ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE DECISIONS MEDIATED BY BRAND TRUST
(Study on Wardah Consumers in Jayapura)

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Abstract
The purpose of this research is to examine an empirical evidence in the form of Electronic Word Of Mouth (e-WOM) variables on Purchase Decisions mediated by Brand Trust. This study's sample consisted of all consumers of Wardah brand cosmetics in Jayapura. Sampling in the study used Probability Sampling, research data were obtained utilizing a questionnaire distributed online via Google form as a study instrument to respondents containing 13 statement items as measured using an interval scale. The data analysis method used in this study is Structual Equation Modeling (SEM). The results of the study show empirical evidence that Brand Trust significantly mediates Electronic Word Of Mouth (e-WOM) on Purchasing Decisions. The contribution of the results of this study can obtain empirical evidence regarding the factors that influence purchasing decisions, which can provide information to the holders of the Wardah cosmetic brand so that they can maintain quality and improve the quality of Wardah brand products.
Keywords: Electronic Word Of Mouth (e-WOM), purchasing decisions, brand trust, Wardah cosmetics

A. INTRODUCTION

In the very rapid development of the times, business competition is becoming increasingly competitive day by day as a result of globalization and digitalization. This advancement in the field of information technology makes business more dynamic. It requires companies to constantly innovate and increase creativity in order to keep up with consumer tastes which tend always to change followed by technological developments. One of the impacts of technological advances is the ease of finding information.

With the development of technology and information, as well as people who are aware of this technological sophistication, this is what drives consumers to use various social media platforms to find the information they want. Usually, consumers tend to look for product reviews and testimonials from other consumers who have purchased similar products according to what they want before deciding to buy. It is from the reviews and testimonials that correspond to their wishes and expectations which makes consumers able to make purchasing decisions for these products.

Decisions are the result of the process of selecting one of several possible options or alternatives (Suprapti, 2010). According to (Kotler & Amstrong, 2016), purchasing decisions are a step in the decision-making process during which customers truly buy the products.

Word of Mouth (WOM) has been proven to affect consumer behavior substantially, and marketers concur that Word of Mouth's power can potentially influence marketing communications in the future (Sweeney & Anderson, 2014). Technological advances are growing rapidly, resulting in the creation of a new paradigm in communication, which previously used WOM is now becoming Electronic Word of Mouth (eWOM) (Elaziz & M, 2015). e-WOM is different from traditional Word of Mouth because the origin of WOM content has little or no precedent with information seekers (Xia & Bechwati, 2008).

According to (Syafaruddin et al., 2016), the difference between WOM and e-WOM can be distinguished in the media used, traditional WOM users interact more face-to-face, whereas e-WOM users interact online through cyberspace.

Electronic Word of Mouth (e-WOM is a sort of marketing communication in which carry out a positive or negative statement expressed by prospective or past customers according to the product, which is made accessible to a large number of persons through the use of internet social media (Thurau et al., 2004).

Consumers will usually first explore websites about the product and read various reviews and testimonials online about the product they want to help determine their purchase satisfaction. E-WOM activity spreads faster and has a greater impact on consumer purchasing decisions.

Positive e-WOM references are an effort to build trust in brands (B, 2009), meaning that e-WOM greatly determines trust in a brand. The trust of a brand can have a huge impact on brand longevity, because if a brand ceases to be recognized in the eyes of consumers, it will be difficult for products with that brand to develop and survived in the market. On the contrary, if customers have faith in the brand, then Products bearing that name will continue to gain market share. Consumer choices about a particular brand are heavily influenced by brand trust.

If consumer reviews or testimonials on a product show that the brand is able to satisfy and fulfill the desires and needs of consumers, then it can lead the growth of brand trust into the consumer of a product so that they decide to purchase the product.

Brand trust is consumers' propensity to believe in the brand even though it is at risk with the belief that the brand will achieve positive outcomes or correspond to the expectations/desires that consumers expect (G & S, 1999).

The results of the study (Muhammad & Sunarti, 2018) concluded that e-WOM influences buying choices positively. However, this study's results contradict the research conducted by (Badir & Andjarwati, 2020), which concluded that Purchase choices are unaffected by e-WOM.

The cosmetic industry offers a diverse range of brands, both local and global brands. The price offered for each cosmetic product is also very diverse, some are cheap, while others are categorized as expensive. The quality of a brand can also determine the costs that must be incurred by consumers to get the quality that they want.

Research on Indonesian consumer cosmetic brands based on sales data for beauty products in the third quarter of 2016 showed that 48 percent of consumers preferred global brands, while 36 percent preferred local products. While the remaining 16 percent have no preference. This is presented in a graph of Indonesian consumers who like global and local cosmetics on Databoks.katadata.co.id in 2016 on yonulis.com. (2020). This shows that there are 36 percent of Indonesian cosmetics consumers who prefer local products over global products.

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Figure 1
Indonesian Consumer Cosmetic Brand Preferences in 2016
Source: databoks.katadata.co.id, 2016

One of the domestic cosmetic companies that has been successful and has survived in the Indonesian market amidst the rise of global cosmetics is Wardah Beauty Cosmetics. This national cosmetic manufacturing company is one of the largest in Indonesia which was founded in 1985 by Nurhayati Subakat under the name *PT. Pusaka Tradisi Ibu* which holds several leading brands such as Wardah, Make Over, Emina, IX, and Putri. Products produced by the Wardah brand are Muslim-themed facial makeup and skin care products. Various kinds of facial makeup and skin care are produced, including: facial wash, micellar water, serum, moisturizer, foundation, eye shadow palette, powder, blush on, lip cream, lip tint, eyebrow pencil, mascara, sunscreen etc.

Table 1 Top Brand Index Personal Care Category

Brand	TBI Mascara			TOP	Brand	TBI Lip Gloss			TOP
	2018	2019	2020			2018	2019	2020	
	(%)	(%)	(%)			(%)	(%)	(%)	
Maybelline	22.0	26.2	33.5	Top	Maybelline	10.9	19.0	33.5	Top
Wardah	19.0	15.5	12.3	Top	Wardah	31.8	16.2	12.3	Top
La Tulipe	-	10.9	11.0	Top	La Tulipe	-	8.4	11.0	Top

Wardah's mascara and lip gloss to be a consistent Top Brand in Indonesia for 3 years in a row, from 2018 to 2020. Wardah's value Top Brand Index (TBI) products mascara and lip gloss appear to have fluctuated, this is due to the emergence of new competitors

This also shows that Wardah products are superior local cosmetic brands and are liked by the people of Indonesia. However, even though it occupies the Top Brand position for 3 consecutive years, the data also shows that there is a decrease in sales in the two categories of Warda cosmetics each year for the same product. This is certainly caused by a decrease in purchasing decisions by consumers. A purchasing decision is a decision-making process that starts with identifying an issue, then assessing it and selecting the product that best meets your requirements.

The existence of a local cosmetic brand that is liked and superior for consumers, namely Wardah, can lead to positive e-WOM through Brand Trust as well as the research gap acquired from previous research with similar research, so that it is interesting to study further and makes the researcher decide to analyze about" **"Electronic Word of Mouth (e-WOM) Against Purchase Decisions Mediated By Brand Trust (Case Study on Wardah Consumers in Jayapura)".**

PROBLEM FORMULATION
From the description of the background above, the researcher determines the following issue formulation:
1. Does Electronic Word of Mouth influence the decision to purchase Wardah products in Jayapura?
2. Does Electronic Word of Mouth affect Brand Trust of Wardah products in Jayapura?
3. Does Brand Trust influence the decision to purchase Wardah products in Jayapura?
4. Does Brand Trust can mediate Electronic Word of Mouth on Wardah's Product Purchase Decision in Jayapura?

RESEARCH PURPOSES
The research objectives to be achieved from this study are as follows:
1. To analyze the influence of Electronic Word of Mouth on Wardah's Product Purchase Decision in Jayapura.
2. To analyze the influence of Electronic Word of Mouth to Brand Trust of Wardah products in Jayapura.
3. To analyze the influence of Brand Trust on Wardah's Product Purchase Decision in Jayapura.
4. To analyze the role of Brand Trust in mediating Electronic Word of Mouth on Wardah's Product Purchase Decision in Jayapura.

B. RESEARCH METHODS

The sort of research that's going to be utilized for this research is quantitative research. Quantitative research is a type of investigation whose general analysis uses statistical analysis. This study was carried out to test hypotheses to strengthen the theory used as a reference. Research data collection was cacollected utilizing a questionnaire which was assembled according to the measurements of the variables studied, then producing quantitative data Helling, (2016).

By using the survey method. The survey conducted in this study was consumers who had used or were currently using cosmetic products from the Wardah brand by providing statement items which were put in a questionnaire and later filled in by

consumers. While the analytical tool used is Structural Equation Model (SEM) analysis. SEM analysis allows the assessment of relationships as a whole and provides exploratory analysis and analysis of confirmation of theory (J F Hair, 1998).

Because the exact population size is unknown, the sample size is taken using the Hair Formula. According to (Joseph F Hair, 2010) If the study sample seems to be very big, such as 400, the technique becomes very delicate, making obtaining a sample size with a decent goodness of fit challenging. As a result, it is recommended to use a minimum sample of 5-10 observations for each parameter being estimated. The amount of variables used in this research was 13 multiplied by 10 to produce a total sample of 130 respondents from Wardah consumers and former Wardah consumers.

Therefore, the sampling technique employed in this research was Probability Sampling. Probability Sampling is a sampling technique which gives equal opportunity for each part or individual of the group to be sampled (Sugiyono, 2017).

In this research, the measurement instrument is an interval scale. The interval scale is a scale that assigns a number to the categorization or group of objects that have numerical dimension characteristics and are added to one other property, namely distance or gap, which is a feature of the object being measured.

C. RESULTS

Instrument Test

This analysis is used to measure the correlation of each item's score with the total score. The sum of all items yields the total score. Validity testing was carried out using SPSS version 24.00.

The way to determine the r table is df = n – 2 where n is the number of samples, so the r table that is obtained is 0.1723.

Table 2 Validity Test Results

Variable	Item	r count	r table	Koef. Significance	Information
e-WOM (X)	EWOM1	0,753	0,1723	0,000	**Valid**
	EWOM2	0,669	0,1723	0,000	**Valid**
	EWOM3	0,794	0,1723	0,000	**Valid**
	EWOM4	0,724	0,1723	0,000	**Valid**
	EWOM5	0,767	0,1723	0,000	**Valid**
Brand Trust (Z)	BT1	0,879	0,1723	0,000	**Valid**
	BT2	0,900	0,1723	0,000	**Valid**
	BT3	0,871	0,1723	0,000	**Valid**
	BT4	0,875	0,1723	0,000	**Valid**
Purchase Decision (Y)	KP1	0,853	0,1723	0,000	**Valid**
	KP2	0,879	0,1723	0,000	**Valid**
	KP3	0,855	0,1723	0,000	**Valid**
	KP4	0,828	0,1723	0,000	**Valid**

Based on table 2 above, it implies that all items used to measure e-WOM, Brand Trust, and Purchase Decision variables in this study have a correlation coefficient value greater than 0.1723 and a significance coefficient value of 0.000 <0.005. Thus, all items used as a measure of the e-WOM, Brand Trust, and Purchase Decision variables are Valid.

Table 3 Reliability Test Results

Variable	Cronbach's Alhpa (a)	Reliability Standards	Information
e-WOM	0,822	0,70	Reliable
Brand Trust	0,919	0,70	Reliable
Purchase Decision	0,894	0,70	Reliable

Based on table 4.8 above, it is obvious that the results of the Cronbach's Alpha (α) value indicates that this value is greater than the the Reliability Standard value which is equal to 0.70. All statements regarding e-WOM variables, Brand Trust, and the Purchase Decision are reliable so this research can be continued.

Test Model Assumptions

The normality test determines the normality of the dependent and independent variable distributions. In this research, the data normalcy test was performed by looking at the CR value for skewness, it is expected that the CR value for skewness is in the range of -2.58 to 2.58. If there is a CR value outside the numbers -2.58 to 2.58 it can be tolerated if the CR value in kurtosis is still in the range of -2.58 to 2.58. Multivariate normality of the data used in this analysis was tested using AMOS 24. The results are as presented in table 4 below:

Table 4 Normality Test Results

Variable	min	Max	Skew	c.r.	kurtosis	c.r.
KP4	4,000	10,000	-,504	-2,347	,182	,424
KP3	4,000	10,000	-,299	-1,392	-,080	-,186
KP2	4,000	10,000	-,267	-1,242	-,194	-,452
KP1	4,000	10,000	-,637	-2,966	,457	1,064
BT4	4,000	10,000	-,268	-1,250	-,320	-,746
BT3	4,000	10,000	-,240	-1,115	-,456	-1,061
BT2	4,000	10,000	-,292	-1,358	-,251	-,584
BT1	4,000	10,000	-,326	-1,517	-,276	-,642
EWOM5	4,000	10,000	-,090	-,418	-,782	-1,820
EWOM4	4,000	10,000	-,065	-,302	-,724	-1,685
EWOM3	4,000	10,000	-,053	-,245	-,635	-1,478
EWOM2	2,000	10,000	-,282	-1,313	,297	,692
EWOM1	4,000	10,000	-,197	-,918	-,342	-,795
Multivariate					42,225	12,189

The normalcy test findings indicate that the CR value is a skewness of all indicators that are still in the range of -2.58 to 2.58 thus, the data distribution may be described to be normally distributed so that that regression can be carried out with the SEM model.

Evaluation of Outliers

Outliers are data with unusual features which seem very distinct from other

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observations and manifest as extraordinary values for the combined construct ((Ferdinand, 2005)). In multivariate analysis the presence of outliers may be tested with chi square statistics against mahalanobis distance square value at a significance level of 0.001 with degree freedom several constructs utilized in research.

Multivariate outliers test was performed at the level of p<0.001 using the mahalanobis distance criterion. The Mahalanobis distance was calculated using X2 in degrees of freedom corresponding to the amount of variables used in the research. ((Ferdinand, 2002)). If 13 indicators were used in this study, all cases had a more expensive mahalanobis distance than X^2 (13:0.001) = 34.52818 is a multivariate outlier.

Table 5 Mahalanobis Distance Research Data

Observation number	Mahalanobis d-squared	Critical Mahalanobis Distance
15	34,084	
52	33,897	
57	30,424	**34,52818**
-	-	
-	-	
61	6,763	

The table shows that there are no outliers, because all observations have a mahalanobis distance of < 34.52818. This indicates that the respondents' responses to the statements in the questionnaire are relatively the same.

Goodness of Fit Analysis

To evaluate theories and create a solid or good model, hypothesis testing methods are used. The AMOS 24 program was tested using Structural Equation Modeling (SEM).
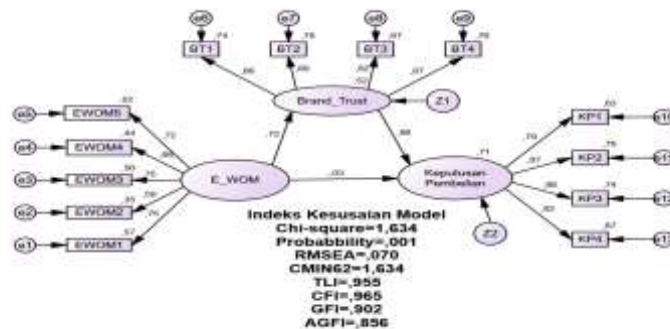

Figure 2 Structural Equation Modeling (SEM)

Based on the model determination assessment as described above, more details It is apparent from the chart below:

Table 6 Results of the Goodness of Fit Index Model

Goodness of Fit Index	Cut Off Value	Results	Model Evaluation
Chi Square (X^2)	Small Expected	1,634	Fit
Probability	≤ 0,005	0,001	Fit
CMIN/DF	≤ 2,0	1,634	Fit
RMSEA	≤ 0,08	0,070	Fit
GFI	≥ 0,90	0,902	Fit
AGFI	≥ 0,90	0,856	Marginal
CFI	≥ 0,95	0,965	Fit
TLI	≥ 0,95	0,955	Fit

Hypothesis test

Hypothesis testing is performed by examining the estimated value's significance, the crucial ratio, and probabilities based on the AMOS 24 analysis findings shown in regression weight structural equation modeling in the following table:

Table 7 Regression Weight

			Estimate	S.E.	C.R.	P	Label
Brand_Trust	<---	E_WOM	,902	,126	7,167	***	par_2
Purchase_Decision	<---	E_WOM	-,030	,113	-,264	,792	par_1
Purchase_Decision	<---	Brand_Trust	,730	,106	6,881	***	par_3

Hypothesis Testing 1

H1 : Electronic Word of Mouth (e-WOM) on Purchase Decisions

Table 4.12 shows the findings of statistical testing of the first hypothesis, which implies the estimated parameter value is -0.030, the standard value error is 0.113, and the critical ratio value is -0.264 with a probability value of 0.792 using an alpha level (α) = 0.005. Based on this reasoning, it is possible to infer that the first hypothesis, which says that electronic word of mouth influences buying choices, is denied because variable X has no impact on variable Y.

Table 8 Analysis of Direct Influence

	e-WOM	Brand Trust	Purchase Decision
Brand Trust	,902	,000	,000
Purchase Decision	-,030	,730	,000

Hypothesis Testing 2

H2 : Electronic Word of Mouth (e-WOM) Against Brand Trust

Table 4.12 displays the statistical test findings for the second hypothesis, which indicate that the expected parameter value is 0.902, the standard error value is 0.126, and the critical ratio value is 7.167 with a probability value of 0.000 and an alpha (α) of 0.05. According to this reasoning, the second theory, stating that electronic word of

mouth has an impact on brand trust, can be adopted with a favorable and substantial effect.

Hypothesis Testing 3

H3 : Brand Trust Against Purchase Decisions

Table 4.12 presents the statistical test findings for the third hypothesis, which indicate that the expected parameter value is 0.730, the standard error value is 0.106, and the critical ratio value is 6.881 with a probability of 0.000. With an alpha score () of 0.05. According to this reasoning, the third theory, stating that brand trust influences purchasing decisions, can be adopted with a favorable and substantial impact value.

Hypothesis Testing 4

H4 : Electronic Word of Mouth (e-WOM) on purchasing decisions mediated by Brand Trust

Table 9 Analysis of Indirect Effects

	e-WOM	Brand Trust	Purchase Decision
Brand Trust	,000	,000	,000
Purchase Decision	,658	,000	,000

Based on the table above, the extent of the indirect impact of the independent variables on the dependent variables can be described as Electronic Word Of Mouth (X) to Purchasing Choices through Intervening Brand Trust (Z) variables of 0.658. As a result, this study can be concluded that Electronic Word Of Mouth (X) indirectly affects the Purchase Decision (Y) through Brand Trust (Z) so that the fourth hypothesis can be accepted. This is evidenced by the large value of the indirect effect of the direct effect value Electronic Word Of Mouth (X) variable against the Purchase Decision (Y).

The Sobel test

In this study it was found that Electronic Word of Mouth (X) which is positioned as an independent variable does not affect the Purchase Decision (Y) which is positioned as a dependent variable. With this influence, the question is whether Brand Trust (Z) can play a role as expected to bridge the research gap that has been described previously. This can be seen from the significant level of the mediating variable. The results of testing the role of mediating variables can be seen in the sobel test result which is calculated online on http://www.danieslsoper.com/, as follows:
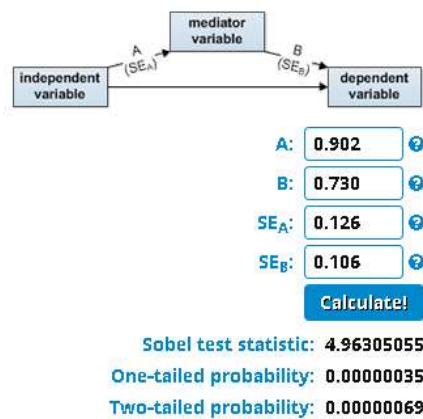
The results obtained from the Sobel test were 4.96305055 because the z value obtained was 4.96163602 > t table, namely 1.65694 (df = n-k, where n is the number of samples and k is the number of variables studied), with a significance level of 0.05, so it can be explain that Brand Trust (Z) is able to mediate the relationship between Electronic Word of Mouth (X) against the Purchase Decision (Y).

D. DISCUSSION

Electronic Word of Mouth (e-WOM) Against Purchasing Decisions

From the outcomes of the research analysis, it is familiar that Electronic Word Of Mouth (e-WOM) (X) has a negative effect on Purchase Decision (Y). Therefore, this discussion shows that Purchasing Decisions are unaffected by e-WOM. This identifies that the e-WOM communication that occurs is the result of venting negative feelings by previous users of the product. One dimension of e-WOM is review which is the way the writer or reviewer who is a consumer interprets the advantages of each trait in their own right way in evaluating a product or service ((Park & Sara, 2008)).

Venting negative feelings influence purchasing decisions when consumers with advice seeking type read reviews that describe the shortcomings of Wardah cosmetics on the platform used to provide reviews of Wardah cosmetics which causes a decrease in interest in Wardah cosmetics which ends in a decrease in Buying Decisions.

The findings of this research contradict the findings of previous studies (Muhammad & Sunarti, 2018) which asserts that e-WOM is advantageous on research choices, where recipients of electronic word of mouth always read positive comments via social media.

However, it supports the outcomes of study conducted by (Badir & Andjarwati, 2020)) which also supports the outcomes of research from (Wijaya & Paramita, 2014) with the results of Electronic Word of Mouth has no influence on the Purchase Decision.

It can be infer that consumers prefer to rely on e-WOM from other customers to provide an overview of the experience of using Wardah cosmetics. And after reading the information via e-WOM, consumers will first re-evaluate the product before making a purchase decision.

Electronic Word Of Mouth (e-WOM) Against Brand Trust

The research results show that Electronic Word Of Mouth (e-WOM) (X) has a substantial and favorable impact on Brand Trust (Z). Because e-WOM that occurs and

continues to develop on social media can provide an overview and experience related to the Wardah cosmetic brand so that unconsciously it has grown Brand Trust inside the consumer.

Brand trust is dependability from a consumer point of view according to the experience, or interaction with the fulfillment of expectations for the product, causing satisfaction ((Handayani, 2015)).

The findings of this research concur research conducted by (Alfian & Utami, 2019) with the results stating that e-WOM has a supported and significant effect on Brand Trust.

Brand Trust Against Purchase Decisions

The findings of this research note that Brand Trust (Z) has a positive and significant effect on purchasing decisions (Y). This means that the bigger the consumer's Brand Trust in Wardah, the greater the Purchase Decision made by Wardah Consumers in Jayapura and vice versa, the smaller the Brand Trust in consumers, the lower the Purchasing Decision of Wardah consumers in Jayapura.

It can be said that the third hypothesis, namely Brand Trust on Purchase Decision, received with a positive and significant value of Brand Trust on Purchasing Decisions. These results support the results of research conducted by (Adrian Junio Adiwidjaja dan Zeplin Jiwa Husada Tarigan, 2017), which asserts that brand trust has a favorable and substantial impact on purchasing decisions.

Electronic Word of Mouth (e-WOM) on purchasing decisions mediated by Brand Trust

The findings of the study report show that Electronic Word Of Mouth (e-WOM) (X) and Purchase Decision (Y) have a positive and significant effect by utilizing Brand Trust (Z) as a mediating variable. This is due to the Wardah brand which has existed for a long time and is known and has become a brand recall as a halal and safe cosmetic brand is Wardah. Therefore, the Wardah brand has won the trust of consumers and is able to improve the good name of the Wardah brand itself from all things.

The results of this research are in line with prior research by (Dewi & Sudiksa, 2019), which explains that brand trust significantly mediates the influence of Electronic Word Of Mouth (e-WOM) on Purchase Decisions, which means that if positive e-WOM is often carried out it will generate brand trust in the minds of consumers so that this will make consumers more confident in making Purchase Decisions

E. CONCLUSION

Based on the findings of the study analysis outlined by the researchers have described utilizing Structural Equation Modeling (SEM), it is possible to conclude:
1. From the results of the research analysis it is known that Electronic Word Of Mouth (e-WOM) has a negative effect on purchasing decisions for Wardah consumers in Jayapura. It means, venting negative feelings influence purchasing decisions when consumers with advice seeking type read reviews that show the shortcomings of Wardah cosmetics on the platform used to provide reviews on Wardah cosmetics which caused a decrease in interest in Wardah cosmetics which resulted in a decrease in the Purchase Decision.

2. Electronic Word Of Mouth has a substantial and favorable impact on Brand Trust of Wardah customers in Jayapura. e-WOM that occurs on social media can provide an overview and experience related to the Wardah cosmetic brand so that consumers unconsciously grow Brand Trust

3. Brand Trust has a positive and significant influence on the Purchase Decision of Wardah consumers in Jayapura. This means that the higher the consumer's Brand Trust in Wardah brand cosmetics, it will increase the Purchasing Decisions of Wardah consumers in Jayapura.

4. Electronic Word Of Mouth (e-WOM) has a positive effect on Purchasing Decisions through Wardah customers' Brand Trust in Jayapura. This means, the better the Electronic Word Of Mouth (e-WOM) for Wardah brand cosmetics on social media will have an impact on emergence of Brand Trust in Wardah consumers so that it will increase Purchasing Decisions for Wardah consumers in Jayapura.

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