

THE EFFECT OF E-WOM, BRAND IMAGE, MEDIATED BY TRUST ON SHOPEE CONSUMER PURCHASE INTENTION (STUDY ON GENERATION X OF TELUK PUCUNG VILLAGE)

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ABSTRACT

A Quantitative descriptive approach, and this study has a sample of 100 survey respondents in generation X, who have used and downloaded Shopee in Teluk Pucung Village. The analysis tool uses SmartPLS 4.0 for hypothesis testing and the feasibility of research methods. This sampling technique uses Non-Probability Sampling techniques, the data is collected using a questionnaire. The results showed that 1. EWOM has a positive and significant effect on trust; 2. Brand Image has a positive and significant effect on Trust; 3. Trust has a positive and significant effect on Purchase Intention; 4. EWOM has a positive and significant effect on Purchase Intention; 5. Brand Image has a positive and significant effect on Purchase Intention; 6. E-wom has a positive effect on Purchase Intention mediated by Trust; 7. Brand Image has a positive effect on Purchase Intention mediated by Trust. This limitation is the object of research conducted by generation X Shopee users in Teluk Pucung Village, so that it can be used as a suggestion for future researchers.

INTRODUCTION

Indonesia is experiencing a very rapid development of information technology. Due to the development of technology and the need for information, the Internet is also growing. Information technology and Internet are constantly side by side and complement each other into one unity. Information technology has also entered the business sector whose product is e-commerce (Yustiani & Yunanto, 2017).

For individuals and businesses, the Internet has its own magnet that is caused by convenience and profit. One type of online business is online shopping. Currently, a growing trend is making online shopping transactions. Whole layers of society, from teenagers to adults, can easily shop and do business with the help of online shopping or e-commerce apps.

The study focused on one marketplace, Shopee, the focus of the study was chosen due to the number of visits compared to other competitors. Data from Databoks in 2023 showed that Shopee was the first e-commerce marketplace to get the most website visits, 2.3 Billion visits (Ahdiat, 2024)

Based on a joint study by Kredivo and Katadata Insight Center (KIC) entitled Consumer Behavior e-commerce Indonesia 2023: Economic Recovery and Post-Pandemic Shopping Trends. The proportion of e-commerce transactions has increased in the last two years in the 36-45 and 46-55 age groups (Annur, 2023)

Electronic word of mouth/e-WOM is a form of comments and reviews from other users on an online shopping site, in line with research (Inayati et al., 2022) that states that the authenticity of a product or service can be seen by consumers through e-Wom by reading the comments of previous consumers who have given statements about the products or services they purchased.

Brand image is an association and belief of the customer about a particular brand. Brand image itself means an image that is identical to a brand. Therefore, if the consumer knows that the brand image is a positive product, then consumers will be interested in buying the product according to their needs (Ahmad et al., 2020).

Trust refers to a customer's readiness to use a product or service because it feels capable of delivering what the consumer expects. It gives rise to the feeling of making a re-purchase. That is, the greater consumer confidence in an e-commerce site, the bigger the consumer's interest in making repeated purchases on e-Commerce (Oktaviani et al., 2022).

This research wants to re-research the impact of E-Wom, brand image on buying interests mediated by consumer trust in Shopee. (Studi Pada Generasi X Kelurahan Teluk Pucung). The novelty in this research lies in the unit of analysis that in previous research mostly used Millennials or Generation Z, but this research uses Generation X.

This research has the urgency to solve the problem of the phenomenon that exists that the product does not match the ordered goods and the product problem does not reach the consumer as a result of fraud by the seller (Kurnia & Martinelli, 2021). Important to do this research by looking at the problems that have been described earlier.

THEORETICAL REVIEW

Purchase Intention

According to Simamora (2002) (in Putra et al., 2020), Purchase Intention is something of a personal nature and related to behavior, so that a person who is interested in an object has the power or motivation to perform a behaviour to approach or acquire the object.

According to Ferdinand, 2002. (Mardiah & Anugrah, 2020) There are four indicators that identify Purchase Intention, as follows:

Transactional Interest that is a person's inclination to buy a product; Referential Interest that is the tendency of a person to reference a product to another person; Preferential Interests that is interests that describe the behavior of someone who has a primary preference for the product; Explorative Interests that is interest describes the behaviour of one who is always looking for information about the product in demand and seeking information to support the positive properties of that product.

E-WOM (*Electronic Word of Mouth*)

E-WOM is a very important place for consumers to present the purchasing experience of products and services after making a purchase. The definition explained by Litvin (In Mukti & Hambalah, 2022) Electronic Word of Mouth is informal communication using Internet technology related to the use and characteristics of goods, services, and even sellers directed to consumers.

E-WOM has three main dimensions: Intensity, Valence of opinion and content (Goyette et al., 2010) (In Sindunata & Wahyudi, 2020).

Intensity, Based on the study of Adeliastari, Ivana & Thio (2010) (In Nyoko & Semuel, 2021), Indicators of measurable intensity are three indicators: (1) Frequency of access to information on social networks. (2) Frequency of communication between social network users; (3) The number of reviews written by social network user.

Valence of opinion, Research of Adelia, Ivana and Thio (2010), (In Nyoko & Semuel, 2021), there are three indicators, namely: (1) Positive comments from users of the social network; (2) Recommendations from consumers on social networking; (3) Negative comments from social networkers.

Content, Indicator of the research of Adeliastari and Ivana & Thio (2010), (In Nyoko & Semuel, 2021), Information about products sold; (2) Information about product quality; (3) Information about prices offered.

Brand Image

The formation of brand image and brand equity occurs when consumers have a pleasant experience with a particular product or brand. Although it does not appear as an asset in the company's financial statements, the value created by a brand or name is the most important asset of the company (Saputra & Padmanty, 2023).

According to (Rangkuti, 2009) there are several indicators of brand image, namely:

Recognition, the degree of brand recognition among consumers. Reputation, the level or status is quite high, because it is proven to have a good track record. Affinity, which is the type of interest that has an emotional relationship with the consumer. Brand Loyalty refers to the measure of customer loyalty to the brand concerned.

Trust

Consumer confidence is their willingness to use/purchase a product because they are convinced that the partner company offers what they expect. Trust is an important factor, even more important in the case of online shopping. Consumers see more risk because they cannot visit physical stores and check the products customers want to buy (Dzaki & Zuliastiana, 2022).

According to Razak et al., (2018) trust has factors that can influence it, among others:

Dependability. Which customer sets their wishes and trusts, promises the company gives to customers through advertising and personal selling; Honesty. Which the honesty inherent in the company's staff. Honesty in the context of the company is the honesty innate in its humanity in providing the information and services that customers need; Competence which the competence of a company is a competitive advantage of the company over its competitors. For example, staff professionalism, product or service design, product taste, superior service and technological excellence. The vendor's preferred characteristics of the company's staff and customers; Likable. Which characteristics of the company's personnel and sales persons that satisfy customers. Customers love the company's staff because they are polite, friendly, well-dressed, and like to help solve problems.

Conceptual Framework

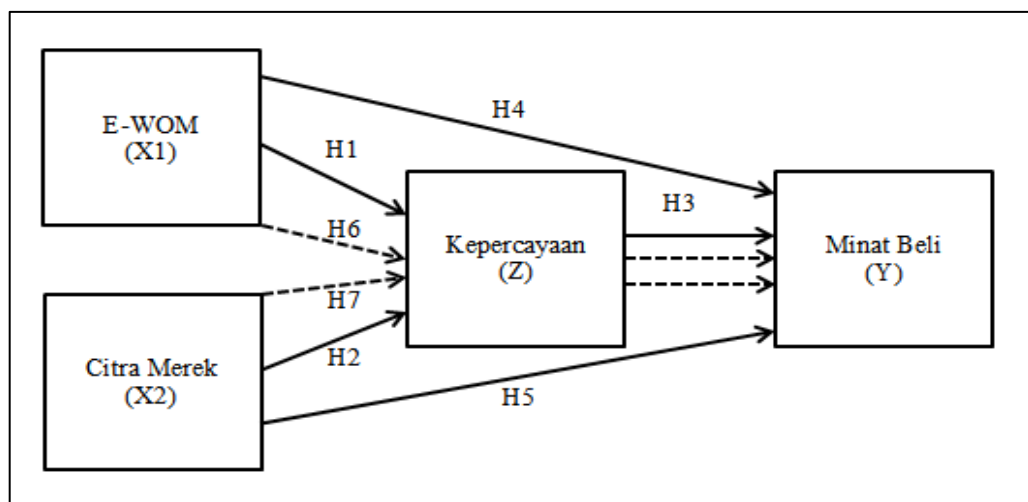


Figure Conceptual Framework

Description:

Direct Effect : —————>

Indirect Effect : - - - - ->

Hypothesis

H₁ - Effect of E-WOM on Trust

Many internet users today use social media to get information about the products they are looking for, thus creating Electronic Word of Mouth (eWOM), which are positive and negative statements consisting of consumer opinions.

E-WOM requires trust. In an online community, trust between community members is based on the reputation of the community itself and the extent to which individuals uniquely identify themselves in their profiles. The expectations associated with this trust are appropriate and accepted honest behaviour according to community standards of honesty, such as spreading false information and providing information that can be proven true (Aini & Astuti, 2022).

The hypothesis in this study is as follows:

H₁ = It is suspected that E-WOM has a direct effect on trust.

H₂ - The Effect of Brand Image on Trust

Researches Huda & Nugroho, (2020) states that brand image has a positive effect on Oppo Smartphone Brand Trust. This indicates that the better the reputation of a brand, the greater the trust. Brand image needs to be improved and maintained

because it can be an important aspect. Giving a good impression can be done to attract attention and create uniqueness.

Brand image is based on reality, depending on how consumers perceive it. Trust is generally mutually reinforcing, if the product meets consumer expectations, then consumers have a positive attitude towards the brand.

The hypothesis in this study is as follows:

H₂ = It is suspected that Brand Image has a direct effect on Trust.

H₃ - The Effect of Trust on Purchase Intention

Trust in consumers in doing business is important for consumers who start from visitors to buyers. Consumers feel confident when showing interesting videos about the products offered when consumers interact with the @ACESIDOARJO account owner on Tiktok. In the trust variable as an estimate of consumer buying interest. One of the psychological aspects in influencing behavioural attitudes is interest, and interest can also make someone take an action or activity according to Schiffman and Kanuk (2010) (In Astasari & Sudarwanto, 2021)

The hypothesis in this study is as follows:

H₃ = It is suspected that Trust directly affects Purchase Intention.

H₄ - The Effect of E-WOM on Purchase Intention

E-WOM is a written communication in the form of experience, usually regarding the benefits of a product to buyers when buying a product through electronic technology and electronic media. Sinaga & Sulistiono, (2020) in their research stated that Electronic Word of Mouth has a positive and significant effect on Interest in Eiger Fashion in Bogor City. The more people share information on social media, the greater the interest in buying the Eiger fashion brand.

The hypothesis in this study is as follows:

H₄= It is suspected that E-WOM has a direct effect on Purchase Intention.

H₅ - The Effect of Brand Image on Purchase Intention

According to Tjiptono (2011: 112) (In Prawira, 2019), brand image refers to 'a description of consumer associations and beliefs about a particular brand'. Researchers concluded that brand image describes the perception of the values contained in the brand and the beliefs that exist in the minds of consumers. Brand image has a positive effect on consumer buying interest. Sales promotion activities carried out by companies can create a good brand image so that they can influence consumer buying interest.

The hypothesis in this study is as follows:

H₅ = It is suspected that Brand Image has a direct effect on Purchase Intention.

H₆ - The effect of E-WOM on Purchase Intention mediated by Trust

According to Sen and Lerman (2007) (dalam Permadi & Suryadi, 2019), the main characteristic of E-WOM is that the source of information is independent and available to anyone with access to an Internet connection. This means that EWOM is not related to a particular company as a source of information. Consumer trust plays a full mediating role between E-WOM and consumer buying interest on the Tokopedia online shopping site.

The hypothesis in this study is as follows:

H₆ = It is suspected that E-WOM has an indirect effect on Purchase Intention mediated by Trust.

H₇ - The effect of Brand Image on Purchase Intention mediated by Trust

Citra and Santoso (2016) (In Putri & Sukaatmadja, 2018) argue that positive trust can significantly mediate brand image in purchasing decisions. Trust mediates the effect of brand image on purchase intention of Samsung smartphone products in Denpasar

significantly, the Samsung smartphone brand image can mediate consumer trust so as to generate the intention to buy Samsung smartphone products.

The hypothesis in this study is as follows:

H₇ = It is suspected that Brand Image has an indirect effect on Purchase Intention mediated by Trust.

METHODOLOGY

This research uses quantitative methods that can be used to study certain populations or samples. The research uses associative quantitative research, which is research that asks about the relationship between two or more research variables.

Population is a general area consisting of: objects or subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions.' The population of this study were generation X people in Teluk Pucung Village, Bekasi City who had used and or downloaded Shopee.

The sampling technique is Accidental Sampling. According to Sugiyono (2016) (In Daengs et al., 2022), accidental sampling is a method where the sample is determined based on chance, everyone who happens to meet the researcher can be used as a sample, if the person met by chance is believed to be suitable as a respondent. Sample size using the Lemeshow Formula, as follows:

$$n = \frac{Za^a \times J \times K}{L^2}$$

Description:

(n) = Minimum sample size required; (Za) = Standard value of the distribution according to the value; (a) = 5% = 1.96; (J) = 50%; (K) = Value of 1 – J; (L) = 10% level of accuracy.

Calculating the sample with the Lemeshow formula can be seen below:

$$n = \frac{(1,96)^2 \times 0,5 \times 0,5}{0,1^2}$$

$$n = \frac{3,8416 \times 0,5 \times 0,5}{0,1^2}$$

$$n = \frac{0,9604}{0,1^2} = 96,04$$

Based on calculations using the Lemeshow formula, the resulting sample size is 96 rounded up to 100 Respondents. SmartPLS 4.0 in this study to analyse the data obtained to support the results in this study. The model generated by the Partial Least Square (PLS) method optimises the connection between two groups of variables.

RESULTS

Measurement Model Analysis (Outer Model)

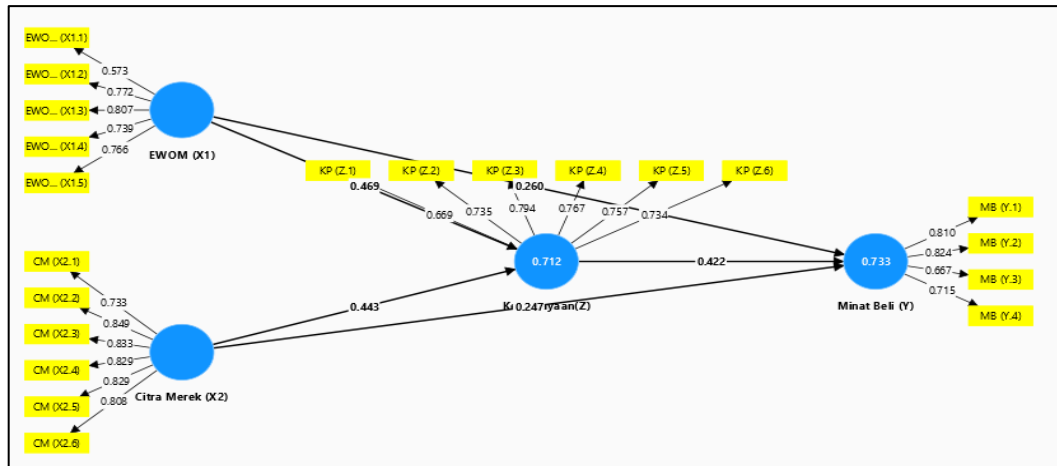


Figure Model PLS 1

The figure explains the processed results using SmartPLS, where the figure shows that there are statement items that have not met the convergent validity of > 0.7 . These statement items include EWOM1 $0.573 < 0.7$; KP1 $0.469 < 0.7$; and MB3 $0.667 < 0.7$ which need to be removed.

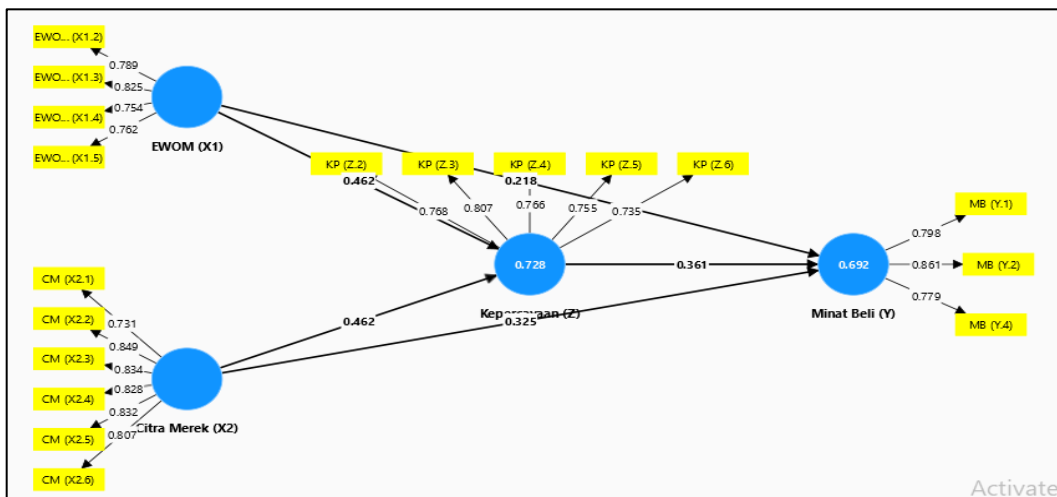


Figure Model PLS 2

The figure shows the results of recalculation after removing invalid indicators. From the results of this recalculation, the variables of E-WOM, brand image, trust and purchase intention no longer have invalid indicators.

Convergence Validity Test

Item	Convergence Validity Table			
	E-WOM (X1)	Brand Image (X2)	Trust (Z)	Purchase Intention (Y)
EWOM 2	0.789	-	-	-
EWOM 3	0.825	-	-	-

EWOM 4	0.754	-	-	-
EWOM 5	0.762	-	-	-
CM 1	-	0.731	-	-
CM 2	-	0.849	-	-
CM 3	-	0.834	-	-
CM 4	-	0.828	-	-
CM 5	-	0.832	-	-
CM 6	-	0.807	-	-
KP 2	-	-	0.768	-
KP 3	-	-	0.807	-
KP 4	-	-	0.766	-
KP 5	-	-	0.755	-
KP 6	-	-	0.735	-
MB 1	-	-	-	0.798
MB 2	-	-	-	0.861
MB 4	-	-	-	0.779

The loading factor value of the initial total of 21 items that make up the ewom construct, brand image, trust and purchase intention, of which there are 3 items from variables that do not meet the validity because the loading factor value is <0.7, namely: EWOM1; KP1 and MB3 so it is necessary to exclude them from the research model so that the remaining 18 statement items are valid with the overall loading factor value generated > 0.7 so that it has met the requirements of convergent validity.

In addition, discriminant validity can be detected from the AVE value which is > 0.5. (Yunikartika & Harti, 2022).

Variable	Ave Value Table		Conclusion
	AVE	Critical Value	
EWOM	0.613	>0,5	Valid
Brand Image	0.663	>0,5	Valid
Trust	0.588	>0,5	Valid
Purchase Intention	0.662	>0,5	Valid

Table above shows the results of the AVE (Average Variance Extracted) value.

EWOM, Brand Image, Trust, and Purchase Intention variables are > 0.5 , so each indicator and variable can be declared valid.

Composite Reliability Dan Cronbach Alpha Table

Variable	<i>Composite Reliability</i>	<i>Cronbach Alpha</i>	Conclusion
EWOM	0.863	0.790	Reliable
Brand Image	0.922	0.898	Reliable
Trust	0.877	0.824	Reliable
Purchase Intention	0.854	0.744	Reliable

Based on the table above, the Cronbach alpha and composite reliability criteria are 0.7. The test results show that all indicators have a value above 0.7, so it can be said to be reliable.

Structural Model Analysis (Inner Model)

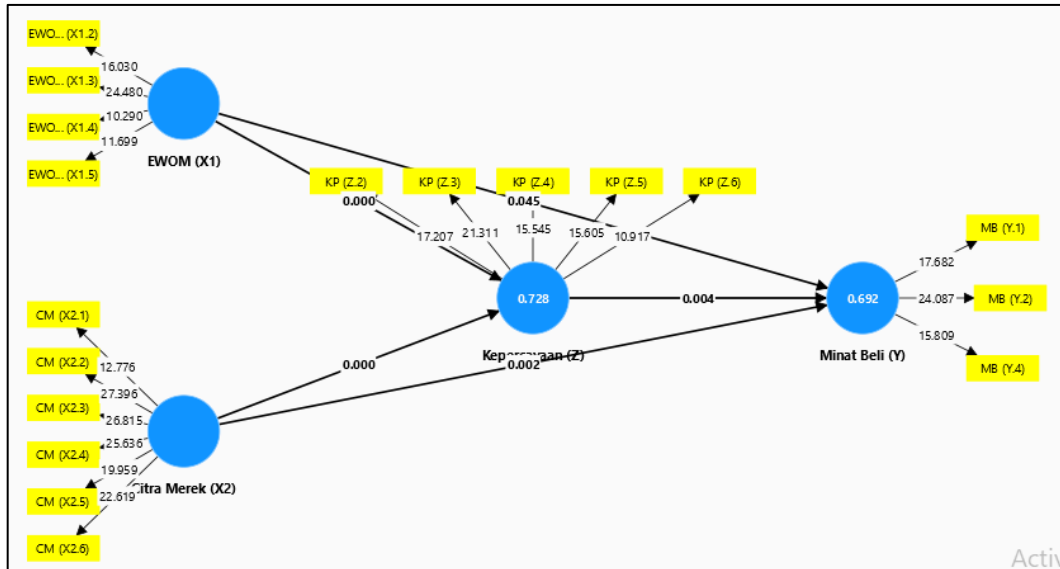


Figure Inner Model

The structural model (Inner Model), is to project the relationship between latent variables based on the research hypothesis. A test can be carried out as follows:

R-Square Test

The description of the R-Square value is 0.75 declared strong; 0.50 declared moderate; 0.25 declared weak. This study has an r-square value as follows:

R-Square Test Results Table	
Variable	R-Square (R ²)
Trust	0.723
Purchase Intention	0.682

It is known that the R-square value in the Trust variable is 0.723 (72.3%). The results of this test illustrate that the trust variable can be explained by Ewom, brand image, purchase intention by 72.3%. The R-square value on the purchase intention variable is 0.682 (68.2%). The test results illustrate that the purchase intention can be explained by Ewom, brand image, trust by 68.2%.

Q-Square Test

The Q-Square value is if 0.35 is declared strong, 0.15 is declared moderate, and 0.02 is declared weak. The formula for calculating Q-square is $= 1 - (1 - R^2)$. The q-square value of this study is as follows:

Q-Square Test Results Table	
Variable	Q-Square (Q ²)
Trust	0.723
Purchase Intention	0.682

It is known that the Q-square of Trust is 0.723 and Purchase interest is 0.682. Independent and mediating variables have a strong influence > 0.35 on the dependent variable. The Q2 value is also > 0 , so the model in this study shows that the explanation of trust and buying interest is well tested.

F-Square Test

The F-Square test is also called the model significance test. The f-square value is identified in a way that if 0.02 is declared small, 0.15 is declared medium, and 0.35 is declared large. The q-square value of this study is as follows:

Variable	Q-Square (Q ²)	Conclusion
Brand Image – Trust	0.396	Large
Brand Image – Purchase Intention	0.123	Small
EWOM – Trust	0.397	Large
EWOM – Purchase Intention	0.055	Small
Trust – Purchase Intention	0.115	Small

It is known that: 1.) Brand Image - Trust of 0.396 means that the brand image variable has a large impact to influence the trust variable; 2.) Brand Image - Purchase Intention of 0.123 means that the brand image variable has a small impact in order to influence the purchase interest variable; 3.) EWOM - Trust of 0.397 means that the ewom variable has a large impact to influence the trust variable; 4.) EWOM - Purchase Intention of 0.055 means that the ewom variable has a small impact to influence the purchase intention variable; 5.) Trust - Purchase Intention of 0.115 that the trust variable has a small impact to influence the purchase intention variable.

Path Coefficient and Hypothesis Testing

Hypothesis testing is done by means of the t-statistic value, if the t-statistic $<$ t-table then the hypothesis is accepted and if the t-statistic $>$ t-table then the hypothesis is rejected and the P-value must have a value of < 0.05 .

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
EWOM (X1) -> Trust (Z)	0.462	0.465	0.079	5.819	0.000
Brand Image (X2) -> Trust (Z)	0.462	0.461	0.081	5.711	0.000
Trust (Z) -> Purchase Intention (Y)	0,361	0.363	0.125	2.897	0.004
EWOM (X1) -> Purchase Intention (Y)	0.218	0.213	0.109	2.005	0.045

Brand Image (X2) -> Purchase Intention (Y)	0.325	0.327	0.105	3.098	0.002
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Path Coefficients Result, that is:

The Effect of EWOM on Trust

(H₁) EWOM has an effect on trust. The original sample value is 0.462 with a t-statistic value of 5.819 > 1.96 and a p-value of 0.000 < 0.05 so that hypothesis one is accepted. The greater the ewom, the more trust will increase.

The Effect of Brand Image on Trust

(H₂) Brand Image has an effect on Trust. The original sample value is 0.462 with a t-statistic value of 5.711 > 1.96 and a p-value of 0.000 < 0.05 so that hypothesis two is accepted. The greater the brand image, the greater the trust.

The Effect of Trust on Purchase Intention

(H₃) Trust has an effect on Purchase Intention. The original sample value is 0.361 with a t-statistic value of 2,897 which is 1.96 and a p-value of 0.004 < 0.05 so that hypothesis three is accepted. The greater the trust, the more buying interest.

The Effect of EWOM on Purchase Intention

(H₄) EWOM has an effect on Purchase Intention. The original sample value is 0.218 with a t-statistic value of 2.005 > 1.96 and a p-value of 0.045 < 0.05 so that hypothesis four is accepted. The greater the ewom, the more buying interest will increase.

The Effect of Brand Image on Purchase Intention

(H₅) Brand Image affects Purchase Intention. The original sample value is 0.325 with a t-statistic value of 3.089 > 1.96 and a p-value of 0.002 < 0.05 so that hypothesis five is accepted. The greater the brand image, the greater the purchase intention.

Mediation Analysis

Indirect Effect Test Results Table

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values	Conclusion
EWOM (X1) -> Trust (Z) -> Purchase Intention (Y)	0.167	0.171	0.070	2.376	0.018	Partial Mediation
Brand Image (X2) -> Trust (Z) -> Purchase Intention (Y)	0.167	0.165	0.060	2.795	0.005	Partial Mediation

Indirect Effect Test Results :

The effect of EWOM on Purchase Intention mediated by Trust.

(H₆) The indirect relationship between EWOM and Purchase Intention which is mediated by Trust, therefore the indirect effect or Indirect effect between the EWOM variable on Purchase Intention mediated by Trust is proven to be significant and also partially mediated which means that Trust mediates EWOM on Purchase Intention.

The effect of Brand Image on Purchase Intention mediated by Trust.

(H₇) The indirect relationship between Brand Image and Purchase Intention mediated by Trust, therefore the indirect effect or Indirect effect between the Brand Image variable on Purchase Intention mediated by Trust is proven significant and also partially mediated which means that Trust mediates Brand Image on Purchase Intention.

DISCUSSION

Below is a discussion of the results of hypothesis testing as follows:

The Effect of EWOM on Trust

EWOM focuses on consumer views of a product/service on the internet. The subject of this study is generation x reading more reviews and visiting opinion sites than other generations. Public trust including gen x is increasingly expanding to the online environment, where consumers continue to cross check the online information.

Based on research (Suryadiningrat et al., 2022) explained that ewom affects consumer trust. Online entrepreneurs are expected to pay more attention to their efforts to be able to share detailed information related to the store and the products they sell so that consumers are able to obtain information more easily. this perspective greatly affects consumer confidence.

The Effect of Brand Image on Trust

The results of this study are in line with research conducted by (Sudirman et al., 2020) which shows the results of research that brand image affects trust. Generation x in making decisions requires complete product knowledge. When faced with various brand choices, generation x will make the things they remember about the product can influence them in seeing the quality of the brand and make the product the cause of trust.

The Effect of Trust on Purchase Intention

The effect of trust on buying interest in previous research has been carried out by (Febrilla & Ponirin, 2022) which found that trust partially has a significant effect on consumer repurchase interest in the Shopee marketplace in Palu City.

The majority of Generation x in terms of buying and selling transactions they still tend to do it directly to sellers / shops / markets so as to minimise consumptive nature when shopping. The previous fact makes trust between sellers and buyers must be developed, which is useful in maintaining good relationships.

The Effect of EWOM on Purchase Intention

The results of the study are in line with previous research by Permadi & Suryadi, (2019) which shows the results that EWOM has a positive and significant effect on Purchase Intention. Generation x when they arise an interest in buying, it is influenced by recommendations & reviews from other consumers where the more often potential consumers collect reliable information, the more likely they will be interested in making a purchase.

The Effect of Brand Image on Purchase Intention

The results of this study are in line with research conducted by (Susanti, 2021). The results of his research state that there is a positive influence between brand image and purchase intention.

Generation x itself is very concerned about the safety of a product or place to shop online. As consumers, generation x hopes that if online buying and selling can guarantee security and can meet consumer expectations, consumers are willing to disclose their personal information to the seller and buy a sense of security.

The effect of EWOM on Purchase Intention mediated by Trust

Watu, (2021) in his research concluded that E-WOM has an effect on repurchase interest with trust as a mediating variable. The results of this test indicate that E-WOM indirectly has a positive and significant effect on repurchase intention through trust with partial mediation.

Online information contains important things for generation x to make decisions about the quality of a product/service argument. During the process of receiving E-Wom information, the attitude of potential consumers towards E-Wom information greatly influences purchase intention. Generation x in finding information becomes easier, faster because of the existence of E-Wom as information. E-Wom can create a sense of trust for generation x which can strengthen buying interest. Thus, the greater the trust as mediation, it can affect the influence between E-Wom on purchase intention.

The Effect of Brand Image on Purchase Intention mediated by Trust.

A good brand image will trigger trust in the brand among generation x consumers, resulting in buying interest. Research (Putri & Sukaatmadja, 2019) that trust significantly mediates the effect of brand image on purchase intention. Product recognition can build trust, because brand image for generation x consumers is important because it can attract more buying interest from generation x consumers. From this, it means that brand image mediates consumer trust so as to generate buying interest.

CONCLUSIONS AND SUGGESTIONS

Conclusion

This research has been analysed, so the conclusions are as follows:

1. E-wom has a positive effect on Consumer Trust in Shopee;
2. Brand Image has a positive effect on Consumer Trust in Shopee;
3. Trust has a positive effect on consumer buying interest in Shopee;
4. E-wom has a positive effect on consumer buying interest in Shopee;
5. Brand image has a positive effect on consumer buying interest in Shopee;
6. E-wom has a positive effect on buying interest mediated by consumer trust in Shopee;
7. Brand image has a positive effect on buying interest mediated by consumer trust in Shopee.

Research Limitations

The following are some of the limitations of this study, among others:

1. This study only examines several research variables, namely, ewom variables, brand image, trust in purchase intention. The object of this research also only uses shopee e-commerce by focusing on generation x people in Teluk Pucung Village;
2. Limited in the number of samples, which is only 100 people;
3. Respondents who do not really understand the statements on the questionnaire sheet submitted.

Suggestions

With regard to implications and suggestions for further research, namely:

1. Future researchers can examine other independent variables and can examine and explore deeper phenomena that occur in generation X who use shopee e-commerce or others;
2. Further researchers are expected to expand the sample & research location and make comparisons between other e-commerce to obtain more accurate research results.

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