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BUYING INTEREST AND TRUST MODEL: E-WOM AND BRAND IMAGE

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Abstract: The article Buying Interest and Trust Model: E-Wom Analysis and Brand Image aims to build a research hypothesis using the library research method. To find out the variables that affect Buying Interest Online, a review of previous studies was conducted. The results of this article indicate a hypothesis has been built for further research that e-WOM, and Brand Image, have an effect on Online Purchase Trust and Interest.

Keywords: Brand Image, e-WOM, Trust, Buying Interest.

INTRODUCTION

Consumers who actively use mobile applications and social networks are a form of online consumer behavior in terms of collecting information that tends to generate interest in online purchases (Kristiani et al., 2019). The behavior of online consumers in looking for product information shows a tendency to have an interest in buying before deciding to make a purchase (Han et al., 2018). There have been many previous studies examining the factors that influence online purchase intention. Buying intentions online are influenced by celebrity trust, celebrity expertise, celebrity attractiveness (Murwaningtyas et al. 2019), convenience and product quality (Indrajaya & Ali, 2017), eWOM (Abubakar & Ilkan, 2016; Jalilvand et al., 2017), public relations and advertisements which are part of promotions can increase interest in online purchases (Munawar & Ali, 2017). The intention to buy online is also influenced by risk perceptions (Ariffin et al., 2018), trust (Farivar et al., 2017), and brand image (Agussalim & Ali, 2017; Setyadi & Ali, 2017; Ali, 2017).

In compiling relevant research articles, several theories are needed to strengthen the research model that is built and see the relationship between variables in building hypotheses

is part of the discussion of research results. This article specifically discusses the factors that influence consumer buying interest, where this study is a literature study of marketing management. Of course not all factors influence buying interest in this article, but only some of the dominant factors will be examined in this article.

Formulation of the Problem

Based on the background described above, the problems that will be discussed are formulated to focus more on literature review, the results and discussion are to review the theory of the influence of the independent variable on the dependent variable as listed below:

- 1) Does EWOM have a relationship and influence on trust?
- 2) Does EWOM have a relationship with and influence Buying Interest?
- 3) Does the Brand Image have a relationship and influence to Trust?
- 4) Does Brand Image have a relationship and influence to Purchase Intention?
- 5) Does Trust have a relationship and influence to Purchase Intention?

LITERATURE REVIEW

Buying Interest

Purchase interest is something that arises after receiving stimulation from the product he sees, then the desire to buy and own it appears (Kotler & Armstrong, 2012). Research on buying interest has been widely studied by previous studies such as research developed by (Abubakar & Ilkan, 2016), (Erkan & Evans, 2016), (Bataineh, 2015), (Lee et al., 2017), (Agussalim & Ali, 2017), (Setyadi & Ali, 2017), (Ali, 2017), (Farivar et al., 2017), (Silva et al., 2019), (Ho et al., 2017), (Larasetiati & Ali, 2019), (Firmansyah & Ali, 2019), (Liu & Guo, 2017), (Mosunmola et al., 2019), (Kaur & Quareshi, 2015), (Marriott & Williams, 2018), (Zhao et al., 2019), (Pappas, 2018), and (Firmansyah & Ali, 2019).

EWOM

eWOM is a dissemination of information between consumers who provide information to each other via the internet (Schiffman & Kanuk, 2012). Research on EWOM has been widely studied by previous studies such as research developed by (Abubakar & Ilkan, 2016), (Erkan & Evans, 2016), (Bataineh, 2015), (Lee et al., 2017), (Bulut & Karabulut, 2018), (Ali, 2019), (Matute et al., 2016), (Firmansyah & Ali, 2019), and (Bhandari & Rodgers, 2018).

Brand Image

Brand image is defined as a set of beliefs, ideas, and impressions that a person has about a brand that can influence a person's decisions (Levy & Weitz, 2012). Research on Brand Image has been widely studied by previous research such as research developed by (Ali, 2017), (Agussalim & Ali, 2017), (Setyadi & Ali, 2017), (Ali, 2019a), (Firmansyah & Ali, 2019).

Trust

Consumer trust is defined as the knowledge that consumers have from the conclusions made about objects, attributes, and benefits (Mowen, 2012). Research on trust has been widely studied by previous research such as research developed by (Larasetiati & Ali, 2019), (Firmansyah & Ali, 2019), (Liu & Guo, 2017), (Mosunmola et al., 2019), (Kaur & Quareshi,

2015), (Marriott & Williams, 2018), (Zhao et al., 2019), (Pappas, 2018), (Firmansyah & Ali, 2019), (Ali, 2019), (Agussalim & Ali, 2017), (Ali, 2019a), (Farivar et al., 2017), (Silva et al., 2019), ((Ho et al., 2017), (Pappas, 2016), (Park et al., 2019), (Yang et al., 2015), (Bulut & Karabulut, 2018), (Ali, 2019), (Matute et al., 2016), and (Bhandari & Rodgers, 2018).

RESEARCH METHODS

The method of writing scientific articles uses literature study and literature study. By reviewing various references according to the theory discussed, especially in the scope of Marketing Management. Besides, it analyzes reputable scientific articles as well as scientific articles from journals that are not yet reputable. All cited scientific articles are sourced from Mendeley and Google Scholar.

In qualitative research, literature review should be used consistently with methodological assumptions. This means that it must be used inductively so that it does not lead to the questions posed by the researcher. One of the main reasons for conducting qualitative research is that it is explorative in nature (Ali & Limakrisna, 2013).

Furthermore, it is discussed in depth in the section entitled "Related Literature" or literature review ("Review of Literature"), as a basis for the formulation of hypotheses and will then become the basis for making comparisons with the results or findings revealed in the research. (Ali & Limakrisna, 2013).

RESULTS AND DISCUSSION

1. *EWOM* and Trust

The research model developed by (Bulut & Karabulut, 2018) states that the quality of eWOM and the quantity of eWOM has a positive influence on e-trust. Ali, (2019) consumer confidence can be increased with promotional activities, such as social media, newspapers, billboards, eWOM and TV advertisements. This is because eWOM positively (Abubakar & Ilkan, 2016) and (Matute et al., 2016) significantly affect trust. Trust is a picture of purchasing behavior towards products that can be considered as a company's future competitive advantage (Firmansyah & Ali, 2019).

2. *EWOM* and Buying Interest

Word of Mouth Marketing can greatly influence the purchasing decision process (Kotler & Keller, 2013). eWOM is a process of dynamic and continuous exchange of information between potential, actual or experienced consumers about a product, service, brand or company, which is available to many people and institutions via the internet (Ismagilova et al., 2017). Recommendations from other customers are usually considered more trusted than promotional activities originating from companies and can greatly influence other people's decisions to use a product or service (Lovelock, 2011). Research conducted by (Abubakar & Ilkan, 2016) states that E-wom can affect buying interest. (Erkan & Evans, 2016) Eewom has a positive and significant effect on buying interest. (Bataneh, 2015) found that the quality of eWOM, credibility of eWOM, and quantity of eWOM have an effect on purchase intention.

3. Brand Image and Trust

The strong brand image in the minds of consumers will increase the trust felt by consumers in using the products they buy (Agussalim & Ali, 2017). When consumers are

aware that the brand that will be used has more benefits, consumers will believe (Ali, 2019a), because the brand image and company reputation that can be maintained will lead to buying behavior (Ali, 2019a). Brand image has aspects that can be formed through access to services, services offered, personal contact, security, and positive reputation that can affect consumer trust and commitment (Setyadi & Ali, 2017). Brand image significantly influences the trust accepted by consumers (Cheong & Jang, 2008).

4. Brand Image and Buying Interest

Brand image, brand awareness and price factors can positively influence the buying behavior of a product (Ali, 2019a). Where the brand image is a picture of the seller's positive reputation in the minds of consumers (Setyadi & Ali, 2017). A strong brand image indicates that consumers will believe in the product they buy (Agussalim & Ali, 2017). Brand image for purchasing electronic products has a positive correlation and has a significant effect on purchase intention (Kazmi & Mehmood, 2016). The research by (Yu et al., 2013) found a positive influence between brand image and purchase intention.

5. Trust and Buying Interest

Consumer trust is knowledge possessed by consumers and all the conclusions made by consumers about objects, attributes, and benefits (Mowen, 2012). When consumers have confidence in other parties involved in the exchange of information on reliability and integrity, it can be said that there is trust (Kotler and Keller, 2013). Consumers' trust in various sources of information, consumers reveal that the recommended communication will run itself to be the most trusted source of information (Schiffman & Kanuk, 2012). Research developed by (Larasetiati & Ali, 2019) states that consumer trust will create good trust in sellers and will increase consumers in purchasing behavior. Trust has a direct and significant effect on purchase intention (Firmansyah & Ali, 2019). Like (Liu & Guo, 2017) that trust positively influences purchase intention. Mosunmola et al. (2019) also found an influence between trust and purchase intention. Then the results of the research (Kaur & Quareshi, 2015; Marriott & Williams, 2018) found that the trust factor has a positive and significant effect on purchase intention. Customers have a sustainable purchase intention when they trust the seller (Zhao et al., 2019) and trust is an important factor in increasing online shopping interest (Pappas, 2018), because buying interest is the key to the success of e-commerce (Firmansyah & Ali, 2019).

Pre Research

To further strengthen the relationship between variables previously discussed, pre-research was carried out. The choice of variables used in conducting pre-research is the variables that are relevant to the object under study. Among the selected variables, including risk perception, application design, convenience, trust, social benefits, new, celebrity endorsement, and brand image. The following can be seen the results of pre-research on online buying interest in the following table.

Table 1. Pre-Research Results Buying Interest online

No	Variable	Total	Percentage
1	Perception of risk	15	0,17
2	Application design	7	0,08
3	Convenience	10	0,11
4	Trust	13	0,15
5	Social benefits	8	0,09
6	e-wom	16	0,18
7	Celebrity endorser	5	0,05
8	Brand image	11	0,12
Total		85	0.95

Source: Pre-Research 2020 Results

Based on the discussion and pre-survey results above, the dominant factors in influencing online buying interest include risk perceptions, trustworthiness, eWOM, and brand image.

Conceptual Framework

Based on the theoretical study and the relationship between variables, the model or Conceptual Framework of this article in order to construct a hypothesis is as follows:

- 1) EWOM has a relationship and has an effect on trust, this is based on research results including: (Toto Handiman & Ali, 2019), (Indarsin & Ali, 2017), (Matute et al., 2016).
- 2) EWOM has a relationship and affects Buying Interest, this is based on research results including: (Desfiandi, Desfiandi, et al., 2017), (Lovelock, 2011).
- 3) Brand image has a relationship and influences trust, this is based on research results including: (Ali et al., 2016), (M & Ali, 2017), (Ali & Mapp Pesona, 2016), (Ali, Narulita, et al. ., 2018a), (Novansa & Ali, 1926), (Toto Handiman & Ali, 2019), (Toto Handiman & Ali, 2019), and (Indarsin & Ali, 2017), (Cheong & Jang, 2008).
- 4) Brand Image has a relationship and influences Purchase Intention, this is based on research results including: (Ali et al., 2016), (M & Ali, 2017), (Ali & Mapp Pesona, 2016), (Ali, Narulita, et al. al., 2018a), (Novansa & Ali, 1926), (Toto Handiman & Ali, 2019), and (Desfiandi, Desfiandi, et al., 2017), (Kazmi & Mehmood, 2016).
- 5) Trust has a relationship and influences buying interest, based on the results of research including: (Toto Handiman & Ali, 2019), (Indarsin & Ali, 2017), and (Desfiandi, Desfiandi, et al., 2017), (Liu & Guo, 2017).

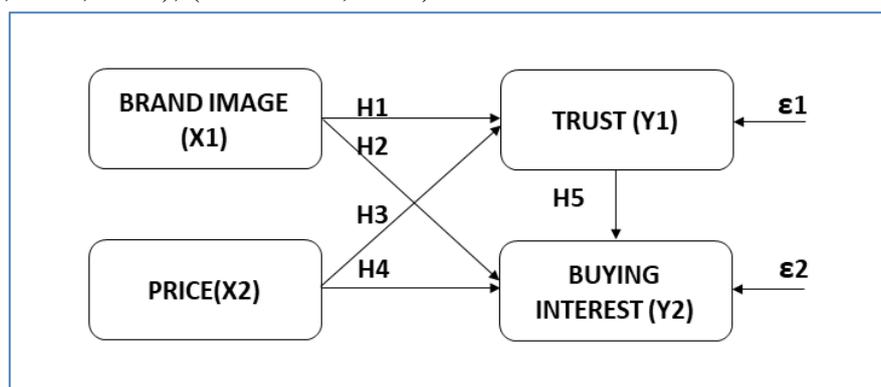


Figure 1. Conceptual Framework

E-Wom (x1), and Brand Image (x2) have an effect on Trust (y1) and Buying Interest (y2) both directly and indirectly.

Apart from the E-Wom variable (x1), and Brand Image (x2) there are still other variables that affect Trust (y1) and Buying Interest (y2), including those examined by previous researchers below:

- 1) Product Quality: (Desfiandi, Fionita, et al., 2017), (M & Ali, 2017), (Ali, Narulita, et al., 2018a), (M & Ali, 2017), (Ali, Evi, et al., 2018), (Prihartono & Ali, 2020), (Riyanto et al., 2017), (Maisah & Ali, 2020), (Brata et al., 2017), (Thanh Nguyen et al., 2019), (Ali, 2019b), and (Anggita & Ali, 2017b).
- 2) Service Quality or Service Delivery : (M & Ali, 2017), (Limakrisna & Ali, 2016), (Yunita & Ali, 2017), (Yunita & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Evi, et al., 2018), (Sitio & Ali, 2019), and (Anggita & Ali, 2017b).
- 3) Price Perception): (Christina Catur Widayati et al., 2020), and (C.C. Widayati et al., 2020), (Ali, Narulita, et al., 2018b), (Ikhsani & Ali, 2017), (Richardo et al., 2020), (Brata et al., 2017), (Anggita & Ali, 2017a), (Novansa & Ali, 2017)
- 4) People/Personnel): (Djoko Setyo Widodo, P. Eddy Sanusi Silitonga, 2017), (Agussalim et al., 2016), (Novansa & Ali, 2016), (Elmi et al., 2016), (Novansa, Hafizh, Ali, 2017), (Limakrisna et al., 2016), (Octavia et al., 2020), and (Anggita & Ali, 2017b).

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the formulation of the article, the results and discussion that are reviewed and discussed in this article, it can be concluded that to build a hypothesis for further research is:

- 1) EWOM has a relationship and has an effect on trust.
- 2) EWOM has a relationship and affects Buying Interest.
- 3) Brand Image has a relationship and adheres to trust.
- 4) Brand Image has a relationship and influences Buying Interest.
- 5) Trust has a relationship and influences buying interest.

Suggestions

Based on the conclusions above, the suggestions in this article both academically and empirically are that there are many other factors that influence consumer buying interest. Therefore, further studies are needed to complement what other factors can influence Buying Interest.

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