WOM for travel information, most tourists rely heavily on E-WOM in their travel planning and booking.

4.3.2 E-Wom Affect Purchase Intention

E-Wom had a positive Purchase Intention at coefficient = 0.262 with t count = 2.386 and (Pvalue; = 0.017 at t = 1.96. The findings of this study back up previous research by [39, 40] that WOM is a phenomenon that occurs naturally in consumer behavior. Network, and transparency of the internet have expanded consumer options for gathering information and engaging in WOM [41]. E-wom has long been considered an influential marketing instrument [16, 18, 41, 42]. Social ewom occurs when consumers provide or explore product-related recommendations through the typical application of social networking sites [16]. Online reviews act as powerful informants and provide recommendations and then significantly influence consumer purchase intentions as well as actual purchases [43].

4.3.3 Trust Affect Purchase Intention

Trust and purchase intention have a positive and significant influence at the coefficient = 0.698 with t count = 6.567 and (Pvalue = 0.000) at t = 1.96. Trust has a direct

Table 5. Shows the direct and indirect effects

Construct	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
E-Wom - > Purchase Intention	0.622	0.630	0.101	6.170	0.000

Source: Primary data is processed (2021)

and indirect impact on consumer purchase intentions, according to research findings [44]. Trust can also be defined as the target's credibility and goodwill [45, 52]. Trust is defined in the context of SNS (social media) as belief or hope about another (trusted) party, or a willingness to rely on another party [29, 31, 46]. Trust influences online consumer purchase intentions positively [24, 47–49] added that customer trust can lead to a positive attitude towards a brand, can also increase loyalty, and further install purchase intentions.

4.4 Effect Analysis

The effect analysis, as shown in Table 5, was performed to determine the magnitude of exogenous variables' influence on endogenous variables, either directly or indirectly.

Based on $t\text{-Stat} = 6.170 > t\text{-count of } 1.96$ with $p\text{ Value} = 0.000 < 0.05$, trust can mediate, according to Table 5. The findings of the study show that trust mediates E-Wom to Purchase Intention. According to the findings, the higher the Trust, the more effective E-Wom is at increasing Purchase Intention. This is consistent with the empirical research conducted by [50, 51] to test the influence of E-Women on purchase intention, with trust acting as a moderator. Trust has a significant impact on consumer purchase intentions.

5 Conclusion and Recommendation

5.1 Conclusion

The hypothesis testing results show that all of the hypotheses proposed in this study are acceptable. E-Wom influences Purchase Intention positively. This demonstrates that the higher the level of E-Wom application in a company, the higher the Purchase Intention. According to this study, E-Wom has a positive effect on Trust. The higher the level of E-Wom application, the more evidence there is that trust has a positive effect on Purchase Intention. The more trust a company has from other companies, the greater its purchase intention. Furthermore, the study discovered that E-effect Wom's on Purchase Intention is mediated by Trust.

5.2 Recommendation

The proposed hypothesis was proven by this study. However, we recognize that this study has limitations, so the findings may not be generalizable to other industries. Furthermore, the sample size for this study is small. As a result, additional research can be conducted by examining other industries, such as the service or retail industries, and increasing the number of samples. Future research can look at the antecedent variable for E-Wom in order to broaden our understanding of E-Wom and its relationship with Purchase Intention.

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