

Trust that Mediates the Effect of Website Quality and the Electronic Word of Mouth (E-WOM) On the Purchase Intention

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ABSTRACT

Objectives: The objective of this research is to determine how trust mediates the effect of website quality and electronic word of mouth (E-WOM) on purchase intention.

Methodology: This study uses a quantitative method. The analysis method used a structural equation modeling (SEM) which is processed by using SmartPLS. The population in this research is all Tokopedia application users in Jabodetabek. Meanwhile, the sampling method in this research was accidental sampling where the sample obtained was 250 people.

Finding: The research results show that electronic word of mouth (E-WOM) and trust positively and significantly affect purchase intention. Meanwhile, the website quality variable has no direct effect on purchase intentions. In addition, trust is a mediator variable for the influence of web quality and electronic word of mouth (E-WOM) on purchase intention.

Conclusion: Trust is a mediator variable for the influence of web quality and electronic word of mouth (E-WOM) on purchase intention.

Keywords: Web Quality, Electronic Word of Mouth (E-WOM), Trust, Purchase Intention.

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INTRODUCTION

In the increasingly developing digital era, e-commerce has become one of the most vital sectors in the world of global trade. On e-commerce platforms, users have unlimited access to various products and services, allowing them to shop comfortably from home. The growth and adoption of the internet have changed how people interact with the world, including purchasing products and services. Statistical data shows that in Indonesia, internet users have reached 77.0%, or the equivalent of 212.9 million people. Along with the growth of internet users, e-commerce has also experienced rapid development. After the COVID-19 pandemic, many predicted that online buying and selling activities would decline as the new normal period entered, but the results showed different. E-commerce platforms such as Tokopedia, one of Indonesia's leading players, have attracted public attention before, during, and after COVID-19 by providing various online products and services. In other words, Tokopedia is a forum or facilitator for buying and selling transactions for goods or services between sellers and buyers via the Internet network. Since it was officially launched on August 17, 2009, Tokopedia has succeeded in becoming one of the most rapidly growing e-commerce companies. Tokopedia has transformed into a unicorn that is influential not only in Indonesia but also in Southeast Asia. Based on data collected by *katadata.co.id* and Similar Web (Ahdiat, 2023), Tokopedia is among Indonesia's top five e-commerce sites with the most visits. Tokopedia implements a chat feature with an interactive online buying and selling service system between sellers and buyers. Some of Tokopedia's main advantages include the website loading which is relatively light, the appearance is user friendly, and the appearance is fresh and attractive, interesting features (for example, a pre-order feature with a delivery time of up to one month which is usually used for imported goods transactions), fast balance transfers (its primary function is to be a comfortable and safe platform for sellers), various shipping options. There are lots of free shipping promotions and discounts. Tokopedia has been able to attract consumers' purchasing intentions indirectly.

Purchase intention usually arises because of a positive perception of the attractiveness of a product or service. (Ramli et al, 2022) Intention as encouragement is a solid internal stimulus that motivates action where stimuli and positive feelings about the product influence this impulse. Intention describes the behavior of someone who always looks for information about the product/service they are interested in and looks for information to support the properties of the product/service (Soelton et al., 2020). Visits to the Tokopedia website are part of a person's behavior in searching for information about the products/services they are interested in. According to research by Dewi et al. (2021), purchase intention is an individual's reaction to an object and the evaluation results that lead to purchasing behavior for a product or service. Qalati et al. (2021), who researched the influence of perceived service quality of web shops, website quality, purchasing reputation, trust in online shopping, and purchase intentions, concluded that Pakistani people tend to look for information on networking sites before making online purchases. Social and get details about the product and return policy. Another study by Koesuma and Kurniawati (2022) concluded that intention strongly predicts actual behavior.

This research conceptualizes intention as a person's willingness to buy a product. Therefore, determining purchase intentions is essential in understanding purchasing behavior. One factor that influences online purchasing intentions is the quality of a website. For the public, the quality of an e-commerce website can also influence their desire and curiosity to buy the products they need, with attractive designs displayed by e-commerce that appear on smartphones or computers. Website quality, in general, is an instrument designed to improve

the quality of usability, information, and service interactions via Internet websites. Website quality plays a vital role in differentiating one brand from another in e-commerce, making it an essential factor in the success of e-commerce. Furthermore, a good website must also have an operational quality that can help consumers carry out e-shopping activities quickly and efficiently (Wuisan et al., 2020). Research conducted by Qalati et al. (2021) shows that when shopping through website stores, customers pay more attention to attractiveness, color, and real-time service, as well as providing all information to eliminate ambiguity. In other words, website quality is also one of the main factors for Pakistani people when shopping online. Apart from determining website quality, another likely factor in online purchasing intentions could be electronic word of mouth (E-WOM). E-WOM is a form of interpersonal communication regarding a product with friends, neighbors, or family (Kotler & Keller, 2009). This WOM communication occurs naturally. People who are satisfied with a product or service tend to invite others to choose the brand or product they have used. The occurrence of WOM triggers the presence of new consumers to buy or consume a product that they have heard about from other people.

Research Gap

Previous research findings have explored the factors influencing consumer purchase intentions in other e-commerce sites such as Lazada, Shopee, and Sociolla. This research has been accounted for by researchers such as the first research conducted by Wuisan et al. (2020), Aslami et al. (2022), Dewi et al. (2021), Qirana et al. (2021), Kadang (2022), Naharul et al. (2022), (Sari et al., 2023) where the research focus is on factors such as website quality, electronic word of mouth, and trust that influence purchase intention. Apart from the e-WOM variable, this research uses the Ease of Use and Perceived Risk variables as independent variables. In contrast, this research uses the website quality variable as an additional independent variable.

This research aims to highlight an *empirical gap* in the field. Based on the previous studies, the current research consolidates these findings, specifically examining how website quality and electronic word of mouth affect purchase intention. Moreover, it introduces trust as an intervening variable to further elucidate the purchase intention of Tokopedia users.

LITERATURE REVIEW

Purchase Intention

Online purchase intention can be defined as a factor predicting consumer behavior toward actions to complete online negotiations (Mainardes et al., 2019). Customer purchase intention is an individual's desire to buy a product, usually influenced by the quality and price of the product. According to research by Dewi et al. (2021), purchase intention is an individual's reaction to an object and evaluation results that lead to purchasing behavior for a product or service. Another study by Koesuma and Kurniawati (2022) concluded that intention strongly predicts actual behavior where intention is conceptualized as a person's willingness to buy a product. Hence, determining purchase intention is essential in understanding purchasing behavior.

Website Quality

Good website quality has the factors (1) attractive site appearance, (2) ease of obtaining information, (3) complaint service, (4) responsiveness in responding to problems that arise, (5) ease of operating the website, and (6) reliable navigation (Wuisan et al., 2020). According to Barnes and Vidgen (2002), website quality is an instrument developed to assess internet websites' usefulness, information, and service interaction quality.

Electronic Word of Mouth (E-WOM)

According to Everett Rogers in the development of Communication Theory in the Diffusion of Innovation Theory in 1962, one of the important sentences in this theory is: "Diffusion is the process through which innovation is accepted by members of society sequentially over time." This theory is not only about communication but is also concerned with how innovations, including information and views from other users, spread through social groups. In the context of E-WOM, this means that reviews and recommendations shared by other consumers have great potential to shape potential buyers' perceptions and attitudes towards a product or service. This theory also emphasizes the importance of trust and authenticity in communication to influence message reception. The better the reviews (E-WOM) and the spread of positive information, the greater the buying intention of other users because they feel confident after reading positive reviews on internet media from other users (Sari et al., 2023; Putro et al., 2024). Electronic Word of Mouth (E-WOM) is a new development of word of mouth, a form of marketing communication via the Internet network. E-WOM occurs due to the transfer of information (Qirana et al., 2021).

Trust

Trust can be interpreted as the desire to be sensitive to the actions of others based on the expectation that others will take specific actions toward people they trust, regardless of their ability to monitor and control them (Aslami et al., 2022; Rohman et al., 2020). According to Dewi et al. (2021), based on the online context, the emergence of consumer trust in an online shop is caused by consumers' needs starting to be aroused and consumers' increasing curiosity in hunting for information to achieve their desires. The relationship between trust and e-WOM is a statement that contains opinions or reviews briefly, concisely, and permanently through the assessment features (forums) that have been provided, both positive and negative, on a product or service provided by consumers after experiencing the product or service that has been provided. They consume in online transactions. The occurrence of e-WOM triggers the presence of new consumers to buy or consume a product that they have heard about from other people. Testimonials or positive reviews regarding the quality of a product or service from previous buyers tend to be much more trustworthy.

Relationship between Trust and Purchase Intention

Increasing consumers' sense of trust will automatically influence purchasing intentions. This means that the higher the brand trust or trust in the brand by consumers or users, the higher the customer purchase intention will be, and vice versa (Koesuma et al., 2022). Trust is related to purchase intention. This opinion is strengthened by the research conducted by Aslami et al. (2022) which states that trust has a relationship and influences purchase intention. It has been proven that trust can encourage purchasing intentions.

Trust mediates the relationship between Website Quality and Purchase Intention

Website quality plays a vital role in differentiating one brand from another in e-commerce, making it an essential factor in the success of e-commerce. Furthermore, a good website must also have an operational quality that can help consumers carry out e-shopping activities quickly and efficiently. The research conclusion by Wuisan et al. (2020) states that trust in customers will increase when website customers feel they have good quality in their use, generating e-trust by making repeat purchases.

Trust mediates the relationship between Electronic Word of Mouth (E-WOM) and Purchase Intention

Research by Aslami (2022), Qirana (2021), and (Naharul et al., 2022) found that E-WOM has a significant favorable influence on purchase intention through trust. In the current era, consumers collect various information about products via the internet, and both reviews of satisfaction and disappointment felt by consumers. If the E-WOM product has a good reputation, it will create trust, influencing consumer purchasing decisions.

HYPOTHESIS DEVELOPMENT

The Effect of Website Quality on Trust

The effect of website quality on trust is based on the theory of Technology Trust Theory, proposed by D.W.Gefen in 2000 which describes that trust in technology is the result of perceptions about the technology's ability to achieve certain goals, the integrity of the technology in carrying out its functions without error or manipulation, and good intentions (benevolence) technology to provide positive benefits to users. According to Tandon (Tandon et al., 2017), quoted by Wuisan (2020), website quality can be defined as an evaluation of the features of a website in meeting user needs and reflecting the overall website experience. Website design is the main factor in achieving positive results in influencing online customer perceptions and behavior where website design represents the company's performance positively to generate trust, satisfaction, and positive intentions towards the website (Flavian, 2005 in Wuisan, 2020). The results of previous research conducted by Wuisan, et al (2020) with the title "The Influence of Website Design Quality and E-Service Quality on Sociolla E-Trust Repurchase Intention as a Mediating Variable" also support the results of his research stating that the website design quality variable has a positive influence on e-trust. Research by Naharul, et al (2022) with the title The Role of Trust as a Mediator on the Influence of Service Quality and Website Quality on Purchase Intentions for Tiktok Shop in Madiun shows that Service Quality and Website Quality have a positive and significant effect on trust. Based on substantive relationships and previous research results, this research proposes the following hypothesis:

H₁: Website quality has a significant and positive effect on trust

The Effect of E-WOM on Trust

Electronic word-of-mouth (E-WOM) is a new development of Word-of-Mouth a form of marketing communication via the Internet network. According to Qirana (2020), who quoted statements from *Farzin & Fattahi (2018)*, *Hennig-Thurau et al (2004)* and *Ismagilova et al., (2017)* and *Lutfie & Marcelino (2020)* E-WOM occurs due to the transfer of information which is any

positive or negative statement formed by potential consumers, actual consumers, or previous consumers about a product or company that is available to many people or institutions via the internet. It can also be interpreted as a dynamic and continuous process of exchanging information between potential, actual, or former consumers regarding a product, service, brand, or company available to many individuals and institutions via the Internet. So, E-WOM or positive reviews will increase consumer confidence in a website. Based on the results of research conducted by Aslami et al. (2022) with the title *The Role of Trust in Mediating Perceived Ease of Use, Perceived Risk and E-WOM on Purchase Intention* with results that show that E-WOM has a positive and significant effect on trust. Qirana et al. (2021), entitled *The Effect of Electronic Word-of-Mouth on Purchase Intentions in E-commerce with Trust as an Intervening Variable* also support the results of their research which state that electronic word-of-mouth (E-WOM) has a positive and significant effect on trust. Based on substantive relationships and previous research results, this research proposes the following hypothesis:

H₂: E-WOM has a significant and positive effect on trust

The Effect of Trust on Purchase Intentions

Trust is the center or leading thing in the relationship between sellers and buyers. Beliefs are thoughts that exist in a person that can provide an overview of something (Kotler & Keller, 2009). According to Dewi (2021) and Mayer et al. (1995), trust is the willingness of one party to be sensitive to accepting actions from another party with the hope that the other party will carry out specific necessary actions, regardless of the ability to monitor and control the other party. With the buyer's trust in the seller, the intention to purchase will automatically arise. Based on the results of research conducted by Aslami et al. (2022) with the title *The Role of Trust in Mediating Perceived Ease of Use, Perceived Risk and E-WOM on Purchase Intention* with results that show that trust has a positive and significant effect on purchase intention. Research by Koesuma and Kurniawati (2022) in *The Influence of Electronic Word of Mouth and the Credibility of Influencers on Instagram on Customer Purchase Intention* also supports the results of his research which states that brand trust has a positive effect on customer purchase intention. Increasing consumers' sense of trust will automatically influence purchasing intentions. This means that the higher the brand trust or trust in the brand by consumers or users, the higher the customer purchase intention will be, and vice versa (Koesuma et al., 2022). Trust is related to purchase intention. This opinion is strengthened by the research conducted by Aslami et al. (2022) which states that trust has a relationship and influences purchase intention. It has been proven that trust can encourage purchasing intentions. Based on substantive relationships and previous research results, this research proposes the following hypothesis:

H₃: Trust has a significant and positive effect on Purchase Intention

The Effect of Website Quality on Purchase Intentions

Kanuk in Naharul (2022) explain that the meaning of purchase intention is one of the psychological aspects that significantly influences consumer behavioral attitudes. For the public, the quality of an e-commerce website can also influence their desire and curiosity to buy the products they need, with attractive designs displayed by e-commerce that appear on smartphones or computers. Previous research conducted by Wuisan, et al (2020) and Wardhani & Chen (2021) with results state that the website design quality variable has a positive influence

on repurchase intention. Based on substantive relationships and previous research results, this research proposes the following hypothesis:

H₄: Website quality has a significant and positive effect on Purchase Intention

The Effect of E-WOM on Purchase Intentions

According to Dewi (2021) in Kotler et al (1999), purchase intentions will arise after an alternative evaluation process. This alternative evaluation can refer to the results of reviews of a product. Still, according to Dewi (2021) and Park et al. (2007), online reviews are called high quality because they are more logical and persuasive and provide reasons based on specific facts. On the other hand, the low quality of an online review is caused by the source of the reviewer being emotional and subjective, so it is easy to provide a review. A review is written by someone who has purchased the product. Based on the results of research conducted supported by Aslami et al. (2022) with results which show that E-WOM has a positive and significant effect on purchase intention. Research by Puspita Sari et al. (2023) with the title *The Influence of Customer Experience, Ease of Use, Consumer Trust, and Electronic Word of Mouth on Repurchase Intentions of Shopee Application Users in Cities Purwokerto* also supports the results of research which states that electronic word of mouth (E-WOM) has a significant positive effect on repurchase intentions. Based on substantive relationships and previous research results, this research proposes the following hypothesis:

H₅: E-WOM has a significant and positive effect on Purchase Intention

The Effect of Website Quality on Purchase Intentions through Trust

A good website must have an operational quality to help consumers carry out e-shopping activities quickly and efficiently. The existence of a live streaming program, increased data security, and other advantages of a website will show better website quality which will increase customer trust. Trust in customers will increase when website customers feel they have good quality in their use, generating e-trust by making purchases. Previous research conducted by Wuisan et al. (2020) with the title *The Influence of Website Design Quality and E-Service Quality on Sociolla E-Trust Repurchase Intention as a Mediating Variable* states that the website design quality variable has a positive influence both directly and indirectly on repurchase intention mediated by e-trust. Research by Fransiska and Candy (2023) with the title *"Determining Factors of International E-Commerce Purchase Intention: The Mediating Effect of Trust"* also supports the results of her research which states that trust is successful in mediating the independent variable on purchase intention. Research by Qalati et al. (2021) with the title *Effects of Perceived Service Quality, Website Quality, and Reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping* also support the results that trust significantly mediate the relationship between perceived service quality, website quality reputation, and online purchase intentions. Website quality plays a vital role in differentiating one brand from another in e-commerce, making it an essential factor in the success of e-commerce. Furthermore, a good website must also have an operational quality that can help consumers carry out e-shopping activities quickly and efficiently. The research conclusion by Wuisan et al. (2020) states that trust in customers will increase when website customers feel they have good quality in their use, generating e-trust by making repeat purchases. Based on substantive relationships and previous research results, this research proposes the following hypothesis:

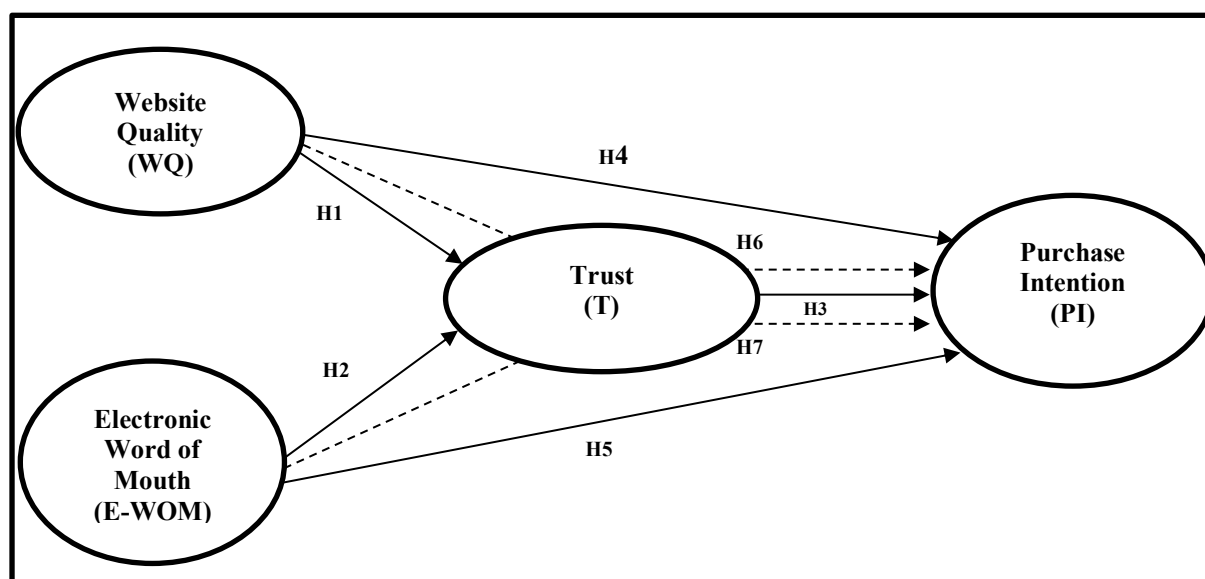
H₆: Website quality has a significant and positive effect on purchase intention through trust

The Effect of E-WOM on Purchase Intention through Trust

Trust is needed before shopping, primarily online where consumers cannot hold or see the items they want to buy directly. With mutual trust between sellers and buyers, online shopping activities will run optimally (Wongso et al., 2019). According to Fransiska and Candy (2023), if E-WOM is a product with a good reputation, it will create trust which will later influence consumer purchasing decisions. The better consumer confidence in the product, the higher consumer purchasing intentions. Research conducted supported by Aslami et al. (2022) with the title The Role of Trust in Mediating Perceived Ease of Use, Perceived Risk and E-WOM on Purchase Intention with results showing that trust can mediate the influence of E-WOM on purchase intention. Research by Sari et al. (2023) with the title The Influence of Customer Experience, Ease of Use, Consumer Trust, and Electronic Word of Mouth on Repurchase Intentions among Shopee Application Users in Purwokerto City also supports the results of their research which states that electronic word of mouth (E-WOM) has a positive effect significant impact on repurchase intention. Research by Dewi et al. (2021), titled The Influence of Credibility and Argument Quality on Purchase Intentions with the Mediating Role of Trust, also supports the results of their research which states that the quality of review arguments has a positive effect on purchase intentions with trust as a mediator. Research by Fransiska and Candy (2023) entitled Determining Factors for International E-Commerce Purchase Intention: The Mediating Effect of Trust also supports the results of their research which states that trust successfully mediates the independent variable on purchase intention. Based on substantive relationships and previous research results, this research proposes the following hypothesis:

H₇: E-WOM has a significant and positive effect on purchase intention through trust

Figure 1. Conceptual Framework



According to the conceptual framework, whether Website Quality and E-WOM impact Trust is elucidated. Additionally, it explores whether Website Quality, E-WOM, and Trust influence

Purchase Intention. Lastly, it investigates whether Website Quality and E-WOM affect Purchase Intention usage with Trust as an intervening variable at Tokopedia e-commerce.

METHOD

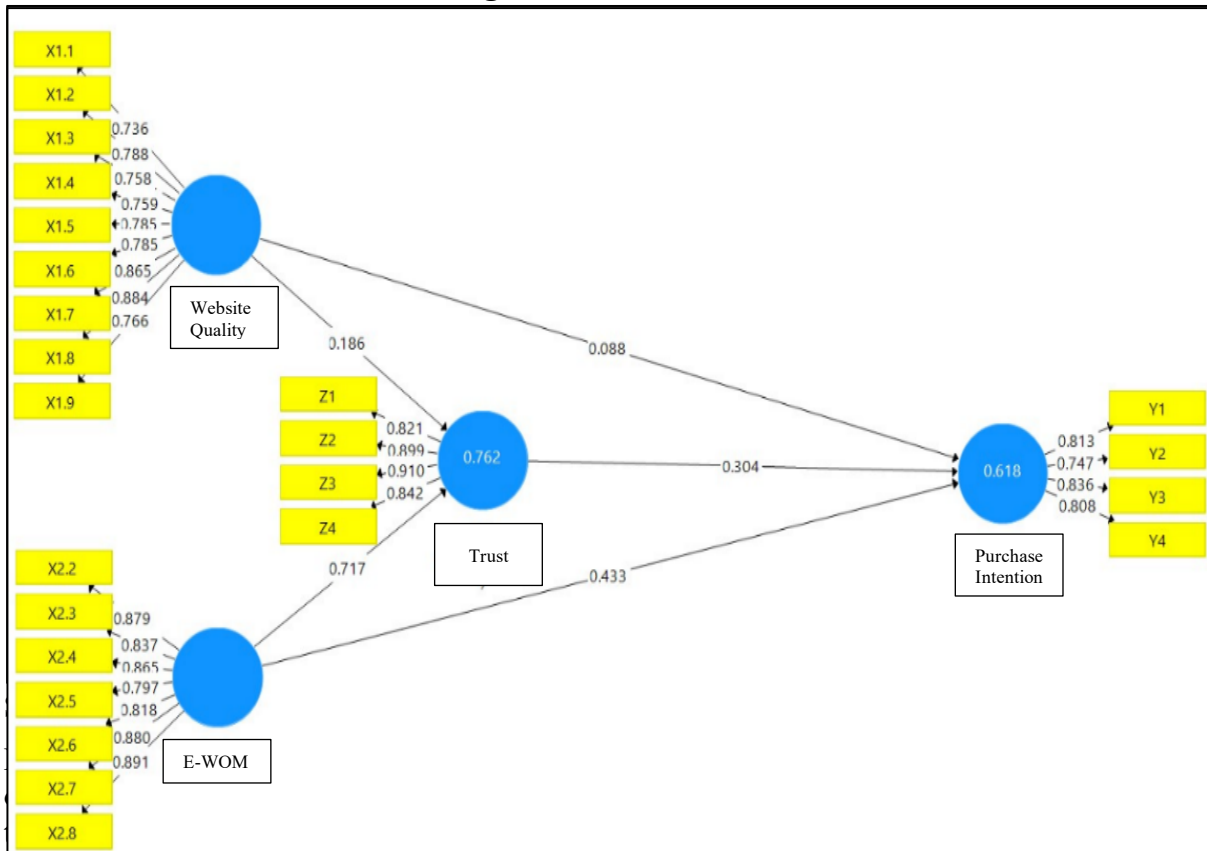
This study uses a quantitative approach to distribute questionnaires to users of the Tokopedia e-commerce application in the Jabodetabek area. The population in this study is all users of the Tokopedia application in the Jabodetabek area. The sample is part of the number and characteristics of the population. The sample selection in this research used a non-probability sampling method. A non-probability sampling technique does not provide an equal opportunity for each element or member of the population to be selected as a sample member (Sugiyono, 2019). The selection of respondents for this research will use the accidental sampling method. Accidental Sampling is a collection of information from members of the population that is easy to obtain and can provide that information. In this way, anyone who can provide information, whether accidentally or accidentally meeting the researcher, can be used as a sample if it is seen that the person providing the information is suitable as a data source (Sekaran, 2017). According to Hair et al. (2017), the number of samples in the Structural Equation Model Partial Least Square (PLS) or SEM PLS is ten times the number of research variables, or the minimum sample size requirement for five variables is 50 respondents. SEM PLS has a unique estimation algorithm that can be used on small samples. In this study, the minimum sample set was 7 (seven) times the total number of indicators, namely 15. Thus, the minimum sample size that must be met is 105 (one hundred and five) respondents. Data collection in this research used questionnaire techniques. The data obtained from the questionnaire is primary data. Assessment of questionnaire answers using a Likert scale. The Likert scale measures a person or group's attitudes, opinions, and perceptions regarding social events or phenomena (Sugiyono, 2019). This measurement is carried out by stating the respondent's level of agreement with a statement within an assessment range of one to five. The answer to each question has values from strongly agree/positive to disagree/negative. Respondents were asked to strongly agree, agree, somewhat agree, disagree, or strongly disagree. Each choice is given a score of five to one. This research uses SmartPLS 3.0 software to process the data that has been obtained. The statistical test tool for testing the hypothesis in this research is the path analysis method using cross-sectional data with a significance level (alpha) of 5%. The questionnaire in this research was created based on variable indicators. The questionnaire was prepared based on existing questionnaires and then modified.

RESULTS AND DISCUSSION

Results Measurement Model

In analysis techniques that use smartPLS, data validity testing can be determined through outer model testing or measurement model evaluation. This test is carried out to test the extent to which an instrument is accurate as a tool for measuring research variables. The results of the outer model that has previously been processed can be seen in the following image:

Figure 2. Outer Model



which received an outer loading value of <0.70 . Therefore, this statement was excluded or dropped out because it obtained an outer loading value <0.70 .

Figure 3. Specifications of the PLS Model

Source: Data processed by Smart PLS 3.0

Referring to the PLS model specification diagram shown above, it's evident that all constructs are considered second-order constructs. Consequently, the stages involved in this PLS analysis encompass the testing of model goodness of fit and examining the inner model (comprising direct and indirect testing).

A. Testing Goodness of fit model

Following the successful establishment of construct validity and reliability during the outer model testing phase, the examination proceeded to assess the model's goodness of fit. The appropriateness of the PLS model's fit is evaluated based on the SRMR (Standardized Root Mean Square Residual) value. The PLS model is considered to meet the criteria for a good fit when the SRMR value is below 0.10, and it is deemed a perfect fit when the SRMR value is below 0.08.

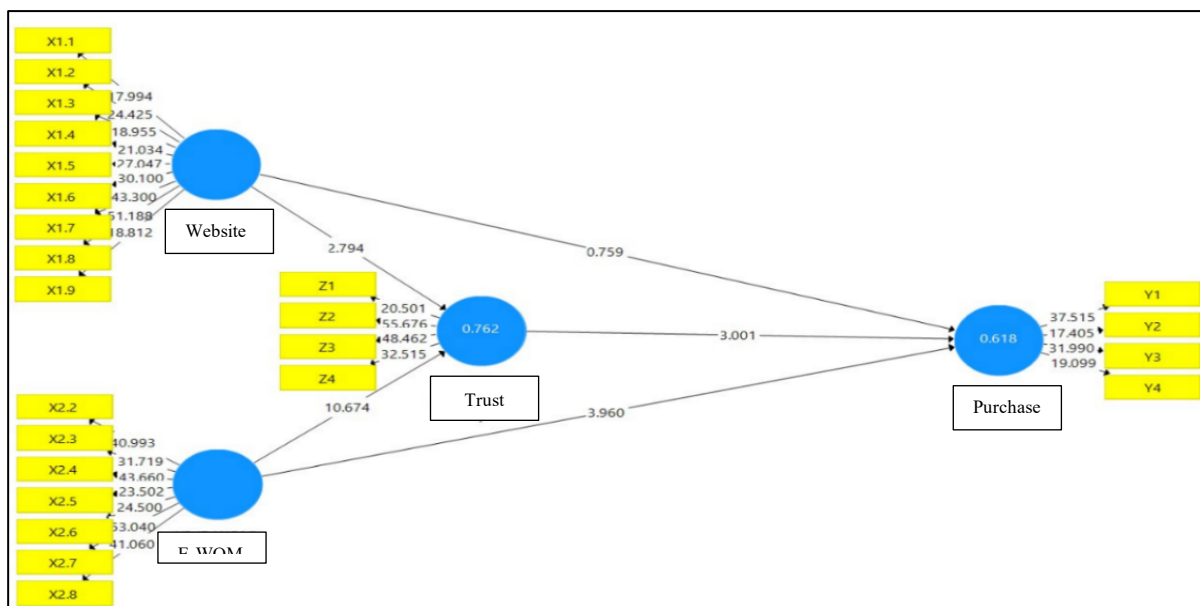
Table 1 Goodness of Fit Model

Criteria GOF	Saturated Model	Estimated Model
SRMR	0,077	0,077

Source: Data processed by Smart PLS 3.0

The assessment of the PLS model's adequacy reveals that the SRMR value inside the estimated model is 0.077. The SRMR value is less than 0.10, so it is deemed a robust match. Hence, the PLS model employed in this study is highly appropriate for evaluating the research hypotheses. The direction of the link can be determined by examining the first sample value of each impact relationship. If the connection has a positive direction, then the exogenous variable has a positive/unidirectional effect on the endogenous variable. Conversely, when the original sample is negative, the impact of the exogenous variable on the endogenous variable is in the other direction. The model estimation findings which serve as a reference for hypothesis testing in this work, are presented below:

Figure 4. PLS Bootstrapping Model Estimation Results



Source: Data processed by Smart PLS 3.0

B. Indirect Effect Test

In this research, the trust variable is an intervening factor in the relationship between website quality, electronic word of mouth (E-WOM), and purchase intention. The research hypothesis is unidirectional. Thus, it rejects the null hypothesis (H_0) if the p-value is < 0.05 and the t-statistic is > 1.64 . Conversely, if the p-value is > 0.05 and the t-statistic is < 1.64 , the null hypothesis is not rejected, indicating that trust does not act as an intervening variable.

Table 2. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
WQ -> PI	0,057	0,055	0,026	2,191	0,015
E-WOM -> PI	0,218	0,221	0,080	2,713	0,004

Source: Data processed by Smart PLS 3.0

Based on the findings of the test on indirect effects, it can be inferred that:

- 1) Trust as a mediator variable obtained a positive path coefficient value of 0.057. The t-statistic value is $2.191 > 1.64$, and the p-value is $0.015 < 0.05$. Based on the results of the t-statistics and p-value which are by the reference, it can be interpreted that trust plays a role as a mediator in the influence of web quality on purchase intentions.
- 2) Trust as a mediator variable obtained a positive path coefficient value of 0.218. The t-statistic value is $2.713 > 1.64$, and the p-value is $0.004 < 0.05$. Thus, it can be interpreted that trust plays a role as a mediator in the influence of E-WOM on purchase intentions.

C. Summary of Hypothesis Testing

Based on the results of the PLS analysis, a summary table of hypothesis testing is obtained as follows:

Table 3. Hypothesis Testing

Hypothesis	Statement	Path Coefficient	T-Statistics	P Values	Conclusion
H ₁	Website Quality -> Trust	0,186	2,794	0,003	Significant
H ₂	E-WOM -> Trust	0,717	10,674	0,000	Significant
H ₃	Trust -> Purchase Intention	0,304	3,001	0,001	Significant
H ₄	Website Quality -> Purchase Intention	0,088	0,759	0,224	Not Significant
H ₅	E-WOM -> Purchase Intention	0,433	3,960	0,000	Significant
H ₆	Website Quality ->Trust -> Purchase Intention	0,057	2,191	0,015	Significant
H ₇	E-WOM -> Trust) -> Purchase Intention	0,218	2,713	0,004	Significant

Source: Data processed by Smart PLS 3.0

DISCUSSION

Influence of Website Quality on Trust

The research analysis results found that website quality affects trust because the significance value is 0.003 which means it is smaller than 0.05. The t-table value is 2.794 where this value is greater than the t-table value of 1.64. This result is the basis that the website quality variable has an effect on trust or in other words, H₁ is supported. The results of this research show that trust is influenced by the quality of the website, or in other words, the better the quality of the Tokopedia website, the greater the customer's trust in choosing Tokopedia as e-commerce for online shopping. Website quality is an instrument designed to improve the quality of usability, information, and service interactions via the Internet. Website quality plays an important role in differentiating one e-commerce from another and is an important factor in the success of a marketplace. The statement illustrates this: "I feel that Tokopedia information is easy to obtain", and the statement "items purchased through Tokopedia are always by the product information

presented" obtained the highest mean value of 4.59, and it can be interpreted that the majority of respondents strongly agree that the quality of the Tokopedia website is good. Very good because it presents information that is easy to obtain. This could be one of the factors for Tokopedia to become one of the e-commerce sites that respondents trust to buy products online. The results of this research align with those conducted by Wuisan et al. (2020), and Naharul et al. (2022) which show that website quality has a positive and significant effect on trust.

Website quality is an instrument designed to improve the quality of usability, information, and service interactions via the Internet. Website quality plays an important role in differentiating one e-commerce from another and is an important factor in the success of a marketplace. The statement illustrates this: "I feel that Tokopedia information is easy to obtain," and the statement "items purchased through Tokopedia are always in accordance with the product information presented" obtained the highest mean value of 4.59. It can be interpreted that the majority of respondents strongly agree that the quality of the Tokopedia website is good. Very good because it presents information that is easy to obtain. This could be one of the factors for Tokopedia to become one of the e-commerce sites that respondents trust to buy products online. The results of this research are in line with the results of research conducted by Wuisan et al (2020) and Naharul et al (2022) which show that website quality has a positive and significant effect on trust.

Influence of Electronic Word of Mouth (E-WOM) on Trust

The results of the analysis in the research found that Electronic Word of Mouth (E-WOM) affects trust because the significance value is 0.000 which means it is smaller than 0.05, and the t-table value is 10.674 where this value is greater than the t-table value of 1.64. This result is the basis that the E-WOM variable has an effect on trust or in other words H_2 is supported. The results of this research show that E-WOM influences trust. In other words, the better the electronic word of mouth in consumer reviews and comments on the Tokopedia application, the greater the customer's trust in choosing Tokopedia as e-commerce for online shopping. Word of Mouth is a form of interpersonal communication about a product with friends, neighbors, or family (Kotler & Armstrong, 2009). The better the reviews (e-WOM) and the spread of positive information, the greater the buying intention of other users because they feel confident after reading positive reviews on internet media from other users (Candra et al., 2023).

This is reflected in the respondent's statement in the item "Tokopedia has many positive comments from users," which received the highest mean value of 4.60, and it can be interpreted that the majority of respondents strongly agree that Tokopedia is one of the e-commerce sites that receive many positive comments. This could be one of the factors for Tokopedia to become one of the e-commerce sites that respondents trust to buy products online. The results of this research are in line with the results of research conducted by Qirana et al. (2021) and Aslami et al. (2022) which show that electronic word of mouth (E-WOM) has a positive and significant effect on trust. Word of Mouth is a form of interpersonal communication with friends, neighbors, or family about a product (Kotler & Armstrong, 2009). The better the reviews (e-WOM) and the spread of positive information, the greater the buying intention of other users because they feel confident after reading positive reviews on internet media from other users (Candra et al., 2023).

Influence of Trust on Purchase Intention

The research analysis results found that trust influences purchase intentions because the significance value is 0.001 which means it is smaller than 0.05. The t-table value is 3.001 where this value is greater than the t-table value of 1.64. This result is the basis that the trust variable influences purchase intentions or in other words, H₃ is supported. The results of this research show that purchase intention is influenced by trust, or in other words, the higher the customer's trust in the Tokopedia application, the higher the customer's intention to shop online at Tokopedia. Trust is the center or main thing in the relationship between sellers and buyers. Beliefs are thoughts that exist in a person that can provide an overview of something (Kotler, 2005). Trust is the willingness of one party to be sensitive to accepting actions from another party with the hope that the other party will carry out certain important actions, regardless of the ability to monitor and control the other party (Dewi, 2021). High customer trust in Tokopedia tends to increase their purchasing intentions. Customers with strong trust tend to be more motivated to buy products or services offered on the Tokopedia application. This is reflected in the respondent's statement in the item "I feel confident when shopping at Tokopedia" which received the highest mean value, 4.53. Thus, the results of this research align with research conducted by Aslami et al. (2022), Koesuma and Kurniawati (2022), and Adi et al., (2022) which shows that trust has a positive and significant effect on customer purchase intentions.

Trust is the center or main thing in the relationship between sellers and buyers. Beliefs are thoughts that exist in a person that can provide an overview of something (Kotler, 2005). Trust is the willingness of one party to be sensitive to accepting actions from another party with the hope that the other party will carry out certain important actions, regardless of the ability to monitor and control the other party (Dewi, 2021). High customer trust in Tokopedia tends to increase their purchasing intentions. When customers have strong trust, they tend to be more motivated to buy products or services offered on the Tokopedia application.

Influence of Website Quality on Purchase Intentions

The research analysis results found that website quality did not affect purchase intentions because the significance value was 0.224 which means it was greater than 0.05. The t-table value was 0.759, smaller than the t-table value of 1.64. This result is the basis that the website quality variable does not affect purchase intentions; in other words, H₄ is not supported. The results of this research indicate that purchase intention is not influenced by website quality. In other words, the better quality of the Tokopedia website does not necessarily mean that customers' purchasing intentions will also increase. Purchase intention is one of the psychological aspects that greatly influences consumer behavioral attitudes. For the public, the quality of an e-commerce website can also influence their desire and curiosity to buy the products they need, with attractive designs displayed by e-commerce that appear on smartphones or computers. In the context of purchase intentions, website quality can be seen from the extent to which the website meets visitors' expectations and needs so that they are influenced to make purchases on the application (Rizkiatami et al., 2023).

However, purchase intentions do not completely depend on website quality. Other elements become benchmarks for customers when purchasing e-commerce, such as product suitability (William et al., 2020). The research hypothesis for the influence of website performance on purchase intentions is not supported. Still, several indicators get the highest mean value, namely the information environment indicator presented well organized at 4.59. This value shows that

one of the factors for customers to choose Tokopedia as one of the e-commerce sites that respondents trust is to buy products online. The results of this research are not in line with the results of research conducted by Wuisan et al. (2020) and Naharul et al. (2022) which showed that website quality had a positive and significant effect on purchase intentions. This research is in line with research conducted by (Hasanov & Khalid, 2015) and (Wiliam et al., 2020) which states that website quality has no positive effect on purchase intentions.

Influence of Electronic Word of Mouth (E-WOM) on Purchase Intention

The research analysis results found that Electronic Word of Mouth (E-WOM) affected purchase intentions because the significance value was 0.000 which means it was smaller than 0.05. The t-table value was 3.960, greater than the t-table value of 1.64. These results are the basis that the E-WOM variable influences trust; in other words, H_5 is supported. This research shows that E-WOM influences purchase intention; in other words, the better the electronic word of mouth in consumer reviews and comments on the Tokopedia application, the greater the customer's intention to purchase products on Tokopedia as e-commerce. Purchase intention will arise after an alternative evaluation process. The evaluation alternative in question can refer to the results of product reviews (Dewi, 2021).

Online reviews are high quality because they are more logical and persuasive and provide reasons based on specific facts. On the other hand, the low quality of an online review is caused by the source, the reviewer, being emotional and subjective, so it is easy to provide a review (Dewi, 2021). A review is written by someone who has purchased the product. When someone receives positive information or recommendations about a product or service through E-WOM, it can influence their perception of the quality and benefits of that product (Mawardi et al., 2022). This information can increase consumer interest and confidence which in turn can influence their intention to purchase the product. This is reflected in the respondent's statement in the item "Tokopedia has many positive comments from users," which received the highest mean value of 4.60, and this can be interpreted as meaning that the majority of respondents strongly agree that Tokopedia is one of the e-commerce sites that receive many positive comments. This could be one of the factors for Tokopedia to become e-commerce that can influence purchasing intentions because consumers tend to trust other people's experiences and opinions. The results of this research are in line with the results of research conducted by Dewi (2021) and Aslami et al. (2022) which show that Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchase intentions.

Influence of Website Quality on Purchase Intention through Trust

The research analysis results found that website quality influences purchase intentions through trust because the significance value is 0.015 which means it is smaller than 0.05. The t-table value is 2.191, greater than the t-table value of 1.64. These results are the basis that the website quality variable influences purchase intentions through the trust variable or in other words, H_6 is supported. The results of this research show that purchasing intentions are influenced by website quality through trust, or in other words, the better the quality of the Tokopedia website, the greater the customer's trust which ultimately can influence their purchasing intentions. Website quality is important in differentiating one brand from another in e-commerce. This then makes it an important factor in the success of e-commerce. Furthermore, a good website

must also have an operational quality that can help consumers carry out e-shopping activities easily and efficiently.

Good website quality can build trust in visitors because they feel the business is serious and reliable. Accurate and clear information, customer testimonials, privacy policies, and guaranteed security of online transactions are several factors that can increase visitor trust. Trust built through good website quality can influence visitors' purchasing intentions. Visitors who trust the business are more likely to feel comfortable and confident in purchasing because they have confidence that the business will provide a product or service that meets their expectations (Hamdan et al., 2023). This research aligns with the results of research conducted by Wuisan et al. (2020) and Naharul et al. (2022) which show that website quality has a positive and significant effect on purchase intentions through trust.

Influence of Electronic Word of Mouth (EWOM) on Purchase Intention through Trust

The research analysis results found that Electronic Word of Mouth (E-WOM) influences purchase intentions through trust because the significance value is 0.004 which means it is smaller than 0.05. The t-table value is 2.713 where this value is greater than the t-table value of 1.64. These results are the basis that the E-WOM variable influences purchase intentions through trust, or H_7 , is supported. The results of this research show that E-WOM influences purchase intentions through trust, or in other words, the better the electronic word of mouth in consumer reviews and comments on the Tokopedia application, the more customer trust will increase, increasing purchase intentions on Tokopedia. E-WOM is an important channel for customers to learn about the quality of a product or service (Aji et al., 2020). E-WOM is communication between consumers via online platforms, such as product reviews, testimonials, or recommendations provided via social media, forums, or review sites.

This research proves that E-WOM has significant power in influencing consumer purchasing decisions because they tend to trust the experiences and opinions of other people who have used the product or service. Customers who trust the information provided through e-WOM tend to feel more confident and comfortable making purchases. Trust can be established through factors such as source credibility, brand reputation, and positive experiences of others. When consumers receive positive e-WOM and believe in it, they tend to have higher purchase intentions because they believe the product or service will meet their expectations. The results of this research are in line with the results of research conducted by Aslami et al. (2022), Dewi et al. (2021), Qirana et al. (2021), and Sari et al. (2023)) which show the results that electronic word of mouth (E-WOM) has a positive effect and significant to purchase intentions through the trust variable.

CONCLUSION

Based on the results of research and analysis conducted on Tokopedia e-commerce users in the Jabodetabek area, it can be concluded that website quality has no direct effect on purchase intentions. Meanwhile, electronic word of mouth (E-WOM) directly and positively affects purchase intentions. This research can prove that trust has a role in mediating the relationship between website quality and purchase intention. Apart from that, this research can also prove that trust has a role in mediating the relationship between electronic word of mouth (E-WOM) and purchase intention.

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