



# The role of trust as an electronic word of mouth mediation towards the interest in buying clothes online in Keenan Fashion in facebook application users

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## ABSTRACT

The increasing number of online shopping transactions, especially through commerce, has given rise to a new phenomenon called live shopping. In this case, the seller will present a shopping atmosphere indirectly in front of the eyes of potential buyers. This study aims to 1) determine the effect of Ewom on consumer confidence when buying clothes online. 2) Knowing the effect of consumer trust on buying interest. 3) determine the effect of Ewom on buying interest. 4) Knowing Ewom influences the interest in buying clothes online through trust as a mediating variable. This study uses a quantitative approach involving 100 respondents. Collecting data using a questionnaire and using a literature study. Hypothesis testing in this study uses multiple linear regression analysis with a significance value of  $\alpha = 5\%$  using the SmartPLS 3.0 analysis tool. The results show that the electronic word of mouth variable has a significant effect on trust, trust has a significant effect on buying interest, Ewom has a significant effect on buying interest, as well as Ewom has a positive effect on buying interest through trust as a mediation.

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## INTRODUCTION

Facebook Inc. is a social networking service company that connects its users to expand friendships. This company from California, United States was first launched on February 4, 2004, which was founded by Mark Zuckerberg, Starting from simply providing access to expand the network of friends, now Facebook is developing a variety of features that are increasingly contemporary. Not only that, the features provided also make it easier for users to get various information and can be a place to make buying and selling transactions. In this day and age, business actors who market their products on social media are better known as online shops (Firona et al., 2018).

The increasing prevalence of online shopping transactions, especially through commerce, has given rise to a new phenomenon trend called live shopping. This live shopping activity is a little different from the usual online shopping (Chandruangphen et al., 2022). In this case, the seller will present the shopping atmosphere indirectly before the eyes of potential buyers. This can be done in

various ways, for example by live streaming or sellers can upload selling content through the Story feature which allows potential buyers to directly interact with sellers.

One of the Facebook application users who uses the live streaming facility as a means of selling clothes is the Keenan Fashion cikarang store which is located in Bumi cikarang asri, Sukadami, south Cikarang. Products offered in the field of fashion such as adult and children's clothing. Information obtained from Nofi Riani's mother as a store owner, Keenan fashion is a fashion store that used to sell its products offline at home since 2019 but in early 2021 their sales fell and the turnover they got decreased drastically due to the impact of the corona virus. In mid-2021 to be precise in May, Keenan fashion store owner tried to make his sales through online media on the Facebook application by using the live streaming feature provided by the Facebook application, It was not expected that sales would increase every month.

Based on the results of online sales at Keenan Fashion Cikarang is very high, which means that communication on online sales through live streaming shows that the level of consumer buying interest is very high. Interest is a consumer's interest in a product by seeking additional information. Interest is an effective response or process of feeling or liking a product but has not made the decision to buy (Solihin, 2020).

Buying interest is a tendency or desire that arises in a person who wants to buy something or consume something. Consumers' buying interest in buying goods and services offered by merchants is often based on instinct or interest that arises when seeing a desired product, either directly or through advertisements displayed (Riskiawan, 2020). Consumer buying interest is consumer behavior where consumers have a desire to choose, use, and consume products that they even want to offer.

The psychological factors that influence a person to buy consist of four factors, namely: motivation (a person's drive to act to satisfy his needs so as to reduce the tension he has), perception (the process of an individual choosing, organizing and interpreting inputs to create a meaningful picture), knowledge (learning which includes changes in one's behavior arising from experience), as well as beliefs and stances which a person can obtain through acting and learning (Haekal et al., 2016). Other factors that can foster buying interest are personal needs, desires, community demands, advertising influences, such as the use of testimonials (Reviews) from users of products or services from customers or endorsements and product description information online or what is commonly called electronic word of mouth (E-wom) as well as consumer trust in the product and online sellers.

The trust factor influences the success of large Internet transactions. Trust is a major factor in the emergence of consumer interest in buying online. One of the important factors influencing online purchases is trust. Trust is an important factor in every online buying and selling transaction (Rosdiana et al., 2019). Based on this opinion, it can be concluded that trust in online shopping sites is a major factor in stimulating consumer interest in making purchases online. Consumer trust in a product can be created by providing or delivering products in accordance with the specifications advertised on the company's website (Japariato & Adelia, 2020). When consumers receive goods or services that are in accordance with the company's advertisements on the website, it will foster consumer trust in the company.

Communication that appears in the live streaming community indicates the existence of a word of mouth (WOM) in electronic form or better known as electronic word of mouth (e-WOM). A word of mouth communication will greatly affect consumers who are interested in suggestions from people who have experience with the product (Dewi & Sudiksa, 2019).

Electronic word of mouth (e-WOM) is a new form of word of mouth (WOM) that develops along with advances in communication technology (Hendro & Keni, 2020). Electronic Word of Mouth (E-WOM) is a form of word-of-mouth communication that occurs over the internet. Word of mouth means direct communication between consumers about a product or brand. With the development of information and communication technology that makes up WOM, it can turn into Electronic Word of Mouth (Luthfiyatillah et al., 2020).

Although e-wom is one of the features that are needed by potential consumers before shopping online. However, consumer confidence in these products and shopping media is also needed (Habibie & Hadi, 2019). Because of this trust can give rise to someone's buying interest.

Apart from electronic word of mouth, trust is also a major factor in the emergence of consumer buying interest online. Trust is a key factor in every online buying and selling transaction (Riski Rosdiana & Iyus Akhmad Haris, 2018). Consumer trust can be created by the honesty of producers or marketers in conveying the characteristics of the product or service sold in detail to consumers. In addition, the provision of guarantees or guarantees from companies or marketers (such as: exchange or replacement of goods if the product is defective or does not match consumer demand when it arrives in the hands of consumers) to consumers after purchasing the product will also contribute to the level of consumer confidence. Given the importance of consumer confidence in buying interest before carrying out online buying and selling activities, without trust the transaction process will be filled with fear and suspicion by both parties. Purchasing products online also requires an experience, be it personal experience or the experience of others which will later become the basis for whether the person will make a purchase or not (Ujia N, 2018:43).

The researcher raised the topic of this research because, the people of southern Cikarang are quite a lot who use social media, especially Facebook, to become a place to do business. Viewed from the buyer's point of view, there are some doubts and distrust of buyers towards stores or sellers and products sold on social media. Though sellers not only attach photos but also use the live streaming feature on facebook to show in real time the products they sell as well as the sellers as well. Therefore, researchers added a mediating variable the role of Trust in electronic word of mouth in live streaming sales to consumers' buying interest.

## RESEARCH METHOD

This research uses associative methods with a quantitative approach. With this research, a theory will be built that can function to explain, predict and control the relationship or influence of variables Electronic word of mouth (X), Trust (Z) on variables Buying interest (Y). The respondents in this study were 100 people who follow the Keenan Fashion Cikarang Facebook account who have done online shopping live streaming at Keenan Fashion Cikarang. The type of data used in this study was primary data obtained from questionnaires that were distributed personally to all respondents and secondary data collection techniques in this study were carried out by means of literature studies. Test data analysis in this study using the Smart PLS program.

## RESULTS AND DISCUSSIONS

### Characteristics of Respondents

**Table 1.** Characteristics of respondents by gender

No	Gender	Frequency	Percentage
1	Man	18	18%
2	Woman	82	82%

Based on descriptive data from table 1, it can be seen that the percentage of respondents who are female is 82 respondents with a percentage of 82% while for male respondents it is 18 respondents with a percentage of 18% of the total 100 respondents. With a percentage of 82% showing that most of the respondents in this study were female.

### Hypothesis Test

The Hypothesis testing scheme uses the Partial Least Square (PLS) analysis technique with the smartPLS 3.0 program. The following is the schema of the programPLS model being tested:

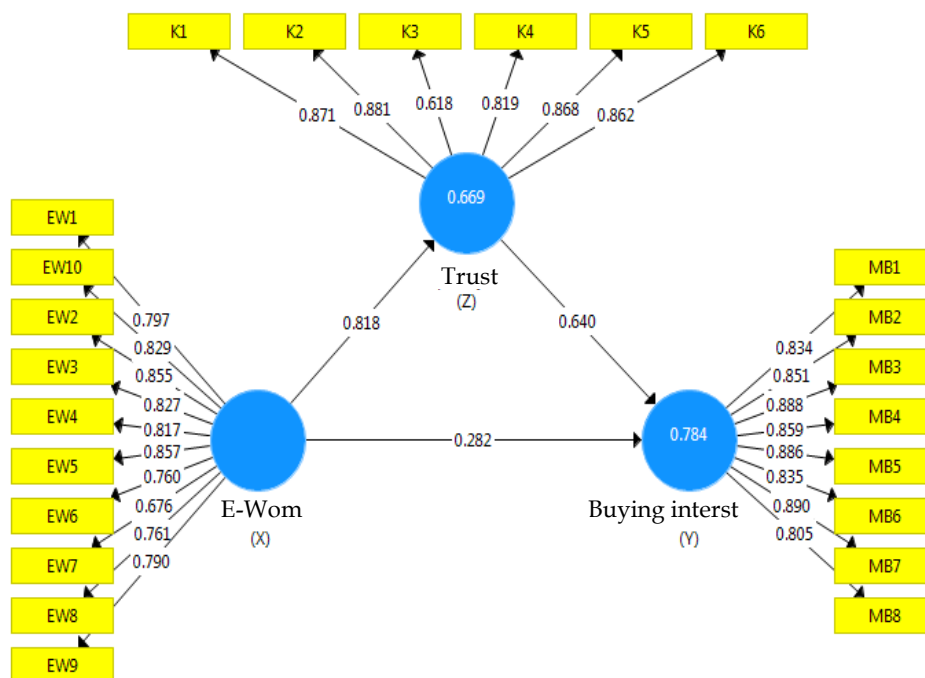


Figure 1. Outer model test result

This research model will be analyzed using the Partial Least Square (PLS) method and assisted by SmartPLS 3.0 software. PLS is one of the alternative methods of Structural Equation Modeling (SEM) that can be done to overcome problems in the relationship between very complex variables but the data sample size is small (30-100 samples) and has non-parametric assumptions, meaning that the data does not refer to one particular distribution.

**Average Variance Extracted (AVE) Test**

The Average variance extract (AVE) value is used to measure the accuracy of each indicator, the AVE value describes the variance value of each indicator in the construct captured by the variable more than the variance caused by the measurement error. The interplay is that the indicator is said to be valid if the AVE value is more than 0.50.

**Table 2.** Avarange variance extraced test

No	Variabel	Average Variance Extracted (AVE)
1	Elektronik word of mouth	0.661
2	Trust	0.753
3	Buying interest	0.734

Source: SmartPLS, 2022

The result of the data in table 2 is that the average variance extracted value in the Electronic variable word of mouth is 0.661 then the Trust variable is 0.753 and the buying interest variable is 0.734. So it can be concluded that the value of the average variance extracted above 0.50 is declared Valid, and can be done to the next test.

**Inner Model Test**

After testing the outer model that has been fulfilled, the next inner model (structural model) testing is carried out. The inner model can be evaluated by looking at the r-square (indicator

reliability) for the dependent constellation and the t-statistical value of the path coefficient test. The higher the r-square value means the better the prediction model of the proposed research model. The value of path coefficients indicates the degree of significance in hypothesis testing.

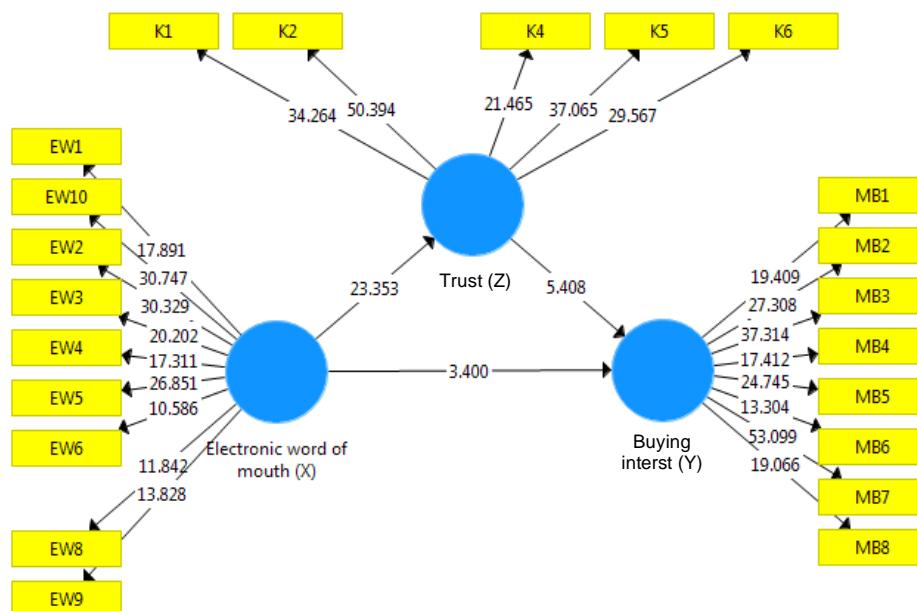


Figure 2. Inner model output

**R Square value (R<sup>2</sup>)**

Variant Analysis (R<sup>2</sup>) or Determination Test, which is to determine the magnitude of the influence of independent variables on dependent variables. If the result of the R square value is <0.190 then the variable falls into the category of weak variables, if the result of the value of R square is 0.33-0.67 then the variable falls into the category of moderate variables, If the result of the R Square value is >0.67 then the variable falls into the category of strong variables. The SmartPLS output result for R Square value can be shown as follows:

**Table 3. R square**

No	variabel	R Square (R <sup>2</sup> )	R Square Adjusted
1	Trust	0.679	0.676
2	Buying interest	0.764	0.759

The results of table 3 can be seen that the value of R Square (R<sup>2</sup>) in the Trust variable is 0.679 which means that 67% of the variance of trust is influenced by the electronic word of mouth variable while 33% is influenced by other variables that are not in this study, then in the variable Buying interest is 0.764 which means that 76% of the variance of buying interest is influenced by the variable Electronic word of mouth and trust while 24% is influenced by other variables that are not is in the study. So it can be inferred from the results of R Square above that it is included in the strong category because it has a value of >0.67.

The first hypothesis proves that electronic word of mouth has a positive and significant effect on trust. This finding is in line with research conducted by Yuliantini, et al (2021) where the results found that electronic word of mouth has a positive and significant effect on trust. This shows that if the electronic word of mouth is getting better, it will also increase trust. EWOM also serves as a tool for consumers to evaluate the quality of a product in an online shopping site (Hidayanto et al.,

2017). The more positive reviews, good ratings and discussions that are quickly responded to, it will certainly make consumers more trusting of stores that sell a product, because there is a lot of information that convinces consumers about the quality of the product, there will be a sense of trust in the seller and the product being sold.

The second hypothesis shows that trust has a positive and significant effect on buying interest. These results are in line with research conducted by Rizkiawan (2020) which found that consumer confidence has a positive and significant effect on consumers' buying interest. Trust is defined as the perception of trust from buyers that the seller provides good online shopping services. Trust will provide a sense of security and comfort for consumers in trading online.

The results of the third hypothesis prove that Electronic word of mouth has a positive and significant effect on buying interest, so this hypothesis is accepted. These results are in line with research conducted by Jalilvand, et al. (2012) also found that EWOM has a very strong direct influence on buying interest, since EWOM has a role to increase popularity, then consumers can read product recommendations online and then create buying interest that is likely to influence consumers' purchasing interest. The better the review and rating of a product on an online shopping site, the more it will increase consumer interest in buying the product.

The fourth hypothesis shows that the role of Trust can influence the electronic word of mouth on buying interest has a significant value. This means that when consumers have confidence in fashion stores, the effect of comments and reviews written by other users will be greater in influencing consumers' purchasing interest.

## CONCLUSION

Electronic word of mouth (e-WOM) has a positive and significant effect on trust, proven to be true. Because of the positive comments or positive E-WOM will increase consumer confidence in the brand or a product. Vice versa, if there is a negative E-WOM, it can result in a decrease in consumer confidence in a brand or product and this influence is based on buying and selling content activities through social media which is electronic word of mouth (e-WOM) which is carried out when interacting in live streaming between buyers and sellers which can increase consumer confidence in sellers.

Consumer confidence has a positive and significant effect on the interest in buying clothes online in the Fashion Department on the Facebook application, to buy a product online through live streaming consumers must have confidence in the product and sellers, Keenan fashion is able to show products directly, product reviews and product reviews when live streaming is carried out and is able to provide guarantees for products, Trust is or becomes one of the factors that arise consumers' desire or buying interest.

Electronic word of mouth has a positive and significant effect on Interest in buying clothes online in Fashion on the Facebook application. Because electronic word of mouth is a means of communication between consumers through internet media so that anyone can see positive reviews or comments about the product and will make the reader interested in buying the product. Meanwhile, negative comments will have the opposite impact.

Electronic word of mouth (e-WOM) positively affects the interest in buying clothes online in Keenan fashion on the Facebook app through trust as a mediation variable. Because most of the respondents are women, where women more often follow live streaming content on Keenan fashion to see the products offered and then listen to product reviews and read reviews from other consumers that make consumers believe in the product, so it will affect buying interest in the clothes of their choice.

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