

# THE INFLUENCE OF TRUST AND ELECTRONIC WORD OF MOUTH ON PURCHASING DECISIONS ON SHOPEE AT MAHAPENA ADVENTURE STORE

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## ABSTRACT

Finding out how electronic word-of-mouth and trust affect Shopee purchases at Mahapena Adventure Store is the goal of this study. Based on the facts that researchers have observed in the Mahapena Adventure Store online shop which provides services that do not match what consumers want. The degree of Electronic Word of Mouth reviews may be affected by this. As a result, this will affect how skeptical consumers are of adopting electronic word-of-mouth to make purchases. Few prior studies have examined trust and electronic word-of-mouth factors together. An further distinguishing feature of this study is that, in contrast to other studies, it makes use of the Mahapena Adventure Store as a research object. Specifically, the impact of electronic word-of-mouth and trust on Shopee at the Mahapena Adventure Store is the main emphasis of this study's analysis of marketing methods on purchase choices. Causality approaches and a quantitative approach are used in this study. The dependent variable, purchase choices (Y), is examined in this study together with the effects of the independent factors, trust (X1) and electronic word of mouth (X2). Users of Shopee's Mahapena Adventure Store make up the research population. In this study, a sample of sixty respondents was selected using the Simple Random Sampling method. Multiple linear regression tests are used in this study's data analysis approach, which makes use of the SPSS V25 analytic tool. According to the research's findings, trust and electronic word-of-mouth have a role in what customers decide to buy on Shopee at the Mahapena Adventure Store. At the Mahapena Adventure Store on Shopee, customers' choices to buy are influenced significantly by both electronic word-of-mouth and trust. This study concludes that, in order to prevent a decline in consumer purchasing decisions, Mahapena Adventure Store needs to be more mindful of consumer trust factors in the products sold on Shopee and, in the case of electronic word-of-mouth, more cautious and watchful of consumers when they purchase products on Shopee.

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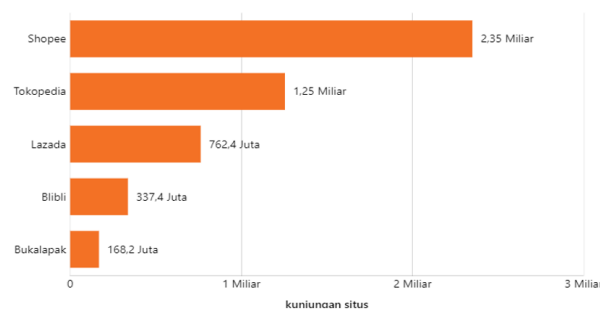
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## 1. Introduction

The present globalization period is seeing a very quick growth in the commercial sector. The political, economic, social, and cultural landscapes are continually changing in the modern period of fast expanding globalization, and this has an impact on rivals' corporate management strategies. One way the corporation aims to accomplish its objectives is via marketing initiatives (Fadila et al., 2021). In other words, to survive in increasingly tight and growing business competition, companies do marketing (Priansa, 2017).

The development of birth and the internet has resulted in significant changes and influences on all sectors, including the business sector. Business people now have to have their own internet network. The internet is the main component that supports all daily activities. Shopee is an online shopping application that is visited and used by many people in 2024. With the large number of marketplaces in Indonesia, according to data (Ahdiat, 2023) these applications are Shopee, Lazada, Tokopedia, Blibli and Bukalapak.

**Figure 1.** Five Marketplaces in Indonesia



Source: [datboks.katadata.co.id](https://datboks.katadata.co.id)

Strong support from the community and various effective marketing strategies have helped Shopee maintain its position as a leader in the online commerce industry in Indonesia. With this service, Shopee also develops and provides various services such as free shipping, live chat feature, freedom to choose a variety of models, colors, materials and sizes. Shopee is one of the companies using mobile apps to prioritize the marketplace sector in order to capitalize on e-commerce business potential (Prayoga, 2016). Marketplaces must have various innovations and creativity in the products they sell so that consumers are interested and make decisions to buy these products (Mathrani & Ibrahim, 2022)

Marketplaces are required to consider what is the basis for consumer purchasing decisions. Consumer purchasing decisions are an important factor in consumers' own considerations. Purchasing decisions are a problem-solving approach to people's activities in purchasing goods or services to satisfy their wants and needs, including recognizing needs and desires, searching for information, evaluating decision alternatives and purchasing behavior. According to (Kotler and Keller, 2019) Decision makers are those who actively participate in the acquisition and use of certain commodities. This serves as another incentive for consumers to decide to buy the essential goods. Making purchase choices involves customers identifying a need, learning more about a certain

brand or product, and weighing the pros and disadvantages of each option before deciding which one to buy (Kotler & Armstrong, 2017).

With purchasing decisions made by the company, it will get maximum profits (Hafidh Fauzi, 2021). Consumer behavior will look at the behavior of each individual, household or organization regarding how they process before deciding to make a purchase, as well as their actions after obtaining and consuming a product, service or idea. (Rafqi Ilhamalimy & Mahaputra, 2021). Customers may choose to spend their time or not, or they can choose to make no purchase at all, which puts them in control of the decision (Permata Sari, 2021). When someone makes a decision, there must be several alternative choices. From this statement, it can be said that consumers play an important role in a business (Narotama Sunardi et al., 2022). The satisfying of wants and desires is the first consideration for consumers when making a purchase (Chandra et al., 2023).

In relationships that can influence purchasing decisions is trust. Trust is a very important basis for carrying out online transaction or purchasing activities. A transaction will occur if both parties trust each other so that the entire buying and selling process becomes easier and more efficient if there is no foundation of trust between the seller and buyers, no transactions will occur in the world of e-commerce (Ilham, 2017). According to (Ferriyal & Rofiq, 2016), states that trust is a person's confidence in another person in a transaction based on the belief that that person fulfills all his obligations fairly as expected.

A collection of remarks made and used by current, former, or prospective customers about a business or product that are made accessible to individuals or organizations online is known as electronic word of mouth, or eWOM (Ismagilova et al., 2017). The information or messages contained in Electronic Word of Mouth can be used as a reference for consumer evaluation of trust or purchasing decisions. (Litvin et al., 2018) defines Electronic Word of Mouth as any unofficial communication about the positive aspects of particular services that is aimed at customers and made possible by internet-based technologies.

Based on the facts that researchers have observed in the Mahapena Adventure Store online shop which provides services that do not match what consumers want, namely that several consumers complained because consumers found their orders did not match what consumers had ordered. This can have an impact on the Electronic Word of Mouth review level. So this will influence the level of consumer distrust in using Electronic Word of Mouth in their purchasing decisions. The different levels of Electronic Word of Mouth reviews given to the Mahapena Adventure Store online store result in positive or negative statements being made by consumers. If consumers are satisfied with their consumption experience and order, they will voluntarily make a statement (review) about the product or service. (Goyette et al., 2010).

The research conducted by (Yulindasari & Fikriyah, 2022) entitled "The Influence of e-WoM (Electronic Word of Mouth) on Purchasing Decisions for Halal Cosmetics at Shopee" states that e-WoM has a significant positive effect on purchasing decisions. This is supported by research results (Sualang et al., 2023) with the title "The Influence of Electronic Word of Mouth, Price and Quality on Purchasing Decisions at PT. Mandala Finance Tbk, Ratahan Branch". The results of this research show that simultaneously eWOM, price and product quality have a significant influence on purchasing decisions. There are differences between previous research and researchers conducted by (Sualang et al., 2023) namely focusing on Electronic Word of Mouth on purchasing decisions and having different research objects. Through Electronic Word of Mouth messages, consumers obtain reliable information in their purchasing decisions. By focusing on factors that can

influence purchasing decisions, companies are required to pay more attention to Electronic Word of Mouth. By having a positive Electronic Word of Mouth, consumers will continue to buy the product in the first place when purchasing and towards the product and keep consumers comfortable in select the desired product (Dantas et al., 2022)

In previous research, only a few studies combined trust and electronic word of mouth variables in one study. Another thing that differentiates this research is that it uses the Mahapena Adventure Store as the research object, whereas previous research used similar shops as the research object. The question posed by this study is whether customer shopping choices at Shopee at the Mahapena Adventure Store are partially and simultaneously influenced by electronic word-of-mouth and trust. The aim of this research is to test and analyze the influence of trust and electronic word of mouth partially and simultaneously on consumer purchasing decisions at Shopee at the Mahapena Adventure Store.

## 2. Literature Review

### 2.1. Trust

(Priansa, 2017) said that all the information that customers possess and all the judgments they make about products, their qualities, and advantages add up to trust. In this research, trust uses appropriate indicators (Kotler and Keller, 2019) consists of Ability, Benevolence, Integrity and Willingness to depend. According to research conducted by (Hendra & Amin, 2019) Purchasing choices are significantly and favorably impacted by trust. Consequently, this study demonstrates that:

H1: Trust influences purchasing decisions

### 2.2. Electronic Word Of Mouth

(Prastyo, 2020), The almost ubiquitous usage of social media in people's lives and the corporate world is evidence of the advancement of information and technology. Someone can interact with other consumers, conduct product reviews and various experiences, all of which can be done via social media. This form of communication is known as Electronic Word of Mouth. This research uses Electronic Word Of Mouth indicators according to (Wulandari, 2017) consisting of Intensity, Opinion Valence, Content. Sourced from research by (Fadila et al., 2021) demonstrates how good electronic word-of-mouth influences consumers' choices to buy. Consequently, this study demonstrates that:

H2: Electronic Word of Mouth influences purchasing decisions

### 2.3. Buying Decision

Any activity that is directly related to the pursuit of goods and services, as well as the choices made both before and after these pursuits, is referred to as consumer behavior. State (Assauri, 2017) Habits also influence purchasing decisions made by consumers. This research uses purchasing decision indicators according to (Kotler & Armstrong, 2017) including product stability, purchasing patterns, recommending items to others, and recurring business. Thus, this study establishes:

H3: Trust and Electronic Word of Mouth influence purchasing decisions

### 3. Method, Data, and Analysis

An analytical method was used in this study. This Study uses causality techniques. Research using a causality approach seeks to explain cause and effect relationships and test the influence of the independent variable trust (X1) and electronic word of mouth (X2) on the dependent variable purchasing decisions (Y). This research was conducted on Shopee at the Mahapena Adventure Store. Researchers chose this location as a research location because: The majority of people are currently active users of Shopee and Mahapena Adventure Store also sells its products on Shopee. Based on calculations made using the Roscoe Formula, a sample of sixty individuals was employed in this study.

Simple Random Sampling is the sampling method used in this study. In this research, a questionnaire instrument was used using a Google form which was distributed in the form of a questionnaire link to Shopee customer respondents using Likert scale measurements. Validity and reliability tests were performed using SPSS v25 after data collection. When the computed r value is trustworthy and larger than the table r, the findings are legitimate. When 60 persons make up the sample, the Cronbach alpha value is larger than 0.60. The R2 coefficient of determination test, multiple linear regression tests, and hypothesis testing (t and F tests) are the last steps in the data analysis procedure used in this study.

### 4. Result and Discussion

#### 4.1. Multiple Linear Regression Analysis

Multiple linear analysis is the analysis technique used in this research, and its goal is to obtain a comprehensive picture of the dependent variable purchasing decisions made on Shopee at Mahapena Adventure Store as well as the independent variables namely trust (X1) and electronic word of mouth. The data calculations are produced using the SPSS for Windows version 25 program. In the following manner.

The following table displays the multiple linear regression analysis's findings:

**Table 1.** Multiple Linear Regression Analysis

		Coefficients <sup>a</sup>		
		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	6.803	2.533	
	Kepercayaan	.587	.093	.605
	Electronic Word of Mouth	.311	.106	.282

a. Dependent Variable: Keputusan Pembelian

Source: Output SPSS, 2024

Sourced from the calculation results in table 1, the regression equation is structured as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

$$Y = 6.803 + 0.587 X_1 + 0.311 X_2 + e$$

It means :

$a = 6.803$  : if trust (X1), and electronic word of mouth (X2) is assumed to have no influence at all ( $=0$ ), so the purchasing decision (Y) is 6.803.

$b_1 = 0.587$ : this means that if trust (X1) increases by 1 (one) unit and electronic word of mouth (X2) remains the same, then the purchasing decision (Y) increases by 0.587 units

$b_2 = 0.311$ , meaning if electronic word of mouth (X2) increases by 1 (one) unit, and trust (X1) remains the same, then the purchasing decision (Y) increases by 0.311 units

#### 4.2. Coefficient of Determination Test

The degree to which the independent variable affects the dependent variable is determined by the coefficient of determination. As shown in table 2, the value of the coefficient of determination is calculated using Adjusted ( $R^2$ ):

**Table 2.** Coefficient of determination test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 <sup>a</sup>	.630	.617	3.34577

a. Predictors: (Constant), Electronic Word of Mouth, Kepercayaan

b. Dependent Variable: Keputusan Pembelian

Source: Output SPSS, 2024

Sourced from Table 2 shows that Adjusted ( $R^2$ ) is 0.617. This shows the magnitude of its influence trust, and eWoM on consumer purchasing decisions by 61.7%, meaning that there are still other variables that influence consumer purchasing decisions by 38.3%, but these variables are not examined in this research, because the number of independent variables has been adjusted. If the coefficient of determination ( $R^2$ ) is greater (closer to 1), then the influence of the independent variable on the dependent variable is greater. Adjusted ( $R^2$ ) is 0.617, then the magnitude of the influence trust, and eWoM on purchasing decisions has a big influence.

#### 4.3. Hypothesis Testing

Multiple linear analysis is the analysis technique used in this research, and its goal is to obtain a comprehensive picture of the dependent variable purchasing decisions made on Shopee at Mahapena Adventure

##### a. T Test (Partial/Individual Influence Test)

Taken from The following values were obtained by the t test that was performed:

**Table 3.** T Test

Coefficients <sup>a</sup>			
Model		t	Sig.
1	(Constant)	2.686	.009
	Kepercayaan	6.325	.000
	Electronic Word of Mouth	2.949	.005

a. Dependent Variable: Keputusan Pembelian

Source: Output SPSS, 2024

Sourced from calculations in table 3 show that:

- 1) Variable trust. The significance value obtained is 0.000, which is smaller than 0.05, so it means that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. Thus it is proven that trust (X<sub>1</sub>) partially or individually has a significant effect on consumer purchasing decisions (Y).
- 2) Variable electronic word of mouth obtaining a significant value of 0.005 is smaller than 0.05, meaning that H<sub>0</sub> is rejected and H<sub>2</sub> is accepted. Thus it is proven electronic word of mouth (X<sub>2</sub>) partially and individually has a significant effect on consumer purchasing decisions (Y).

#### b. F Test (Simultaneous Influence Test)

Derived from the following values were determined by the F test that was performed:

**Table 4.** F Test

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1087.181	2	543.591	48.560	.000 <sup>b</sup>
	Residual	638.069	57	11.194		
	Total	1725.250	59			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Electronic Word of Mouth, Kepercayaan

Source: Output SPSS, 2024

From the calculations in table 4 it is known that the sig value. equal to 0.000 is smaller than 0.05 which means H<sub>0</sub> is rejected and H<sub>3</sub> is accepted. So it is proven that trust (X<sub>1</sub>), and electronic word of mouth (X<sub>2</sub>) has a significant effect on consumer purchasing decisions (Y).

#### 4.4. Discussion

It is recognized that these two factors significantly impact customer purchase choices based on the findings of experiments conducted by researchers. We shall provide the following explanation for each variable:

##### a. The influence of the trust variable partially has a significant effect on consumer purchasing decisions at Shopee at the Mahapena Adventure Store

Consumer purchase choices (Y) are significantly influenced, but not entirely, by the trust variable (X<sub>1</sub>). Due to the fact that the trust variable's significant value of 0.000, or less than 0.05, as shown by the statistical test findings in Table 5, H<sub>0</sub> is rejected and H<sub>1</sub> is approved. It has been shown, therefore, that trust (X<sub>1</sub>) both individually and partly influences customer purchase choices (Y). This study supports research conducted by Amin & Hendra (2020) which states that trust has a significant influence on consumer purchasing decisions.

In addition, the results of this study support the theory advanced by Priansa (2017: 116), according to which trust is defined as the total of customer knowledge and judgments about products, features, and advantages. The Mahapena Adventure Store makes an attempt to pay close attention to and maintain customer trust, since unhappy customers may be less likely to make purchases of its products, according to study findings and expert thought.

##### b. The influence of the electronic word of mouth variable partially has a significant effect on consumer purchasing decisions at Shopee at the Mahapena Adventure Store

The electronic word of mouth variable (X<sub>2</sub>) partially has a significant effect on consumer purchasing decisions (Y). It can be seen from table 5's statistical test findings that H<sub>0</sub> is rejected and H<sub>1</sub> is approved since the electronic word-of-mouth variable has a significance value of 0.005, which is less than 0.05. Therefore, it has been shown that both

individually and partly, electronic word of mouth (X2) significantly influences customer purchase choices (Y). This study supports study conducted by Fadila et al. (2021) He claims consumer purchasing decisions are significantly influenced by eWoM.

Apart from that, this research is also in accordance with the theory put forward by Prastyo (2020), one proof of the development of technology and information is the almost comprehensive use of social media in people's lives and the business world. Someone can interact with other consumers, conduct product reviews and various experiences, all of which can be done via social media. This form of communication is known as eWoM. In order to improve purchasing decisions, the Mahapena Adventure Store makes an effort to provide Electronic Word of Mouth, which contains positive elements like product excellence, product information, and not demeaning other product brands. This conclusion is based on research findings and expert theories.

**c. The influence of the trust variable and electronic word of mouth simultaneously have a significant influence on consumer purchasing decisions on Shopee at the Mahapena Adventure Store**

Due to the fact that the probability of 0.000 is less than 0.05, table 6's significant values for trust (X1) and eWoM (X2) are 0.000, rejecting Ho and accepting H3. This means that trust (X1) and electronic word of mouth (X2) simultaneously influence consumer purchasing decisions.

Activities immediately related to obtaining and selecting goods and services, as well as the decision-making process that goes before and after these activities, are derived from consumer behavior. Assauri (2015:139) asserts that customer purchase choices are also influenced by habits. Mahapena Adventure Store must immediately evaluate all online sales activities, and pay attention to consumer trust and maintain electronic word of mouth so that it can still be accepted by the wider community, especially Shopee users, so that product purchasing decisions at Mahapena Adventure Store continue to increase without the slightest problem in terms of trust or in the eWoM factor.

## 5. Conclusion and Suggestion

Drawing from the findings of the investigation and the data analysis that has been done, it is possible to deduce that:

- a. Trust partially has a significant effect on consumer purchasing decisions on Shopee at the Mahapena Adventure Store.
- b. Electronic word of mouth partially has a significant influence on consumer purchasing decisions on Shopee at the Mahapena Adventure Store.
- c. Trust and electronic word of mouth simultaneously have a significant influence on consumer purchasing decisions on Shopee at the Mahapena Adventure Store.

Based on the conclusions and implications of the research, In light of the research's findings, the Mahapena Adventure Store should keep up its current improvements and pay closer attention to electronic word of mouth and trust by fostering customer confidence in the goods it sells and by disseminating up-to-date product information to enhance the likelihood that customers will buy these goods. This study can serve as a basis for future researchers to conduct similar follow-up research by including other variables that have not yet been discussed, as it has demonstrated that there are other variables that influence consumer purchasing decisions but were not covered in

this initial investigation. has been brought up. characteristics pertaining to product quality, location, and customer purchasing interest in order to get more accurate findings.

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