THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON CONSUMER TRUSTWORTHINESS AND PURCHASE INTENTION  
(Survey on Followers Instagram of @Zaloraid)

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ABSTRACT

This research aimed to (1) explaining the influence of Electronic Word of Mouth on Consumer Satisfaction (2) explaining the influence of Electronic Word of Mouth on Purchase Intention (3) explaining the influence of Consumer Satisfaction on Purchase Intention. The type of this research is explanatory research with quantitative approach. The variables of the research are Electronic Word of Mouth, Consumer Trustworthiness, and Purchase Intention. The sampling technique for this research was using purposive sampling and the data collection method by distributing online questionnaire to 116 respondents according to population criteria. Data analysis used descriptive analysis and path analysis. The results showed that Electronic Word of Mouth significant influence on Consumer Trustworthiness, Electronic Word of Mouth has significant influence on Purchase Intention, and Consumer Trustworthiness has significant influence on Purchase Intention. Based on the results of this research, Zalora should improve the information throughout Zalora’s Social Media evenly and improve the quality of service, so the activities of Electronic Word of Mouth (eWoM) such as consumer reviews are increasing and it affect to increas the new member of Zalora’s consumer.

Keywords: Electronic Word of Mouth, Consumer Trustworthiness, Purchase Intention, Online Shopping.

ABSTRAK

Penelitian ini bertujuan untuk (1) menjelaskan pengaruh Electronic Word of Mouth terhadap Consumer Trustworthiness, (2) menjelaskan pengaruh Consumer Trustworthiness terhadap Purchase Intention, (3) menjelaskan pengaruh Electronic Word of Mouth terhadap Purchase Intention. Jenis penelitian ini adalah eksplanatori (explanatory research) dengan pendekatan kuantitatif. Variabel pada penelitian ini terdiri dari Electronic Word of Mouth, Consumer Trustworthiness, Purchase Intention. Teknik pengambilan sampel yang digunakan adalah purposive sampling dan metode pengumpulan data melalui kuesioner secara online kepada 116 responden yang sesuai dengan kriteria populasi. Analisis data yang digunakan adalah analisis deskriptif dan analisis jalur (path analysis). Hasil penelitian menunjukkan bahwa Electronic Word of Mouth berpengaruh secara signifikan terhadap Consumer Trustworthiness, Electronic Word of Mouth memiliki pengaruh yang signifikan terhadap Purchase Intention, Consumer Trustworthiness berpengaruh signifikan terhadap Purchase Intention. Berdasarkan hasil penelitian, sebaiknya Zalora meningkatkan kembali informasi pada seluruh Social Media Zalora secara merata dan meningkatkan kualitas pelayanan, agar kegiatan Electronic Word of Mouth (eWoM) seperti review dari konsumen semakin meningkat karena hal itu berpengaruh dalam meningkatkan jumlah konsumen baru Zalora.

Kata Kunci: Electronic Word of Mouth, Consumer Trustworthiness, Purchase Intention, Online Shopping.
INTRODUCTION

According to Kotler and Keller (2009:172) Word of Mouth (WoM) is a communication between consumers made through verbal, written, and electronic connecting to the buying experience. Companies must position the product to be informed consumers to other consumers and is a valuable product to keep informed. WoM in nowadays can be done in cyberspace, with the benefits of wider coverage and in seconds what can be shared in the internet is visible of millions people in the world. This paradigm makes WoM an internet called Electronic WoM (EWoM).

The number of internet users today can make other people easy to find the product they are looking for, unconsciously bring up the EWoM is a positive or negative statement formed from the opinion of consumers, both prospective and former consumers of a product that can be accessed by a wide audience in cyberspace (Thurau, 2004). EWoM into a medium that can be used to inform the company's products to be more able to become important information that can be disseminated to consumers to be the subject of conversation and easy to accept consumers through internet access.

Research conducted by Chinho et al. (2013) shows consumers who feel dissatisfied with the product tend to seek outside comment, by reading online comments can help consumers feel more confident in their interest to buy. Nowadays consumers are increasingly critical to seek information about a product before making a purchase intention. The experiences or reviews that others give to a sale and a service or product make the consumer trustworthiness.

Consumers get all the information about a product, consumers will increase in their buying interest to make a purchase, consumers can consider by evaluating all knowledge of some choices about the product whether in accordance with expected to be able to meet their needs. According to Syafaruddin (2016) EWoM had a big influence on consumers in affecting their purchase intention. The experiences or reviews that others give to a sale and a service or product make the consumer trustworthiness.

With the large number of internet users who feel attached to the technological sophistication change their living habits in shopping. Modern society is beginning to abandon traditional shopping and switch to more effective and efficient shopping models such as online shopping. Starting from a product that is exploding in the market until a product that is difficult to get now available. The increasingly fierce competition in the sale of online shop products, especially in the field of fashion, making each seller ranging from wholesale or retail sellers provide a variety of attractive offers to those who often do web browsing. Ranging from offering low prices on certain items to discounted vouchers. Differences in price, design and service to be a benchmark of prospective buyers to choose an online shop that would captivate them. In addition to pricing, design, and service, reviews from others become one of the factors that most influence the purchase intention of potential customers.

Higher ranking and review characteristics are an effective factor for making purchase intention. Special, consistency, number of online reviews, and review updates are an important factor on purchase intention (Abdulrahman, 2013:30). Opinions, reviews, and comments from satisfied or unsatisfied customers sometimes become a benchmark of a prospective consumer to choose an online shop in getting the product they want or need.

EWoM is also more effective in helping companies get the spotlight of potential customers. This is now widely used company or online shop in marketing its products. With just a few words and recommendations from consumers who feel comfortable with their product, they will get new customers coming and get consumer trustworthiness. With the help of the times, comes the EWoM its range is broader than WoM. Marketers use internet media for electronic commerce as the provision of consumer needs and build their business through online interaction. And with a review or recommendation from consumers who want to share, it is able to affect the purchase intention of prospective customers.

Fashion has brought great influence to globalization and lifestyle because from International Labour Organization’s Website said fashion is not just about clothes but includes the role and meaning of clothing in a social action. Although said to change, fashion is not entirely changed. This can be seen from the design in the past that re-adapted into a new form to keep up with the times. Talk about the times, information about the development of fashion can we know easily in the internet.

The rise of internet users affects several local companies and branches from abroad to offer their products and steal the attention of consumers and prospective customers. It should provide a store inside the computer screen or mobile phone, Zalora have started to sound familiar in our ears. Zalora is one of the many fashion online that offer their products through the sophistication of the internet.
Zalora have a personal website that still operates in order to continue to establish relationships with consumers. According to Figure 2 Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) said that Indonesian people prefer shopping online for fashion products rather than non-fashion products.

![Figure 1: The most popular goods purchased online in Indonesia](source: Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) (2017))

Zalora’s Indonesia Website said Zalora Indonesia is an online store is the largest online fashion shopping center in Indonesia that can answer the needs of men's fashion and women's fashion by offering leading brands both locally and internationally. Zalora Indonesia founded in 2012 by Catherine Sutjahyo, is part of Zalora Group in Asia which consists of Zalora Singapore, Zalora Malaysia, Zalora Vietnam, Zalora Taiwan, Zalora Thailand and Zalora Philippines. They provide the products that always follow the latest fashion trends that provide many options to perfect the appearance of consumers. They provide a variety of fashion models ranging from shoes, clothing such as dresses, jumpsuits, daily clothing, tops, pants, skirts, outerwear, bags, accessories, batik and sports to beauty & grooming products for men and women can be obtained easily. Various ease in choice, color, and size are provided. By providing the latest items every day, sales, special promotions and free shipping to meet customer satisfaction in online shopping.

In addition to give many advantages to marketers, in online shopping as well as brings benefits to buyers. Advantages for online consumers are given convenience. Customers need not get involved with traffic, no need to search for parking spaces and walk from store to store. Consumers can compare brands, check prices and order a product 24 hours a day from anywhere. Online shoppers find it easy without having to encounter a few bickering when buying. Online purchasing offers several additional advantages. Online commercial and internet services give consumers access to abundant benchmarking information mainly through reviews and recommendations from other consumers.

**LITERATURE REVIEW**

**Electronic Word of Mouth (eWoM)**

Thurau et al. (2004: 42) argues that, "EWoM communication on Web-based opinion platforms can be initiated by the desire to help other consumers with their purchasing decisions, to save others from negative experiences, or both". Thus, such communications may include positive and negative consumer experiences with the product or company. Thurau (2004) marked EWoM as a form easy communication that has anonymity, as well as freedom from restrictions which is imposed by space and time. EWoM can bring that results different according to the means used. From some of the above definitions can be concluded that EWoM is a new phenomenon in the world of communication, especially marketing communications today where each individual exchange information and positive or negative experiences about something they have or others previously experienced through online media.

Based on research Jalilvand and Samiei (2012), indicators EWoM is as follows:
1) Read online reviews of other consumer products.
2) Gathering information from consumer product reviews via the internet.
3) Consult online
4) Feeling worried when someone does not read online reviews before purchase.
5) Increased confidence after reading online reviews.

**Consumer Trustworthiness**

According Suhardi (2006:51) defines trust as a condition when one party involved in the exchange process is confident with the reliability and integrity of the other. The province explains that trust is a willingness or willingness to rely on a partner involved in a trusted exchange. The willingness is the result of a belief that the parties involved in exchange will provide consistent quality, honesty, responsibility, light hand and good heart. This belief creates a close relationship between the parties involved in the exchange. in Suhardi (2006:51-52) beliefs are defined as perceptions of reliability from the point of view
of consumers based on experience, or more on the order of transactions or interactions characterized by the fulfillment of expectations of product performance and satisfaction. The main characteristic of trust is the positive perception formed by experience. Robbins (2003:336) states that trust is a positive hope that others will not act opportunistically. From these definitions it can be explained that belief is a common hope maintained by an individual whose speech from one party to another can be trusted. Trust is the most important variable in building long-term relationships between one party and the other.

Measurement of trust according to Zulganef (2002:103) is the performance of the company overall satisfy the expectations, the service provided by the company consistently maintained its quality, believe that the company will last long.

According to Barnes (2003:149), some important elements of trust are:
1) Trust is the development of past experiences and actions.
2) The expected character of the partner, as reliable and reliable.
3) Trust involves a willingness to put yourself at risk.
4) Trust involves feeling secure and confident in the partner.

Purchase Intention

According Effendy cited by Herlina (2011: 49-65) Purchase Intention is as follows: "Use or purchase continuation of attention which is the starting point for the emergence of desire to perform an activity that is expected communicator."

Meanwhile, Purchase Intention by Irawan, Pane (2011: 66-79) is: "A strong desire of passionate tendency of the heart is very high forget something by way of sacrifice, get something by paying money."

According to Bearman in Semuel, Wijaya (2008: 35-54), the growth of purchase intention is caused by elements consisting of three stages:
1) Stimulation
   It is a condition intended to encourage or cause someone acted.
2) Awareness
   It is something that enters one's thinking and is influenced by the products and services themselves.
3) Search information
   Internal information sourced from the consumer's own self within choose a product or service that can satisfy itself, information externally obtained from outside the consumer, for example through advertising or social sources (friends, family, and colleagues).

Hypothesis

![Figure 2: Hypothesis model](image)

**H**₁ : EWoM have a significant effect on Consumer Trustworthiness
**H**₂ : EWoM have significant effect to Purchase Intention
**H**₃ : Consumer Trustworthiness have a significant effect on Purchase Intention

RESEARCH METHOD

The type of research is using an explanatory research and using a quantitative approach. This research was conducted on the consumer on Zalora Online Shopping based on the followers on Instagram @Zaloraid because from PortCalls Asia’s website the Managing Director in Zalora named Constantin Roberts said that Zalora is one of "The Fastest Growing e-commerce" and according to Trusted Company’s website show that Zalora always get nearly 350 reviews from consumers in a week. The sample involved in this study are 116 respondents.

RESEARCH RESULTS AND DISCUSSION

| Table 1 The Result of Path Coefficient Testing of EWoM and Consumer Trustworthiness |
|------------------------------------------|------------------------------------------|----------|----------|----------|
| Independent Variable | Dependent Variable | Beta | t | p-value | Notes |
| EWoM | Consumer Trustworthiness | 0.628 | 8.626 | 0.000 | Sig |

R square (R²) = 0.395
n = 116

Source : SPSS Output
Table 2 The Result of Path Coefficient Testing of EWoM and Purchase Intention

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Dependent Variable</th>
<th>Beta</th>
<th>t</th>
<th>p-value</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>EWoM</td>
<td>Purchase Intention</td>
<td>0.389</td>
<td>5.152</td>
<td>0.000</td>
<td>Sig</td>
</tr>
</tbody>
</table>

R square (R2) = 0.611
n = 116

Source: SPSS Output

Table 3 The Result of Path Coefficient Testing of Consumer Trustworthiness and Purchase Intention

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Dependent Variable</th>
<th>Beta</th>
<th>t</th>
<th>p-value</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Trustworthiness</td>
<td>Purchase Intention</td>
<td>0.477</td>
<td>6.322</td>
<td>0.000</td>
<td>Sig</td>
</tr>
</tbody>
</table>

R square (R2) = 0.611
n = 116

Source: SPSS Output

Direct Effect (DE) I = \( \rho_{Y1X} \)
= 0.628
II = \( \rho_{Y2X} \)
= 0.389
III = \( \rho_{Y1Y2} \)
= 0.477

Indirect Effect (IE) I = \( \rho_{Y1X} \times \rho_{Y1Y2} \)
= 0.628 x 0.477
= 0.299

Total Effect (TE) = Direct Effect + Indirect Effect
Total Effect (TE) I = \( \rho_{Y2X} + ( \rho_{Y1X} \times \rho_{Y1Y2} ) \)
= 0.389 + 0.299
= 0.688

\[ R^2 = 1 - (1 - R21) (1 - R22) \]
= 1 - (1 - 0.395) (1 - 0.611)
= 1 - (0.605) (0.389)
= 1 - 0.235
= 0.765 or 76.5%

The calculation of assessment model hypothesis show a result of 0.765 or 76.5%. which means explaining that the model's contribution to explain the structural relationship of EWoM on Consumer Trustworthiness and Purchase Intention variables is 0.765 or 76.5%. While the rest of 0.244 or 24.4% is explained by other variables that are not contained in this research model.

The Influence of EWoM (X) and Consumer Trustworthiness (Y1)

The calculation result of the influence of EWoM on Consumer Trustworthiness show the significant influence. This can be proved by beta coefficient of 0.628 and the probability of (0.000<0.05), and then EWoM has significant influence on Consumer Trustworthiness. From the hypothesis states that EWoM has a significant influence and a positive sign on Consumer Trustworthiness is accepted. The amount of influence of EWoM variable to Consumer Trustworthiness variable can be seen from the value of coefficient of determination (R2) that is equal to 0.395% with influence of other variable not found in this research equal to 0.605%.

In Table 14 the questions X.1.1.2 to X.1.3.1 which contains about communicating exchanging opinions with other Zalora consumers, can interact with other consumers and provide positive experience information to get new info about Zalora products have a mean above 4.2, this indicates that the current EWoM is greatly helping to increase trust in the mindset of new consumers. Moreover, in Table 18 all respondents with a total of 100% replied that EWoM is very trustworthy and it proves that a review that is part of EWoM is able to increase consumer trustworthiness.

Syafaruddin (2016) concludes that Electronic communication of WoM has a significant influence on trust. Consumers can directly assess the products offered through the internet and into consideration to buy a product through social networking and. EWoM given by an unknown person allegedly still able to influence the perception of Consumer Trustworthiness.

Research from Thurau et al (2004) told that the consumer wants social interaction and attention from other consumers. The question from this research form X.1.1.1 until X.1.1.3 have mean more than 4.2 it means it was very good category and is about the consumer get opinion from other consumer from review in the internet it means that EWoM via Consumer Opinion Platform can help to increase trust in the consumer feeling because from the Opinion Platfform, consumer can feel the positive self-enhancement and social benefits it is automatically increase consumer trust.

The Influence of EWoM (X) and Purchase Intention (Y2)

The calculation result of the influence of EWoM on Purchase Intention show the significant influence. This can be proved by beta coefficient of 0.389 and the probability of (0.000<0.05). The hypothesis states that EWoM has a significant influence and a positive sign on Purchase Intention is accepted. The amount of influence of EWoM variable to Purchase Intention variable can be seen from the value of coefficient of
determination (R2) that is equal to 0.611 or 61.1% with influence of other variable not found in this research equal to 0.389 or 38.9%.

On the EWoM via consumer review that affects the Purchase Intention consumers, all respondents agreed. It indicates that EWoM can increase consumer desire to take decision in buying a product. On questions Y2.1.1 through Y2.1.2 on transactions and information search, almost average of each item above > 4.2 which means very good, because explaining that consumers are increasingly interested to shop in Zalora after consumers read the reviews from other consumer through Electronic media, and also consumers always search the information first before shopping so the consumer do not buy wrong product. This indicates that the feeling of consumer purchase intention of a consumer increases after they find new information.

In Jalilvand and Sameiei (2012) showed that EWoM is the most effective factor affecting on purchase intention. The concept of EWoM is an effective means of influencing consumer purchase intention. Supported also with the current technological advances that facilitate every consumer to share information that can be accessed by all users. In show in Table 16 that the question Y2.1.1 and Y2.1.2 most of the repondent choose strongly agree.

Based on the research of Minh Phnam (2014) said that people now like to doing online purchase because so many people are bust and they need some products which are convenient and timesaving and online purchase such an effective tool to satisfy the consumer and it’s impace from online consumer. It means that before the consumer want to buy some product, the first thing that consumer do is searching the information of the product from other consumer it can see from the question Y2.1.2 from 116 respondents there are 106 respondents said strongly agree and agree it means that the consumer feel trust about Zalora because Zalora give the real information to consumer and related consumer feel trust about Zalora because Zalora give the real information to consumer and related with question Y2.1.1 showed that almost all respondent feel interest to buy some product in Zalora after seeing the information. It means that the trust that Zalora make for the consumer via review can increase the feeling of consumer purchase intention.

Research of Syafaruddin (2016) said that trust has a significant effect of purchase intention the result of this reasearch supporting the results of the research from Thurau et al (2004) told that the consumer wants to get information from other consumer to increase feeling about purchase intention in some product, because EWoM via review become a strong positive information in influencing the decision of purchase intention. From question Y1.2.1 about the information that Zalora give never dissapointed the consumer, and from 116 respondents there are 106 respondents said strongly agree and agree it means that the consumer feel trust about Zalora because Zalora give the real information to consumer and related with question Y2.1.1 showed that almost all respondent feel interest to buy some product in Zalora after seeing the information. It means that the trust that Zalora make for the consumer via review can increase the feeling of consumer purchase intention.

Base on the direct and indirect effect calculation, can be conclude that direct effect from EwoM variable to Purchase Intention variable is greater than indirect effect from EwoM variable to Purchase Intention variable through Consumer Trustworthiness. This is showed that EwoM variable is the important variable in influencing purchase intention. Zalora have done some strategies to increase the consumer, and of the strategies is using EWoM through review, recommendation, opinion. It provided that 100% the respondent said that the consumer purchase Zalora product because read the review on the Internet. So it can be concluded that EWoM is giving the influence to the Purchase Intention on Zalora’s Consumer although it also supported from Consumer Trustworthiness.

The Influence of Consumer Trustworthiness (Y1) and Purchase Intention (Y2)

The calculation result of the influence of Consumer Trustworthiness on Purchase Intention show the significant influence. This can be proved by beta coefficient of 0.477 and the probability of (0.000<0.05). The hypothesis states that EWoM has a significant influence and a positive sign on Purchase Intention is accepted. The amount of influence of EWoM variable to Consumer Trustworthiness variable can be seen from the value of coefficient of determination (R2) that is equal to 0.611 or 61.1% with influence of other variable not found in this research equal to 0.389 or 38.9%.

Based on the analysis shows that the average consumer will definitely shop at 6 months average consumer buying products in Zalora maximum 2 times reached 35.34% within 6 months. There is no doubt that that Consumer Trustworthiness has an effect on Purchase Intention. This indicates that the trust in consumer of Zalora is very high for this Online Shop and makes consumers not to worry to shopping again. In Table 12 it was a bad experience to Zalora , almost 93.96% said they did not have a bad experience at Zalora. This proves that Zalora has a quality of Online Shopping that is trustworthy and makes consumers increasingly increasing the consumer Purchase Intention.
CONCLUSION & SUGGESTIONS

Conclusions
1. The results showed that EWoM (X) on Consumer Trustworthiness (Y1) show the significant influence. It means that EWoM can influence Consumer Trustworthiness in Zalora consumer. EwoM that provide information, opinion, and recommendation from other consumer about product or services can increase the trust feeling in consumer about Zalora

2. The calculation results of the influence of EWoM (X) on Purchase Intention (Y2) show the significant influence. It means that the EWoM via online review information can increase Zalora’s consumer in purchase intention to buy a product based on consumer positif expectation that created from review other consumer.

3. The calculation result of the influence of Consumer Trustworthiness (Y1) on Purchase Intention (Y2) show the significant influence. It means that the trust that consumer created from the review that consumer read in the other Zalora’s consumer in online can increase the consumer in terms of Purchase Intention to buy some product in Zalora..

Suggestions
1. Practical Suggestion
   a. Based on questionnaire about the review can increasing the respondent’s purchase intention and the important of Electronic Word all of the respondents 100% said yes it means that EWoM is the strategy that can increasing marketing activities. So, marketers should see how important the EWoM would create Consumer Trustworthiness and Purchase Intention.
   b. Table 10 on frequency distribution of respondents get review about Zalora most through Instagram as much as 66.37%. It is good way to Zalora that following the social media that is booming in nowadays and help to increase Zalora’s consumer is permissible, but hopefully Zalora also not forgetting another Social Media in terms of promoting or disseminating information about Zalora like Facebook or Twitter, moreover Zalora aiming for consumers all ages and it will be better if balancing the information to make the consumer get more review from all social media.
   c. Viewed on Table 12 on Zalora shopping experience, is good enough when as many as 93.96% of respondents almost answered there is no bad experience while the consumer order

REFERENCES


Website:
