



THE EFFECT OF WEBSITE QUALITY AND ELECTRONIC WORD OF MOUTH ON TRUST TO ENCOURAGE PRODUCT PURCHASE DECISION THROUGH BERRY BENKA (CASE STUDY: BERRY BENKA CONSUMER)

Muhammad Mirza¹, Djumarno², Dudi Permana³

¹) Mercubuana University, Indonesia, mirza.corp@yahoo.com

²) Mercubuana University, Indonesia, profdjum10@gmail.com

³) Mercubuana University, Indonesia, dudipermana.77@gmail.com

Abstract: This study aims to analyze the influence of website quality, Electronic Word of Mouth, Trust, and purchasing decisions. The object of this study was berrybenka consumers, and the number of samples determined was 210 respondents using a calculation method based on their formula multiplied by 5. Purposive sampling method, data collection method using questionnaire, and data analysis using Partial Least Square (PLS). The results of the study are known that Website Quality affects purchasing decisions, Electronic Word of Mouth affects purchasing decisions, Trust influences purchasing decisions, Trust influences purchasing decisions, Website Quality affects Trust, Electronic Word of Mouth affects Trust, Trust plays a role in mediating Website Quality to consumer decisions, Trust plays a role in mediating Electronic Word of Mouth to consumer decisions.

Keywords: *Website Quality, Electronic Word Of Mouth, Trust, Purchasing Decision*

INTRODUCTION

The development of an increasingly modern era encourages a variety of system changes, both directly and indirectly, such as trading systems, ways of transactions and marketing systems. One type of technology implementation in terms of improving business, sales and purchasing products is to use *electronic commerce* to market and buy a wide range of products or services. Indonesia's internet service provider projects that total internet users in Indonesia grew by almost 10 percent to 171.17 million people from a total population of 262 million people. The largest percentage of consumers in internet users is workers or self-employed with 82.2 million visitors or 62% and the second place is housewives with a percentage of visits from housewives of 22 million people or 16.6%. Meanwhile, compared to visitors among students only 10.3 million people or 7.8% and students who only 8.3 million people or 6.3% and others only 796 buyers or 0.6.

The rapid development of the internet and the development of *e-commerce* is not

accompanied by the development of berrybenka itself can be seen in the Top Brand Award data in 2017, 2018 and 2019 that is from year to year berrybenka continues to decline and can not increase in 2020 berrybenka no longer enter the top 3 Of Top Brand Index This shows that the trust and decisions of people shopping diberrybenka offered is decreasing. Based on the results of research on the influence of each variable in accordance with the researchers do still give different results, therefore it is necessary the existence of further research in the hope of being able to explain the causal relationship between each variable that researchers examine today.

Based on the data of pre-survey results, phenomena, and background, researchers are interested in conducting this research.

LITERATURE REVIEW

a. Understanding Marketing Management

Philip Kotler & Armstrong, 2016 argues is how to manage relationships with profitable customers.

b. Understanding Purchasing Decisions

Purchasing decision according to (Anggita & Ali, 2017) the purchasing decision is a stage in the buyer's decision making process where the consumer actually buys. Philip Kotler & Armstrong, 2016 argues that purchasing decisions have dimensions such as product selection, brand choice, supplier options, purchase time, purchase amount, and payment method.

c. Understanding Trust

According to Philip Kotler & Kaller Lane, 2016 consumer confidence is as follows: "*Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence*". according to (Philip Kotler & Kaller Lane, 2016) there are four dimensions of consumer trust, namely Benevolence (sincerity or sincerity), Ability, Integrity, Willingness to depend

d. Understanding Website Quality

Website Quality can be seen as an attribute of a website that contributes to its usefulness to consumers (Gregg D. & Walczak, 2010). *Website Quality* According to (Hyejeong & Niehm S, 2009) revealed that previous researchers divided the dimensions of website quality into five namely Information Security, Convenience, Comfort, and Quality of service

e. Understanding the Electronic Word of Mouth

According to (Noor, 2011) said *Electronic Word of Mouth* as a negative or positive statement made by actual consumers, potential or previous consumers about products or companies where this information is available to people or institutions through internet media".

1. Frequency of accessing information from social networking sites
2. Frequency of interaction with users of social networking sites
3. Number of Reviews written by users of social networking sites.

RESEARCH METHODS

The research method used in this study is to use a survey method which is a data collection method by distributing questionnaires to respondents Respondents in this study are consumers of berry benka in West Jakarta. To obtain data for the preparation of thesis the author

took the place of research on consumers of Berry Benka in west Jakarta. In this study selected population research is consumers of berry benka in west Jakarta. In determining the number of samples in this study is five multiplied by the number of indicators. Thus, five multiplied by forty-two. So the number of samples in this study is two hundred. The data collection instrument used is a questionnaire. Analysis method used by data is descriptive quantitative analysis, assisted by IBM SPSS *Statistic* 23 and Partial Least *Square* (PLS) software.

RESULTS AND DISCUSSIONS

Based on the results of research conducted on 210 respondents, namely Berry benka consumers, it can be known the karakerisik picture of respondents based on gender, age, occupation. Based on the results of data processing showed that out of 210 respondents there were 68 male responden by 32.4%, and 142 female respondents by 67.6% and also showed that out of 210 respondents under 20 years old, 77 respondents with presentations of 36.7%, 26 - 30 years as many as 100 respondents with a presentation of 47.6%, can be concluded in this study mostly aged 26-30 years.

Based on results showed that out of 210 respondents there were 36 responden working as civil servants, private employees as many as 123 respondents, students or students as many as 11 respondents and the last answered others - another 40 respondents.

After modification of the construction contained in the modeling Seen that some value loading factor for each indicator of each variable already has a loading factor value that is not the most large compared to the loading value if connected with other variables. This means that each variable has a good discriminant validity where some variables still have a meter that is highly correlated with other constructs.

Average Variance Extracted(AVE), *Composite realibility*,and *Cronbach Aplha*

Table 1. Average Variance *Extracted* (AVE) Test Results

Variable	<i>Average Variance Extracted</i>	<i>Composite realibility</i>	<i>Cronbach Aplha</i>
<i>Electronic Word of Mouth</i>	0.537	0.873	0.826
Consumer Decisions	0.556	0.895	0.865
<i>Trust</i>	0.540	0.853	0.790
<i>Website Quality</i>	0.501	0.856	0.805

The Average Variance Extracted (AVE) for each construct is greater than the correlation between one construct and the other in the model. From the AVE value, the construct in the estimated model meets the criteria of discriminant validity. composite reliability and cronbach alpha test results show variables have been reliable because all latent variable values have composite reliability value and cronbach alpha ≥ 0.70 . So it can be concluded that, the questionnaire used as a research tool has been reliable or konsisten.

Structural Model Testing /Hypothesis Test (Inner Model)

a. Value of R Square

It can be concluded that the model in the consumer decision variable is 0.525 which means that the consumer decision can be explained by the variables in the model namely *Trust*, *ewom*, website quality, and *furthermore the Trust* has a value of 0.385 which means the *Trust* can be explained by the variables in the model namely *ewom*, website quality.

b. Hypothetical Test Results (Line Coefficient Estimation)

Look at the significance of the hypothesis by looking at the parameter coefficient value and the statistical t significance value in the algorithm bootstrapping report. To find out significant or insignificant views of the t-table at alpha 0.05 (5%) = 1.96. Then t-table compared to t-count (t-statistics). Here's the table of Direct Effects Hypothesis *Test Results* and *Indirect Effects Hypothesis Test Results*

Table 2. Direct Effects Hypothesis Test Results

	<i>Orginal Sample</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
<i>Ewom > Consumer decisions</i>	0.278	0.279	0.060	4.635	0.000
<i>Ewom > Trust</i>	0.305	0.309	0.067	4.522	0.000
<i>Trust > Consumer decisions</i>	0.397	0.395	0.056	7.030	0.000
<i>Website Quality> Consumer Decisions</i>	0.221	0.223	0.058	3.840	0.000
<i>Website Quality> Trust</i>	0.443	0.444	0.064	6.875	0.000

Table 3. Indirect Effects Hypothesis Test Results

	<i>Orginal Sample</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
<i>Ewom > Trust > Consumer decisions</i>	0.121	0.122	0.031	3.882	0.000
<i>Website Quality> Trust > Consumer decisions</i>	0.176	0.175	0.033	5.360	0.000

A. The Influence of Electronic Word of Mouth on consumer decisions

Based on the hypothesis test in this study, t statistics are greater than t table that is t statistic of four point five hundred and twenty-two greater than one point nine pulan six. Thus, the results of hypothetical tests in this study *showed that Electronic Word of Mouth* has a positive and significant effect on consumer decisions. The hypothetical test results in this study can be *interpreted electronic word of mouth communication that occurs between consumers and consumers berrybenka* run well, the information conveyed by consumers to other consumers is more directed to positive information and in accordance with consumer expectations after they make a purchase, meaning that consumer confidence about the information provided and services from berrybenka have a positive influence on consumers. The results of hypothetical

tests in this study were supported by research conducted by (Jalilvand R & Samiei, 2012) *that megatakan Electronic Word of Mouth has a positive and significant effect on trusts*, and according to research conducted by (Bhandari & Rodgers, 2017) obtained results that Electronic Word of Mouth has a positive and significant effect *on trusts*.

B. Trust's Influence on Consumer Decisions

Based on the hypothesis test in this study, showed the results that t statistics are greater than t table that is t statistic of seven point zero thirty greater than one point nine pulan six. Thus, the results of hypothetical tests in this study showed that confidence has a positive and significant effect on consumer decisions. If the berry benka can improve and give good confidence through every indicator that exists then it will also improve the consumer's decision as well. The hypothetical test results in this study were supported by research conducted (Piarna, 2016) which obtained the results that confidence has a positive and significant effect on consumer decisions, and furthermore according to (Matute et al., 2016) trust has a positive and significant effect on consumer decisions

C. The Influence of Website Quality on Consumer Decisions

Based on the hypothesis test in this study, t statistics are greater than t table that is t statistic greater than three point eight forty greater than in one point nine pulan six. Thus, the results of hypothetical tests in this study *show website quality* has a positive and significant effect on consumer decisions. The results of hypothetical tests in this study can be interpreted if the relevant parties can *improve the existing Website Quality* by paying attention to every indicator that exists, it will affect consumer decisions berrybenka. The results of hypothetical tests in this study are supported by research conducted by (Soraya, 2019) who said *that Website Quality* has a positive and significant effect on consumer decisions, and according to research conducted (Giao et al., 2020) which says that Website Quality *hasa* positive and significant effect on consumer decisions.

D. Effect of Website Quality on Trust

Based on the hypothesis test in this study, t statistics are greater than t table ie t statistic greater six point eight hundred seventy five greater than at one point nine pulan six. Thus the results of hypothetical tests in this study *show website quality* has a positive and significant effect on trust. Hypothetical test results in this study can be interpreted if the relevant parties can improve and utilize the supporting factors that encourage consumers to conduct ecommerce activities through a website that is content then a company should be able to present and maintain the quality of the website they have if the company is able to present the website and maintain the quality of the website they have well then directly consumers become trust and conduct transactions online through berrybenka. The results of hypothetical tests in this study were supported by research conducted by (Octavia & Tamarlane, 2017) said that the quality of the website has a positive and significant effect on trust, as well as research conducted (Kurniawan et al., 2018) which stated that the quality of the website has a positive and significant effect

E. Effect of Website Quality on Trust mediated purchase decisions

Based on the hypothesis test in this study, t statistics are greater than t table that is t statistic greater than three point eight hundred eighty-two than in one point nine pulan six. Thus the hypothetical test results in this study *show website quality hasa* positive and significant effect

on purchasing decisions mediated by the *Trust*. Test results can be explained if the company already has a good website will further increase trust, and will affect the purchasing decision or can be explained *initially Website Quality affects the trust and ultimately affect the purchasing decision*. The hypothetical test results in this study were supported by research conducted by (Kurniawan et al., 2018) who said that *Website Quality influenced the purchase decision of variable mediated Trust*.

F. Effect of Electronic Word of Mouth on mediated purchase decisions Trust

Based on the hypothesis test in this study, statistical t is greater than t table that is t statistic greater than five point three hundred sixty greater than one point nine pulan six. Thus the hypothetical test results in this study *showed that Electronic Word of Mouth positively and significantly influenced the purchase decision mediated by the Trust*. The results of hypothetical tests in this study can be explained if berrybenka already have good communication and feedback then it will increase the trust they have and will ultimately affect the *purchasing decision or can be explained initially Electronic Word of Mouth affects the trust and ultimately affect the purchasing decision*. The hypothetical test results in this study were supported by research conducted by (Hendratono & Purwanto 2018), who said that ewom influenced the purchase decision of *the Variable Mediated Trust*.

CONCLUSIONS AND SUGGESTIONS

Conclusion

After the author conducted research and discussion in the previous chapter on "*The influence of Website quality and electronic word of mouth on trust to encourage product purchasing decisions through Berrybenka*" then the author concluded as follows:

1. Based on the results of hypothetical tests in this study *showed website quality* has a positive and significant effect on *trust*.
2. Based on the results of hypothetical tests in this study *showed that electronic word of mouth* has a positive and significant effect on *trust*.
3. Based on the results of hypothetical tests in this study *showed that trust* has a positive and significant effect on consumer decisions.
4. Based on the results of hypothetical tests in this study *showed the website quality* positively and significantly influential *trust*.
5. Based on the results of hypothetical tests in this study *electronic word of mouth* has a positive and significant effect on *trust*.
6. Based on the results of hypothetical tests in this study *trust plays a role in mediating quality websites to consumer decisions*
7. Based on the results of hypothetical tests in this study *trust plays a role in mediating electronic word of mouth to consumer decisions*.

Suggestions for Companies:

- a. Based on the results of the respondent's answer description can be seen from the lowest *average value of the variable website quality W11* with a value of 3.69 with the questionnaire statement "Berrybenka has an attractive visual appearance", therefore the advice that can be considered is the berrybenka do a re-evaluation of the visual appearance on its website, and after re-evaluating *more attention to existing user interfaces* such as *visual design, colors, layouts, typography*.

- b. Based on the results of the respondent's answer description *can be seen from the lowest average value of electronic word of mouth EWOM1* with a score of 3.69 with the questionnaire statement "I know the quality information of Berry benka products through social media". Therefore, the advice that can be considered is expected berry benka more use of *social media* that they have so that the impact on consumers is facilitated in finding information on the quality of products they have.
- c. Based on the results of the respondent's answer description *can be seen from the lowest average value of the T8 trust* with a score of 3.31 with the statement questionnaire "I feel that Berrybenka will meet what its customers expect." Therefore, the advice that can be considered is berrybenka through *endorsemen* to existing *fashion influencers* to do promotions through testimonials that they have in order to increase the sense of consumer confidence itself.

Suggestions for Researchers:

Based on *R square results* of 0.525 which means consumer decisions can be explained by variables in the *model, namely trust, electronic word of mouth, website quality* while the rest is explained by other variables that are not researched in this model, and suggestions for further researchers can further develop variables and indicators that have not been used in this study such as *service quality, price, and easyness* that can affect consumer decisions. In addition, for researchers who will conduct research in the same field and use this thesis as a reference, then it should be reviewed because it does not close the possibility of statements - statements that are not yet appropriate, because researchers feel there are still many shortcomings and limitations in completing this thesis.

REFERENCE LIST

- Al-Gasawneh, J., & Al-Adamat, A. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, 10(8), 1701-1708.
- Anggita, R., & Ali, H. (2017). The influence of product quality, service quality and price to purchase decision of SGM bunda milk (Study on PT. Sarihusada Generation Mahardika Region Jakarta, South Tangerang District). *A Multidisciplinary Journal*, 3(6), 261-272
- Anggitasari, A.M. (2016). The Influence of Ewom On Brand Image And Brand Trust, As well as its Impact on The Interest in Buying Iphone Smartphone Products (Study On Society In Yogyakarta). *Indonesian Journal of Business Management (JMBI)*, 5(3), 266-275.
- Bavarsad, Belghis., Rahimi, Farajollah., Mennatyan, Mohammad Ali., (2013), "A Study of the Effects of Website's Perceived Features on the Intention to Use Eshopping," *World Applied Programming, Vol (3), Issue (6), June 2013.* 252-263.
- Bhandari, M., & Rodgers, S. (2018). What does the brand say? Effects of brand feedback to negative eWOM on brand trust and purchase intentions. *International Journal of Advertising*, 37(1), 125-141.
- Bhandari, M., & Rodgers, S. (2018). What does the brand say? Effects of brand feedback to negative eWOM on brand trust and purchase intentions. *International Journal of Advertising*, 37(1), 125-141.
- Dianawati, F. W. *The Influence of Electronic Word Of Mouth Through Consumer Trust In Food*

- Vlogger On Buying Interest* (Doctoral dissertation, Faculty of Economics and Business Jember University)
- Ghozali, Imam. (2014). *Structural Equation Modeling, Alternative Method with Partial Least Square (PLS)*. Issue 4. Semarang : Diponegoro University Publishing Board
- Giao, H., Vuong, B., & Quan, T. (2020). *The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam*. *Uncertain Supply Chain Management*, 8(2)
- Gregg, D. G., & Walczak, S. (2010). The relationship between website quality, trust and price premiums at online auctions. *Electronic Commerce Research*, 10(1), 1-25.
- Hair et al in Prawira, (2010), stated the minimum number of samples the number of indicators multiplied by 5 to 10.
- Handi, H., Hendratono, T., Purwanto, E., & Ihalauw, J. J. (2018). The Effect of E- WOM and Perceived Value on the Purchase Decision of Foods by Using the Go-Food Application as Mediated by Trust. *Quality Innovation Prosperity*, 22(2), 112-127.
- Hyejeong Kim, Linda S. Niehm. 2009. *The Impact Of Website Quality On Information Quality, Value, And Loyalty Intentions In Apparel Retailing*. *Journal Of Interactive Marketing*. Vol (23), Issue : 221-133.
- Istiqomah, I., Hidayat, Z., & Jariah, A. (2019). Analysis of the Influence of Trust, Advertising and Risk Perception on Purchasing Decisions on Shopee's site in Lumajang City. In *Proceedings Progress Conference* (Vol. 2, No. 1, pp. 557-563).
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning*.
- Kotler, Philip & Armstrong, Gary. (2014). *Management principles*. Issue 14. Volume 1. Jakarta : erlangga
- Kotler, Philip & Gerry Armstrong, (2016). *Principle Of Marketing*, 15th edition. New Jersey: Pearson Pretice Hall.
- Kotler, philip & keller, Kevin lane. (2012). *Marketing management*. Issue 12. Jakarta :Erlangga
- Kouser, R., Niazi, G. S. K., & Bakari, H. (2018). How does the website quality and trust towards website influence online purchase intention?. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 12(3), 909-934.
- Ku, E.C.S. (2012). *Beyond price: how does trust encourage online group's buying intentions?* . *Internet Research*, 22(5)
- Kurniawan, R., Kusumawati, A., & Priambada, S. (2018). THE EFFECT OF WEBSITE QUALITY (WEBQUAL 4.0) ON TRUST AND ITS IMPACT ON PURCHASING DECISIONS ON E-COMMERCE (Study on Consumer PT. B). *Journal of Business Administration*, 62(1), 198-206.

- Kusumawardani, A. E., & Sutarso, J. (2017). *THE EFFECT OF TRUST ON ONLINE SHOP PURCHASING DECISIONS (Quantitative Studies among students of Grade XI IPS 3 SMA Negeri 4 Surakarta through online shop on Instagram)* (Doctoral dissertation, Muhammadiyah University of Surakarta).
- Liu, Y., Jiang, D., & Zhou, G. (2019). The Effect of eWOM on Tourist Purchase Intentions: The Mediating Effect of Trust.
- Crown, A. P. (2014). The Effect Of Trust And Convenience On Online Purchase Decisions (Study On Ride Inc. Website Customers). *Journal of Business Administration*, 8(2).
- Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention. *Online Information Review*.
- Noor. Juliansyah, (2011). *Research Methodology*, Prenada Media Group, Jakarta.
- O'brien, A james. (2016). *Information System Analysis*, Issue 1 : Yogyakarta
- Octavia, D., & Tamerlane, A. (2017). The influence of website quality on online purchase intentions on Agoda. com with e-trust as a mediator. *Binus Business Review*, 8(1), 9-14.
- Oghazi, P., Karlsson, S., Hellström, D., & Hjort, K. (2018). Online purchase return policy leniency and purchase decision: Mediating role of consumer trust. *Journal of Retailing and Consumer Services*, 41, 190-200.
- Piarna, R. (2016). The Influence of Website Quality on Customer Trust in Determining Transaction Decisions on E-commerce. *Indonesian Journal of Economics and Business*, 1(2).
- Septiari, E. D. (2018). The Effect of eWOM as Mediation of Website Quality and Trust.
- Soraya, R. A. (2019). *THE EFFECT OF WEBSITE QUALITY ON CUSTOMER LOYALTY IS MEDIATED BY CUSTOMER TRUST (STUDY ON MARKETPLACE ZALORA)* (Doctoral dissertation, University of Muhammadiyah Malang).
- Sugiyono, (2012). *Quantitative, Qualitative and R&D Research Methods*. Bandung: Afabeta
- Sugiyono, I'm sorry. (2016). *Quantitative, Qualitative and R&D Research Method* bandung: PT Alfabet
- Sukrat, S., Papasratorn, B., & Chongsuphajaisiddhi, V. (2015, November). Impact of customer trust on purchase intention in organic rice through Facebook: A pilot study. In *The 10th International Conference on e-Business (iNCEB2015)*.
- Swara, D. (2016). The Influence of Trust, Convenience, Information Quality, and Risk Perception in Purchasing Decisions (Case Study on Instagram Social Media Users in Yogyakarta). *The thesis. State University of Yogyakarta*
- Syafaruddin, Z. (2016). The influence of electronic word of mouth communication on trust and purchase intention and its impact on purchasing decisions (Survey on consumers online shopping zafertech.com). *Journal of Business and Management*, 3(1)
- Thomas, Mary Rani, V. Kavya, and Mary Monica. "Online website cues influencing the

purchase intention of generation z mediated by trust." *Indian Journal of Commerce and Management Studies* 9.1 (2018): 13-23.

Wong, Jony, (2010), *Internet Marketing for Beginners*, Elex Media Komputindo, Jakarta.