

## **THE ROLE OF ELECTRONIC WORD OF MOUTH ON ONLINE SHOPPING INTENTION IN E-COMMERCE**

**Audina Farah Assifah**

Universitas Islam Indonesia

Corresponding Author: e-mail: [audinafarah1@gmail.com](mailto:audinafarah1@gmail.com)

**Sumadi**

Universitas Islam Indonesia

e-mail: [sumadi@uii.ac.id](mailto:sumadi@uii.ac.id)

### **ABSTRACT**

*During Covid-19, consumers are more likely to shop online to avoid physical contact. Consumers are even getting used to shopping for basic needs online. Social distancing policies have encouraged the business sector to better leverage digital potential. This study aims to analyze the effect of electronic word of mouth (E-wom) on purchase intentions through e-commerce. Questionnaires were distributed to respondents online, and 205 samples were collected for analysis. The data were then analyzed using Exploratory Factor Analysis using SPSS and Structural Equation Modelling (SEM) using AMOS. The results of the study found that Ewom had a positive effect on online purchase intentions through e-commerce.*

*Keywords: E-wom, online, e-commerce, Shopping*

### **ABSTRAK**

Selama Covid-19, konsumen lebih cenderung berbelanja online untuk menghindari kontak fisik. Konsumen bahkan sudah mulai terbiasa berbelanja kebutuhan pokok secara online. Kebijakan jarak sosial telah mendorong sektor bisnis untuk lebih memanfaatkan potensi digital. Penelitian ini bertujuan untuk menganalisis pengaruh electronic word of mouth (E-wom) terhadap niat beli melalui e-commerce. Kuesioner dibagikan kepada responden secara online, dan 205 sampel dikumpulkan untuk dianalisis. Data tersebut kemudian dianalisis menggunakan Analisis Faktor Eksplorasi menggunakan SPSS dan Structural Equation Modeling (SEM) menggunakan AMOS. Hasil penelitian menemukan bahwa Ewom berpengaruh positif terhadap niat beli online melalui e-commerce.

**Kata Kunci:** E-wom, online, e-commerce, Belanja

## **INTRODUCTION**

During Covid-19, consumers are more likely to shop online to avoid physical contact. Consumers are even getting used to shopping for basic needs online. Social distancing policies have encouraged the business sector to better leverage digital potential. The increase in the digital economy during the pandemic can be seen from the e-commerce transactions during 2020. Bank Indonesia noted that during 2020, there was an increase in e-commerce transactions by 29.6% from Rp205.5 trillion in 2019 to Rp266.3 trillion (BI, 2021).

According to the Statista 2020 report, Shopee is the marketplace with the largest number of monthly click volumes, which is 71.53 million, followed by Tokopedia in second place with 69.8 million monthly clicks, then Bukalapak in third place with 37.63 million clicks, Lazada Indonesia at fourth with 24.4 million clicks per month, Blibli with 6 million clicks per month.

One of the consumer buying decisions in e-commerce is influenced by electronic word of mouth (eWOM) both positively and negatively (Hussain et al, 2017). Electronic word of mouth (eWOM) is a marketing tool used to share opinions based on customer knowledge of the product. eWOM can influence consumer buying behaviour and help them to choose products. Consumers will read reviews or comments about the advantages and disadvantages of products posted by other people on social media accounts, websites or application review spaces.

The credibility of eWOM is determined by the appearance, presentation, transparency, and identity of the creator. Consumer perception of the eWOM quality has a positive impact on the information received and consumers' purchase intentions. (Ngarmwongnoi et al., 2020). EWOM and quality of information have a significant influence on consumer purchase intention in e-commerce. Consumers' perception of good information can shorten the socio-psychological distance between consumers and information providers so that it can increase their trust in information.

Research by Li Xiaolin et al (2018) found that ratings and mood levels were not sufficient to describe the effect of eWOM. Other factors that can influence such as reviewer reputation, availability of reviews, and reviews from various platforms. Valassis research found that 57% of consumers tend to shop online, 51% spend more time on social media and another 55% spend more time streaming TV platforms than before the COVID-19 pandemic, (Valassis.com, 2020).

During the Covid-19 Pandemic, consumers choose to shop online to avoid physical contact. Therefore, researchers are interested in studying further the effect of eWOM, quality of information, attitudes and trust as intervening variables on purchase intention in e-commerce.

## **Previous Research**

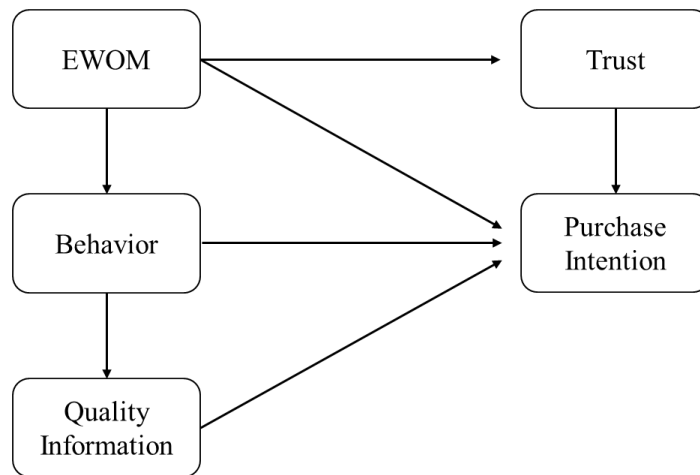
According to Zhu and Zhang (2010), consumers will collect online information before purchasing a product. Reham and Dina (2016) also revealed that consumers tend to be more influenced by e-wom when they want to buy a product. In a previous study, Lee, et al (2011) stated that positive comments will have an impact on positive consumer attitudes as well. For online consumers, strong emotional and cognitive responses can increase consumer willingness to buy. Therefore, trust in eWOM will help consumers in making purchasing decisions (Zhao, 2020).

Through the development of technology, information, the internet, and social media, consumers can communicate more often and conveniently. Zhao Yang, et al (2020) revealed that the emergence of social media, as well as technological and internet advances, have driven e-commerce to be more rapid. According to Maia (2018), the reviews given by consumers after buying a product on social media can influence the purchase intention of other consumers. This kind of communication process encourages the formation of e-wom.

E-wom is not pure interpersonal communication because it can still be accessed by many people. However, e-wom is also not a mass communication because it is only intended for certain people or products. This study refers to the definition of Hennig-Thurau, et al (2004) which stated that e-wom is a positive or negative opinion made by potential, actual or former customers about the products produced by the company. This statement is shared through the internet, for example chat rooms, blogs, internet forums and so on. E-wom is considered to increase consumer purchase intention. This effect is in line with research by East, et al (2008), Zhang, et al (2012), Vazques, et al (2013) and Jalilvand and Samiei (2011). They stated that positive ewom played an important role in increasing customer's purchase intention.

Quality of information also plays an important role. Quality of information refers to the subjective perception of the receiver about convincing information. Rizki et al (2015), Rahmawati & Nikmah (2019), Dewi et al (2017) and Amanusa et al, found that the quality of information had a positive and significant effect on online buying interest. To improve the quality of information, steps that can be taken by e-commerce are to ensure that product information is presented accurately and completely, presenting product information in an easy-to-understand format.

This research is a development of research conducted by Zhao Yang, et al (2020). The following is the research framework:



**Figure 1.** Model Framework

Hypothesis:

H1 =eWOM has a positive effect on consumer attitudes towards purchase intention in e-commerce

H2 = eWOM has a positive effect on consumer trust to purchase in e-commerce

H3 =eWOM has a positive effect on consumer purchase intention in e-commerce

H4 =Quality of Information has a positive effect on consumer attitudes through e-commerce

H5 = Information Quality has a positive effect on consumer purchase intention in e-commerce

H6 = Trust has a positive effect on consumer attitudes to purchase in e-commerce

H7 =Attitude has a positive effect on consumer purchase intention in e-commerce

## **RESEARCH METHODS**

The population of this study is the potential and actual consumers of e-commerce in Indonesia such as Tokopedia, Shopee, Lazada, Bukalapak, Zalora and JD.ID. The sample selection criteria are as follows:

1. Respondents who have e-commerce applications on their mobile phones.
2. Respondents who are interested in conducting transactions using e-commerce services.
3. Respondents who have seen e-commerce ads on social media such as Instagram, Line, Facebook, Youtube, and others
4. Respondents aged 18-50 years
5. Respondents who visit e-commerce apps 3-10 times in one-month
6. Respondents live in Indonesia.

Respondents will fill out a questionnaire distributed online via Google Form. The questionnaire uses a Likert scale of 1-7, where 1: strongly disagree,

2: disagree, 3: disagree, 4: neutral, 5: quite agree, 6: agree, 7: strongly agree. A total of 210 respondents were successfully collected.

The analytical method used is exploratory factor analysis (EFA) using SPSS 22 and Structural Equation Modeling (SEM) using Amos 26. Meanwhile, the indicators for each variable are as follows:

**Table 1.** Measurement Variable

Variable	Measurements	References
Ewom	<ul style="list-style-type: none"> <li>a. A place to share various product information.</li> <li>b. Evaluate and discuss product reviews sold in e-commerce.</li> <li>c. Give each other advice.</li> <li>d. Read each other's product reviews.</li> <li>e. Ask for suggestions on products between friends.</li> </ul>	Arwiedya (2011)
Quality of Information	<ul style="list-style-type: none"> <li>a. Reliable information.</li> <li>b. Accuracy</li> <li>c. Reliable</li> <li>d. Up to date</li> <li>e. Clear or easy to understand</li> <li>f. Information as needed</li> </ul>	Negash dkk (2003)
Behavior	<ul style="list-style-type: none"> <li>a. Using e-commerce is fun</li> <li>b. Shopping in e-commerce is the right choice</li> <li>c. Satisfied with online transactions</li> <li>d. Responsive customer service makes shopping online comfortable</li> </ul>	Gerungan (2004)
Trust	<ul style="list-style-type: none"> <li>a. E-commerce can provide security guarantees for online transactions</li> <li>b. E-commerce provides trusted information</li> <li>c. E-commerce provides compensation facilities if an item is damaged</li> <li>d. E-commerce offers a wide range of products to suit your needs</li> </ul>	Maharani (2010)
Purchase Intention	<ul style="list-style-type: none"> <li>a. Plan to buy</li> <li>b. Making choices</li> <li>c. Prioritize to buy</li> <li>d. Many choices</li> <li>e. Undoubted decision</li> </ul>	Assael (1995)

## RESULT AND DISCUSSION

### Descriptive Analysis

A total of 210 questionnaires have been successfully collected during the distribution period. However, out of 210 questionnaires, only 206 could proceed to data testing. The main reason is that there are some data that are empty. Based on the table below, it can be seen that there is no significant difference in the number of male and female respondents. Of the 206 respondents, 56% or as many as 116 of them are women. While 43% or 90 are male respondents.

**Table 2. Respondent by sex**

No.	Sex	Amount	(%)
1.	Laki-laki	90	43.7
2.	Perempuan	116	56.3
	Total	206	100.0

Meanwhile, most of the respondents mostly use Shopee as their online transaction platform. There are 162 or 78.6% of respondents who use Shopee. While Tokopedia is in second place with 28 or 13.6% followed by Lazada in third with 11 or 5.3% respondents, then there are Blibli.com and Jd.id in fourth and fifth place with 4 or 1.9% and 1 or 0.5% of respondents.

**Table 3. Respondent by e-commerce apps**

No.	E-commerce	Amount	Persentase
1.	Blibli.com	4	1.9
2.	Jd.id	1	.5
3.	Lazada	11	5.3
4.	Shopee	162	78.6
5.	Tokopedia	28	13.6
	Total	206	100.0

The table below describes the frequency distribution in using e-commerce applications. As many as 72 or 35% of respondents only use the application 1-2 times a day. While 63 or 30.65% use more than six times per day. Furthermore, 52.2% or 52 use e-commerce applications 3-4 times per day. While the other 19 or 9.2% use 5-6 times per day.

**Table 4. Respondent by visit frequency**

No.	description	Frekuensi	Persentase
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1.	> 6 Kali	63	30.6
2.	1-2 Kali	72	35.0
3.	3-4 Kali	52	25.2
4.	5-6 Kali	19	9.2
	Total	206	100.0

### Exploratory Factor Analysis (EFA)

Exploratory factor analysis (EFA) is used to identify the relationship between indicators in forming a variable. Through EFA, we can see whether the indicators proposed in the study only have one dimension (first-order), two dimensions (second-order) or even more. EFA testing was carried out using SPSS 22.

The first outputs of the EFA are Kaiser-Meyer-Olkin Analysis (KMO) and Bartlett's Test. This test is carried out to see the adequacy of the sample on each variable. The conditions that must be met by both tests are KMO scores > 0.5, while Bartlett's Test < 0.05. The table below shows that the sample in this study met the adequacy required by the KMO and Bartlett's test. The following can be seen in the table below:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.960
Bartlett's Test of Sphericity	Approx. Square	Chi-	4562.670
		df	276
		Sig.	.000

Meanwhile, SPSS results found that all indicators on each variable had no intercorrelation. That way, all variables only use one dimension (first-order). Furthermore, EFA testing is also used to see the validity of all indicators. The results of the validity test can be seen through the value of the loading factor. Validity can be achieved if the loading factor is more than 0.5, or the bigger the better (Hair et al, 2010). The following is the result of the loading factor:

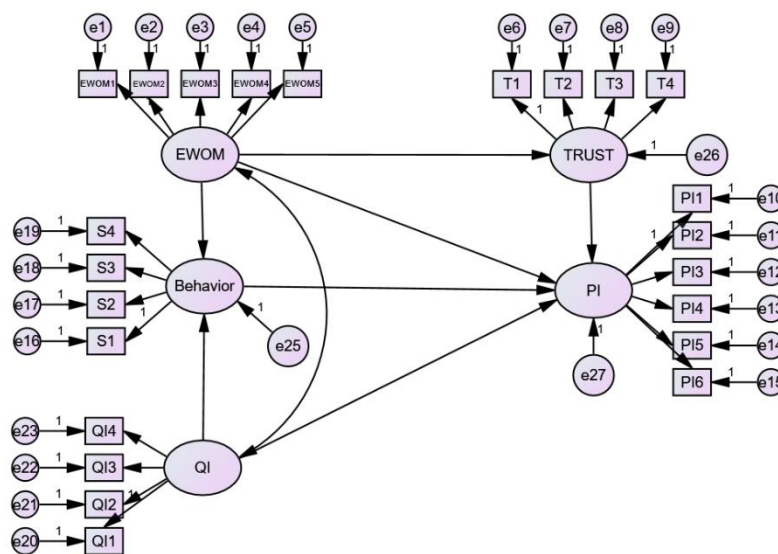
Indicator	Loading Factor	Cranbach's Alpha	description
EWOM1	0,871	0,876	Valid
EWOM2	0,871		Valid
EWOM3	0,841		Valid
EWOM4	0,793		Valid
EWOM5	0,731		Valid
QI1	0,815	0,896	Valid

QI2	0,860		Valid
QI3	0,887		Valid
QI4	0,849		Valid
QI5	0,790		Valid
S1	0,874	0,874	Valid
S2	0,889		Valid
S3	0,801		Valid
S4	0,844		Valid
T1	0,910	0,879	Valid
T2	0,871		Valid
T3	0,829		Valid
T4	0,819		Valid
PI1	0,846	0,930	Valid
PI2	0,864		Valid
PI3	0,902		Valid
PI4	0,766		Valid
PI5	0,909		Valid
PI6	0,885		Valid

The table above shows that of all indicators, none of them has a loading factor value of less than 0.5. Thus, the results of the EFA test conclude that all indicators used are valid. In addition, the results of Cronbach's alpha also show that all the variables used in this study have met the reliability requirements, which are more than 0.6.

### Structural Equation Modelling Test

The path diagram can be seen by connecting all latent variables, both exogenous and endogenous, with each measured variable. Further, the path diagram can be seen in the image below:



**Figure 2.** Structural Equation Modelling

### **Normality and Outlier Test**

Normality is a requirement that must be met in SEM analysis. Data can be considered normal if it meets the requirements of univariate normality. Univariate normality can be seen in the value of skewness and kurtosis of each indicator. If the value of skewness and kurtosis is in the range of  $\pm 2.58$ , then it meets univariate normality. The results of the normality test can be seen on the table below:

**Table 7.** Normality test

<b>Variable</b>	<b>min</b>	<b>max</b>	<b>skew</b>	<b>kurtosis</b>
QI5	4,000	5,000	,254	-1,935
QI4	4,000	5,000	-,136	-1,981
QI3	3,000	5,000	-,208	-1,682
QI2	3,000	5,000	-,398	-,898
QI1	3,000	5,000	-,397	-,673
S4	3,000	5,000	-1,117	,232
S3	3,000	5,000	-,376	-,966
S2	3,000	5,000	-,617	-,684
S1	3,000	5,000	-1,020	-,111
PI6	3,000	5,000	-1,013	,024
PI5	3,000	5,000	-,742	-,502
PI4	3,000	5,000	-,467	-1,186
PI3	3,000	5,000	-,625	-,837
PI2	3,000	5,000	-1,217	,306
PI1	3,000	5,000	-1,065	,106
T4	3,000	5,000	-,883	-,226
T3	3,000	5,000	-,240	-1,396
T2	3,000	5,000	-,431	-1,002
T1	3,000	5,000	-,537	-,686
EWOM5	2,000	5,000	-1,080	,517
EWOM4	3,000	5,000	-,608	-,939
EWOM3	3,000	5,000	-1,433	1,032
EWOM2	2,000	5,000	-,770	-,179
EWOM1	2,000	5,000	-,918	-,100
Multivariate				78,910

The table above shows that all indicators have kurtois and skewness values in the range of  $\pm 2.58$ . Thus, it can be concluded that the indicators in this study are normally distributed.

The presence of outliers can be seen through the Mahalanobis-Distance test. Outliers can be seen if the Mahalanobis value is greater than the chi-square value. The chi-square can be determined by looking at the chi-square table using the degree of freedom (df) and the significance value used. The degree of freedom is the number of indicators tested, while the significance value used is 0.05. With these data, the chi-square value used is 45.558. Based on checking outliers, using chi-square, there is one sample that contains an outlier. A sample that has this outlier must then be released from the research model.

### Goodness of Fit

The criteria used in this study are RMSEA and GFI representing absolute fit indices, CFI and TLI representing incremental fit indices then PGFI and PNFI representing parsimony fit indices. Following are the results of the goodness of fit analysis in this study:

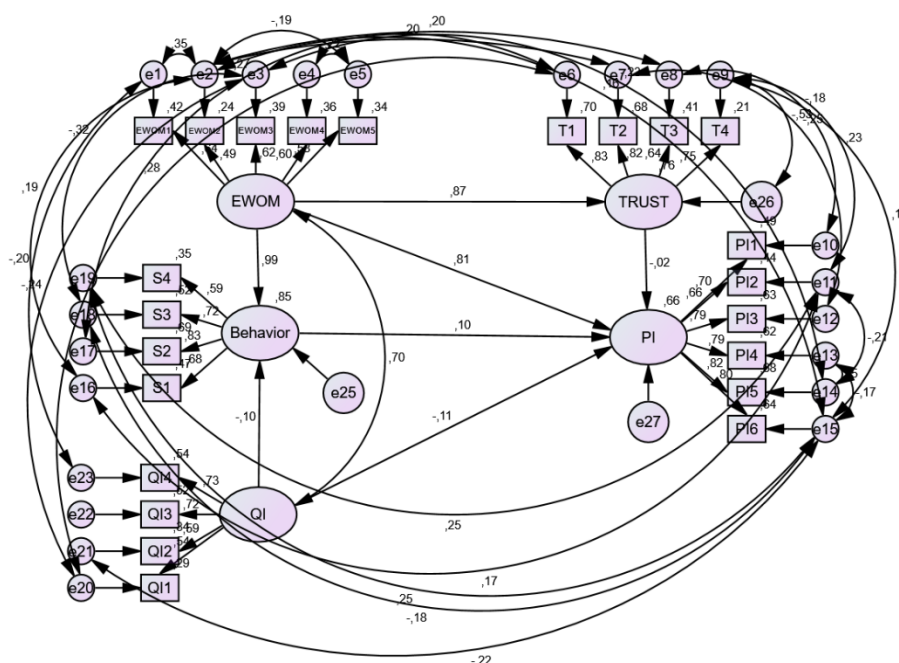
**Table 8.** Goodness of Fit

Fit Indeks	Criteria	Value	
Absolute Fit	RMSEA	≤ 0.08	0,083 Not suitable
	GFI	≥ 0.90	0,803 Not suitable
Incremental Fit	TLI	≥ 0.90	0.846 Not suitable
	CFI	≥ 0.90	0.865 Not suitable
Parsimony Fit	PGFI	≥ 0.60	0.646 Fit
	PNFI	≥ 0.60	0.694 Fit

Based on the table above, it can be concluded that the indicators used have not reflected the tested variables.

### Model Modification

Based on the previous GOF results, we then made proportional modifications. Modifications can be done in two ways, first, by connecting the covariance on indicators that have a high modification index (MI). The second



is to remove indicators that have a high MI. The results of the modification can be seen in the image below:

**Figure 3.** Model after modification

From the picture above, it can be seen that to modify the model, this study uses a covariance approach to indicators that have a high modification index (MI). A total of 26 covariates were added to make the model meet the Goodness of Fit (GOF) requirements.

Furthermore, of the three required fit indices, it is noted that all of them have met the required values. The GOF results after modification can be seen in the table below:

**Table 9. Goodness Of Fit After Modification**

Fit Index		Criteria	Result	
Absolute Fit	RMSEA	≤ 0.08	0,042	Fit
	GFI	≥ 0.90	0,901	Fit
Incremental Fit	TLI	≥ 0.90	0.960	Fit
	CFI	≥ 0.90	0.969	Fit
Parsimony Fit	PGFI	≥ 0.60	0.640	Fit
	PNFI	≥ 0.60	0.694	Fit

**Hypothesis Test**

The result of this hypothesis test was carried out using the modified full model. The test was carried out using Amos software version 24 by looking at the following regression weight results:

			Estimate	S.E	C.R	P	Standardized
TRUST	<--	EWOM	.983	.112	8.742	***	,870
SIKAP	<--	EWOM	.930	.142	6.419	***	,987
SIKAP	<--	QI	.343	.148	2.512	.024	,321
PI	<--	SIKAP	.191	.281	3.961	.018	,098
PI	<--	QI	.711	.149	3,521	.019	,809
PI	<--	EWOM	.446	.151	4,418	.010	,325
PI	<--	TRUST	.481	.111	4.821	***	,419

A hypothesis can be accepted if it has a p-value below 0.05 (5%) and a critical value greater than 1.96. Briefly, the table above shows that all the

hypotheses tested have a critical value greater than 1.96 and a p-value less than 0.05. Based on the table above, all hypotheses are accepted.

## **DISCUSSION**

This study found that eWOM has a positive effect on purchase intention in e-Commerce. This finding is in line with research conducted by East et al (2008), Zhang et al (2012), Vazques et al (2013) and Jalilvand and Samiei (2011). A good review delivered by eWOM can encourage other consumers to buy products and services in e-commerce.

In the digital era, it is easier for consumers to check the products they want to buy, including products sold in e-commerce. Most e-commerce platforms have provided a review column based on the consumer's shopping experience. That way, new consumers who are planning to buy a product can see reviews of other people's buying experiences. If a product has a large number of good reviews, consumers will likely buy the product.

Meanwhile, the presence of social media can also encourage consumers to buy in e-commerce. Today, we often see some people sharing their shopping experiences on social media. Even the review went viral. Some consumers are quite influenced by the reviews found on social media. Good reviews can strengthen or even encourage consumers to buy products in e-commerce. The experience felt by consumers can be a testimony to other consumers when they want to buy certain products. Therefore, consumer attitudes or views on e-commerce are largely determined by the number and quality of testimonials given by e-commerce consumers. The more and better the testimonials, the better the consumer's views and attitudes towards e-commerce. Consumers tend to believe to buy on e-commerce platform if it is recommended by many people. Good testimonials in any form can give the impression that it is safe. Therefore, some consumers do self-research before making transactions in e-commerce. If consumers do not find satisfactory reviews, then consumers will not easily believe in e-commerce. This trust covers many things, including security during transactions. In addition, this study also finds that consumer evaluation of e-commerce is highly dependent on the quality of the information received. If consumers receive more bad information about e-commerce, then their assessment of e-commerce will also not be good.

The digital era allows consumers to find as much information as possible about a product, especially those traded in e-commerce. Currently, consumers can easily check whether the products being sold are good or not, as well as trusted or not. If the information received by consumers is good, then consumers will tend to buy the product.

## **CONCLUSION**

This study found that all variables, namely Ewom, quality information, trust and behaviour positively affect consumer purchase intentions in e-commerce. EWOM can be used as an effective marketing medium in e-commerce. EWOM can make it easier for consumers to know the quality, price, and level of trust while shopping in e-commerce. The better the information received by consumers either through the Ewom method or others, the better the consumer's view of e-commerce will be. If consumers receive information or testimonials that transacting in e-commerce is safe and trusted, then consumer confidence in e-commerce will increase.

In addition, the quality of the information received by consumers can positively influence consumer attitudes in shopping in e-commerce. The better the online shopping experience in e-commerce, the higher the consumer's intention to purchase through the e-commerce platform.

We realize that there are still some parts that can be developed from this research. When conducting a Goodness of Fit analysis, there are many indicators that have a high modification index. So the covariance must be given. Therefore, future researchers need to conduct a more mature evaluation by involving more indicators that reflect the variable. In addition, the number of samples used in this study is still quite small, 206 samples, even though they have met the required number. By using more samples, it is certainly expected to increase the accuracy of the analysis results.

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