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RESEARCH ARTICLE

THE EFFECT OF ELECTRONIC WORD OF MOUTH AND PRICE ON PURCHASING DECISIONS WITH TRUST AS AN INTERVENING VARIABLE IN SHOPEE E-COMMERCE

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Abstract

This study aims to analyze the factors that influence purchasing decisions for Scarlett Whitening products in Shopee e-commerce, where the factors for making product purchasing decisions are Electronic Word Of Mouth, Price, and Trust. The data type is primary data, obtained from distributing questionnaires to consumers who have purchased Scarlett Whitening products in Shopee e-commerce, using non-probability purposive sampling so that the total sample is 155 respondents. This study uses the Causal Associative Analysis method with a qualitative approach and data analysis techniques using the Structural Equation Modeling (SEM) AMOS version 26.0 program. The results showed that electronic word of mouth has a significant effect on trust, price has a significant effect on trust, trust has no significant effect on purchasing decisions, electronic word of mouth has a significant effect on purchasing decisions, and price has a significant effect on purchasing decisions.

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Introduction:-

The development of an increasingly sophisticated era makes every element in economic activity experience a shift in every activity that facilitates various human endeavors. One of the fields of technology that has stolen much attention today is information and communication technology, characterized by the Internet. The number of internet users in Indonesia continues to grow every year. This technological advancement makes it easy to enter the business world. Many business people start selling and marketing their products online via the Internet, called online marketing or e-commerce. During the 21st century, e-commerce has become the most essential part of consumers' lives. The variety of services in e-commerce has expanded. E-commerce applies the C2C business model, which stands for "consumer to consumer," and refers to buying and selling goods and services through a marketplace where consumers can do business online. One application that is being widely used by the public is Shopee. Shopee managed to maintain its first position as the top e-commerce. Shopee lasted ten consecutive quarters and was also based on placement in Playstore. Meanwhile, Lazada and Tokopedia are chasing the runners-up based on their position in Playstore.

Shopee had the most visitors in Indonesia in the fourth quarter of 2021, with 138.77 million visitors. According to data source Databoks, in the second quarter of 2022, Shopee had an average of 131.3 million monthly website visitors. This figure is less than that of Tokopedia, which managed to attract 158.3 million website visitors per month in the same period. However, Shopee's visitor numbers still win compared to its competitors, such as Lazada, Bukalapak, Blibli, Ralali, KlikIndomaret, and JD.ID, Bhinneka, and Matahari. Before the pandemic, Shopee only

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had 56 million website visitors per month in the third quarter of 2019. Then, during the pandemic, its visitors continued to grow, but the trend tended to decline in the first two quarters of 2022. From the third quarter of 2019 to the second quarter of 2022, Shopee website visitors have grown by around 134%.

Before making an online purchase, consumers must trust the seller and the goods sold. Having a good review is an essential role for a buyer. Sharing experiences and reviewing products is a form of marketing communication called Word of Mouth (WOM). According to research by Arsyalan and Ariyanti (2019), word of mouth is vital because the owned trust is independent and conveyed from experience. Word-of-mouth communication has changed thinking and can also be done on social media using a more comprehensive scope called E-WOM (Electronic Word of Mouth). Electronic Word of Mouth is now the most effective and efficient marketing communication medium because it does not require high costs, broad reach, and rapid coverage spread. According to Rakhmawati et al. (2019) in Tapparan and Allo (2022), electronic word of mouth is carried out by consumers to freely provide a rating or assessment of a product or service they buy for the following consumer benchmark.

Buyers have several considerations before buying a product, including electronic word of mouth, trust, and price. The results of Dewi and Sudiksa's research (2019) state that electronic word of mouth has a significant and positive effect on brand trust, and brand trust significantly and positively affects purchasing decisions. In contrast to Ahmad's research (2021), E-WOM has an insignificant effect on attitudes towards online purchasing through trust.

Japariato and Adelia's research (2020) results state that price significantly affects trust; consumers are willing to pay a higher price for trusted sellers. In building trust, Shopee has provided transparent and quality prices so that Shopee application users have a high level of trust in using Shopee. In contrast to the results of research by Andilala, Bachtiar, and Saputra (2018), price has a positive but insignificant effect on trust.

The research results by Fhonna and Utami (2018) show that consumer trust affects involvement in consumer purchasing decisions in an application because trust motivates consumers when accessing the application. Trust plays an essential role because consumers cannot meet the seller directly. If the faith in the reputation of an application is suitable, consumers will be more involved in purchasing decisions. In contrast, the research results by Ayuningtyas and Gunawan (2018) show that trust has an insignificant effect on online purchasing decisions in the Bukalapak application for Batam State Polytechnic students.

Sindunata's research (2018) results show that electronic word of mouth positively impacts purchasing decisions. These results differ from the results of research by Luthfiyatillah, Millatina, Mujahidah, and Herianingrum (2020); electronic word of mouth has a positive influence but does not significantly affect purchasing decisions. This means that the occurrence of E-WOM on Instagram social media has yet to be able to influence purchasing decisions directly.

Research by Pramono, Eldine, and Muniroh (2020) found that price is the most influential factor in online purchasing decisions. Meanwhile, Rozi and Khuzaini's (2021) research results show that price has a positive and insignificant effect on purchasing decisions. In contrast to the research results by Rosdiana, Suharno, and Kulsum (2018), Price does not affect purchasing decisions due to price instability.

Based on this description, this study aims to analyze the effect of electronic word of mouth and price on trust and electronic word of mouth, price, and trust on purchasing decisions in Shopee e-commerce.

Literature Review:-

Purchase Decision

According to Kotler and Armstrong (2017), buyers make purchasing decisions during the buying process. Meanwhile, according to Schiffman (2017), the decision is to buy a product between two or more alternatives. A decision without a choice is called a "Hobson," and consumers who want to choose must have options. The essence of consumer decision-making is the process by which consumer knowledge is combined to evaluate two or more alternative behaviors and select one (Setiadi, 2016). Yustiawan (2016) states that the indicators in purchasing decisions are as follows: 1) stability in a product, 2) habit of buying products, 3) giving recommendations to others, and 4) making repeat purchases. Researchers in this study used indicators from Yustiawan (2016).

Trust

The company's willingness to rely on business partners is what Kotler and Keller (2016) define as trust. Consumer trust is the perception from the consumer's point of view of the seller's reliability in the experience and the fulfillment of consumer expectations and satisfaction. One of the most critical factors in online buying and selling is consumer trust in e-commerce. Business transactions between two or more parties will only take place if both parties trust each other. Kotler and Keller (2016) state that trust indicators are ability, kindness, integrity, & willingness to depend.

Electronic Word of Mouth

According to Kotler and Keller (2016), electronic word of mouth is marketing that uses the internet to create an effect that spreads through word of mouth to help achieve marketing goals. Promotion efforts can be carried out with electronic word of mouth to attract potential customers verbally or in writing through electronic media. Excellent or lousy responses or feedback from consumers dramatically affect sales. Lin et al. (2013) state that the indicators of electronic word of mouth are the electronic word of mouth quality (E-WOM quality), electronic word of mouth quantity (E-WOM quantity), & sender's expertise.

Price

Kotler and Armstrong (2013) say that the price charged by a product or service or the value given by customers in exchange for the benefits of using or owning the product or service. According to Tjiptono (2015), a price is a monetary unit or other measure (including other goods and services) exchanged to obtain ownership or use rights for goods and services. Kotler and Armstrong (2016) state that price indicators are price affordability, the level of price compatibility with product quality, the level of price compatibility with benefits, & prices according to ability or price competitiveness.

The Effect of E-WOM on Trust in Shopee E-Commerce

Research by Fhonna and Utami (2018) states that electronic word of mouth influences trust in Shopee consumers at Syiah Kuala University. In the study of Zalni and Abror (2019), e-wom has a positive and significant effect on trust. Nur and Octavia's study (2022) shows that the electronic word-of-mouth variable significantly affects consumer trust. Based on the empirical research above, the research hypothesis is:

H1: It is assumed that E-WOM has a Significant Effect on Trust

The Effect of Price on Trust in Shopee E-Commerce

The results of Apriliani's research (2013) state that consumer purchases are correlated with the prices consumers pay. So, consumer trust is influenced by price. The price set for products widely used by loyal consumers will also be their consideration. As a result, it can increase consumer trust by setting prices that align with the prices of other products and the quality of the products offered. Pavlou and Dimoka (2006) state that buyers and sellers are physically separated in online shopping. This creates uncertainty for buyers because, most of the time, they deal with unknown sellers without brand names. According to Cahyaningdyah's research (2013), consumers are willing to pay higher prices for reliable online sellers. Based on the empirical research above, the research hypothesis is:

H2: It is suspected that Price has a Significant Effect on Trust

The Effect of Trust on Purchasing Decisions at Shopee E-Commerce

The results of research by Fhonna and Utami (2018) state that trust influences the purchasing decisions of Shopee consumers at Syiah Kuala University. This is also supported by the results of research by Putri and Ratnawati (2022) and Pratiwi (2020), namely that trust significantly affects purchasing decisions in the Shopee online buying and selling application. Based on some of the empirical research above, the research hypothesis is as follows:

H3: It is suspected that Trust has a Significant Effect on Purchasing Decisions

The Effect of E-WOM on Purchasing Decisions at E-Commerce Shopee

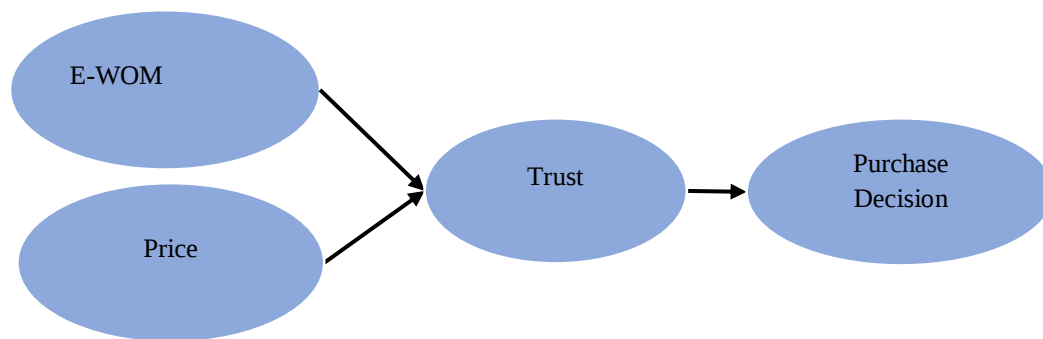
Research by Arsyalan and Ariyanti (2019) shows that electronic word of mouth positively affects purchasing decisions. Likewise, the research results by Dewi, Nawangsih, and Sulistyan (2020) state that electronic word of mouth significantly affects purchasing decisions for fashion products at Shopee among the Lumajang community. When shopping online, consumers do not know the product physically, so they need to read reviews about it to assess its quality. Based on the empirical research above, the research hypothesis is as follows:

H4: It is suspected that E-WOM has a Significant Effect on Purchasing Decisions**The Effect of Price on Purchasing Decisions at Shopee E-Commerce**

The research results by Ilmiyah and Krishernawan (2020) show that price has a positive and significant influence on purchasing decisions. Supported research by Putri and Ratnawati (2022), Pratiwi (2020), and Azis, Asdar, and Munir (2021) show that price has a significant effect on purchasing decisions in the Shopee online buying and selling application. Based on some of the empirical research above, the research hypothesis is as follows:

H5: It is suspected that Price has a Significant Effect on Purchasing Decisions**Framework of the Study**

Based on the inconsistencies or various results of previous research on purchasing decisions and trust and the phenomenon of a gap in purchasing decisions at E-Commerce Shopee, the authors want to conduct further research on the Effect of Electronic Word Of Mouth and Price on Purchasing Decisions and their influence on Consumer Trust in E-Commerce Shopee, so that the framework for this research is as follows:

Picture 1:- Framework of the Study.**Research Method:-**

This type of research uses quantitative research by looking for the relationship between the independent and dependent variables. This research was conducted on individual units of analysis who will become respondents, namely consumers who have purchased Scarlett Whitening products in the Shopee Jakarta e-commerce. The population in this study are all customers who have purchased Scarlett Whitening in Shopee e-commerce.

Sampling using non-probability sampling method with purposive sampling technique. The questionnaire was distributed to a sample of 155 respondents, where the data type was primary. The source of this research data is through questionnaires distributed to buyers and users of Scarlet Whitening in Shopee e-commerce. The results of the questionnaire answers were collected and analyzed using the SEM (Structural Equation Modeling) software application with the AMOS version 26.0 program.

Validity and Reliability Test

The electronic word-of-mouth variable validity test results are declared valid because the Rcount result is greater than the R table (0.361). The electronic word-of-mouth variable reliability test results show that Cronbach's Alpha 0.938 is more significant than Rtable, which is 0.7. The test results show that the electronic word-of-mouth variable statement is reliable. The results of the price variable validity test of the five statements were declared valid because the results of the R count were more excellent than Rtable (0.361). The price variable reliability test results show that Cronbach's Alpha 0.945 is more significant than the R table, which is 0.5. So, from these results, it can be concluded that the price variable statement is reliable. The results of the validity test of the trust variable from the six statements were declared valid because the results of the R count were more excellent than the R table (0.361). The trust variable reliability test results show that Cronbach's Alpha 0.893 is greater than the Rtable, which is 0.6. So, from these results, it can be concluded that the trust variable statement is reliable. The results of the validity test of the purchasing decision variable from the six statements were declared valid because the Rcount result was more significant than the R table (0.361). The purchasing decision variable reliability test results show that Cronbach's Alpha 0.915 is greater than the R table, which is 0.6. So, from these results, it can be concluded that the statement of the purchasing decision variable is reliable.

Analysis and Discussion:-

SEM Assumption Test

The criterion used is based on Chi-squares at a degree of freedom of 24, namely indicator variables at a significance level of $p < 0.001$. Mahalanobis distance value $\chi^2 (24, 0.001) = 391.008$. This means all cases with a Mahalanobis distance greater than 391.008 are multivariate outliers. The following are the results of the Mahalanobis distance output in Table 1 from the AMOS 26.0 program.

Table 1:-Mahalanobis Distance Result.

Observation number	Mahalanobis d-squared	p1	p2
128	81.349	.000	.000
122	79.172	.000	.000
129	76.833	.000	.000
...	...	...	...
...	...	...	...
...	...	...	...
92	16.365	.874	1.000
74	16.294	.877	1.000
90	16.158	.882	1.000

Source: Data processed by researchers (2023)

Confirmatory Factor AnalysisTest (CFA)

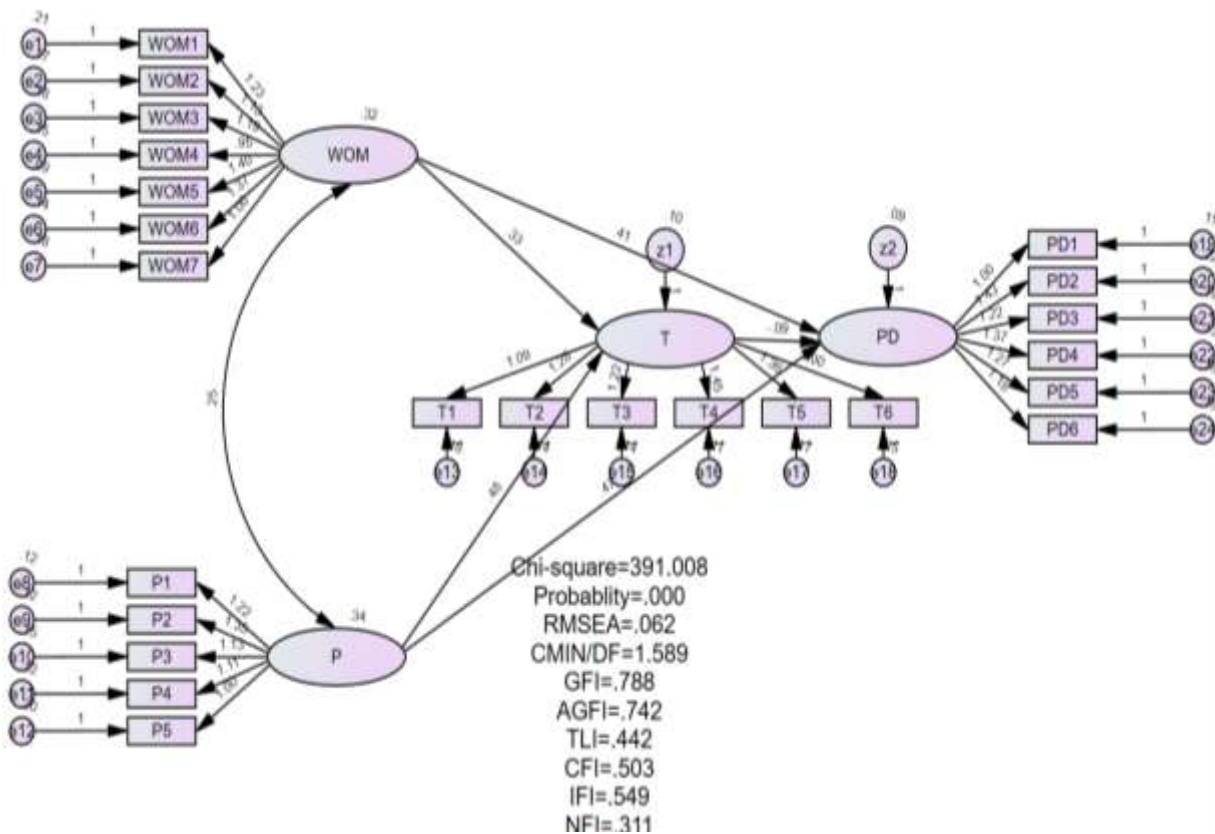


Table 2:- Parameter Estimation Calculation Results.

Variable	Construct	Estimate	S.E	C.R	P
T	<--- WOM	.325	.115	2.832	.005
T	<--- P	.479	.127	3.758	***
PD	<--- WOM	.415	.140	2.966	.003
PD	<--- P	.471	.135	3.482	***

PD	<---	T	-.092	.130	-.705	.481
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The C.R value that does not meet the requirements (<1.96) at the 0.05 significance level occurs in the effect of trust on purchasing decisions with a C.R value of -0.705 and a significance level of 0.481 so that the causality of these variables cannot be accepted because it does not meet the requirements.

Table 3:- Goodness of Fit (GOF) Testing Results.

No	The Goodness of Fit Index	Cut Off Value	Analysis Results	Model Evaluation
1	X ² – chi Square	Expectedly Small	391.008	Marginal Fit
2	Significance Probability	≥ 0.05	0.000	Marginal Fit
3	RMSEA	≤ 0.08	0.062	Good Fit
4	GFI	≥ 0.90	0.788	Marginal Fit
5	AGFI	≥ 0.90	0.742	Marginal Fit
6	CMIN/DF	≤ 2.00	1.589	Good Fit
7	TLI	≥ 0.95	0.442	Marginal Fit
8	CFI	≥ 0.95	0.503	Marginal Fit

Source: Data Processed by Researchers(2023)

Hypothesis Test Results

Hypothesis testing can be accepted (H_a means accepted) if the critical ratio criterion is more than 2.58 at a significant level of 0.001 or more than 1.96 for a significance of 0.05. The research results on the effect of Electronic Word of Mouth on Trust show a C.R value of $2.832 > 1.96$ at a significant level (p-value) of $0.005 = 0.05$. So, it can be concluded that H_a is accepted, meaning that electronic word of mouth affects trust. Positive E WOM has an impact on consumer trust. Meanwhile, the results of the price research on trust show a C.R value of $3.758 > 1.96$ at a significant level (p-value) of $0.050 = 0.05$, so it can be concluded that H_a is accepted, meaning that price affects trust. The research results on the Trust variable on Purchasing Decisions show a C.R value of $-0.705 < 1.96$ at a significant level (p-value) of $0.481 > 0.05$. so it can be concluded that H_o is accepted, meaning trust does not affect purchasing decisions. Furthermore, the results of research on the effect of Electronic Word of Mouth on Purchasing Decisions show a C.R value of $2.966 > 1.96$ at a significant level (p-value) of $0.003 < 0.05$, so it can be concluded that H_a is accepted, meaning that electronic word of mouth affects purchasing decisions. The research results on the Price variable on purchasing decisions show a C.R value of $3.482 > 1.96$ at a significant level (p-value) of $0.000 < 0.05$, so it can be concluded that H_a is accepted, meaning that price affects purchasing decisions.

Closure

Conclusions:-

The results of this study indicate, among others, that electronic word of mouth and price significantly influence trust. Meanwhile, the trust construct only considerably influences purchasing decisions. The electronic word-of-mouth construct has a considerable influence on purchasing decisions. Furthermore, the results showed that the price construct substantially influences purchasing decisions.

Suggestions:-

Based On the lowest value indicator of electronic word of mouth, the number of online reviews on Shopee e-commerce shows that Shopee e-commerce is less prevalent in the community. So, Shopee should be more aggressive in increasing credibility, which refers to consumer trust in these reviews to show that Shopee is popular in the community.

Meanwhile, the indicator with the lowest value is price; buyers feel that the Scarlett Whitening products cost more than those from other brands. The Scarlett Whitening company should be able to convince buyers that Scarlett Whitening products are cheaper than products from different brands when buying on Shopee e-commerce.

The indicator with the lowest value on trust is that buyers feel that there is no dependence on buying Scarlett Whitening products through Shopee e-commerce. We recommend that the Scarlett Whitening company give more trust to Shopee e-commerce consumers by maintaining product quality and providing the best service by satisfying

consumers to increase sales. Consumers can make repeat purchases and recommend the product in Shopee e-commerce.

Based on the answers from consumers, it is obtained that the lowest indicator gives value to purchasing decisions, namely that buyers lack the trust to buy Scarlett Whitening products in Shopee e-commerce. We recommend that the Scarlett Whitening company in Shopee e-commerce be more responsive to consumers who have answered the list of questions honestly by looking at the number of reviews that have been entered and some of the credibility of the reviews available on the product so that they quickly and responsively create an appropriate marketing strategy.

Research Limitations

The objectives of this study were successfully achieved, but limitations should be addressed for future research in this area. First, this research data is cross-sectional, so it cannot capture changes over time when evaluating the research dimensions. Second, the sample of this study was limited to Scarlett Whitening consumers at E-commerce Shopee, so researchers are more concerned that the study results cannot be used for generalization. So, future research needs to involve a broader range of respondents. Third, the constructs used in this model are based on internal perceptions, while external perceptions can influence purchasing decisions. Therefore, future researchers should consider subjective norms, company support, and digital usage policies in Indonesia.

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