Impact Electronic Word of Mouth (E-WOM) Against Repurchase Intention With Trust Consumer As Variable Mediation for Lazada Users in Semarang City

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ARTICLE INFORMATION

ABSTRACT

Study This aim for analyze influence electronic word of mouth (E-WOM) to intention buy repeat with trust consumer as variable mediation on users Lazada Semarang City. Population in study This is Lazada users in Semarang City. Samples obtained totaling 112 people. Retrieval technique sample use technique probability sampling with method purposive sampling with spread questionnaire through google forms. Data is processed with SMART-PLS. The research results obtained shows 4 relationships namely: (1) Electronic word of mouth (E-WOM) has an influence positive and significant to trust consumer.
(2) Electronic word of mouth (E-WOM) has an influence positive and significant to intention buy repeat. (3) Trust Consumer influential positive and significant to intention buy repeat. (4) Trust consumer mediate connection between electronic word of mouth (E-WOM) and trust consumer. Share research furthermore recommended for add variations in variables independent used, add coverage of the collection area sample and do comparison with other online shops so that later can compared to the result with study This.

Keywords: Electronic word of mouth (E-WOM), Repurchase Intention, Trust Consumer

INTRODUCTION

Development user e-commerce in Indonesia is increasing in a number of year final. This matter used by business people F\for compete develop business in the field e-commerce. E-commerce company often use electronic word of mouth (E-WOM) for increase intention buy consumer. E-WOM includes information provided to customer about something product is in accordance with picture or quality and service offered by the online store (Muninggar et al., 2022). According to databoks.katadata.co.id the five most popular online stores visited in Indonesia is Lazada.

Unfortunately , according to databoks.kata.co.id Lazada occupies a position that is not ideal , namely are ranked three of the top five e-commerce in Indonesia. Viewed from databoks.katadata.co.id amount relative Lazada visitors No as high as other e-commerce and experience trend decline . Amount Lazada visitors reach 83.2 million in the first quarter of 2023: then down to 74.5 million in the second quarter of 2023, and back down to 52.2 million in the third quarter of 2023. a significant decrease in amount visit to the Lazada e-commerce website perhaps is indication that medium Lazada customers reduce preference shopping. The decline amount customers visiting Lazada followed by a decline response customer to company (Kurniasari et al., 2021).

More carry on If problem the No resolved can give rise to problem serious and loss namely, First, decline amount customers who visit Lazada can impact on numbers customers who will buy goods in the online shop Alone. Second , decline usage that occurs in a way significant cause company No capable compete with competitors and can impact on sustainability company . When selling decreased, those will impact on the company's cash flow and can cause bankruptcy (Altig et al., 2020).

See and consider study previously related with topic This is the result study Still different One each other. Research conducted by Meybiani et al., (2019) entitled " The Influence of E-WOM and Trust On line To Intention Purchase " find that E-WOM factors do not own significant influence to interest buy consumer . On the contrary , research by Lita et al., (2019) shows that online reviews , trust in the website influence intention purchase repeat in online shop . According to Sari et al., (2021) electronic word of mouth (E-WOM) increases intention purchase . Research by Wijayanto et al., (2021) found that trust influence electronic word of mouth (E-WOM) . Trust influence electronic word of mouth (E-WOM) and repurchase intention.

Then Forget findings more research new and accurate, research more carry on required Because there is a research gap. Based on description and shortcomings research above, will done study How the Influence of Electronic Word of Mouth (E-WOM) on Repurchase Intention with Trust Consumer As Variable Mediation for Lazada Users in Semarang City.

LITERATURE REVIEW

Zhao et al., (2020) found that quality electronic word of mouth (EWOM) in matter evaluation product influence perception consumer about reliability product. Wijaya et al., (2022) stated that electronic word of mouth (E-WOM) has an impact big on trust . Eneizan et al., (2020) stated that variable electronic word of mouth (E-WOM) directly significant influence trust consumers and shows that trust formed

by judgment and accurate information from review moment do purchase on line . In other words, not only information accurate marketplace that becomes base consideration customers, but also descriptions and reviews created customers in a way on line. From research that, then can take hypothesis namely: (H1) Electronic word of mouth (E-WOM) has an influence positive significant to Lazada users in Semarang City.

Intention buy can also be repeated defined as willingness consumer For buy return goods or service after used . Consumer own impression positive to something brand and feel satisfied with consumer goods buy (Setiana et al., 2021). Wibisana (2021) states that electronic word of mouth (E-WOM) is becoming consideration consumer about intention buy repeat , with impact positive or in the direction that shows If electronic word of mouth (E-WOM) increases , intent buy reset will also increase . On the other hand , if electronic word of mouth (E-WOM) decreases , intent buy reset will also decrease . Anjani et al., (2022) found that electronic word of mouth (E-WOM) influences intention purchase repeat in other words, increasingly Lots good and strong electronic word of mouth (E-WOM) is carried out customers , increasingly big his wish For Keep going buy products and services . From research that, then can take hypothesis namely: (H2) Electronic word of mouth (E-WOM) has an influence positive significant to intention buy repeat Lazada users in Semarang City.

Trivedi et al., (2020) found that trust is very important for intention purchase repeat. If the buyer has can recommend those e-commerce websites to others, they has own strong belief and will often do purchase repeat (Qalati et al., 2021). Humairoh et al., (2023) increasingly big trust customer to product from corner look reliability, honesty, caring, and credibility transaction shopping online, increasingly big interest customer for buy repeat the product. From research the so can take hypothesis namely: (H3) trust consumer influential positive significant to intention buy repeat Lazada users in Semarang City

Wulandari (2023) stated that trust consumer give positive contribution in mediate electronic word of mouth (E-WOM) against intention buy repeat . Activity gather information or review based on reviews written by other people still Not yet Enough For Can make consumer consistent to something product . Jenifer (2019) found that trust mediate influence electronic word of mouth (E-WOM) against interest buy repeated , and research by Nanang et al., (2019) found that electronic word of mouth (E-WOM) has influence No direct to interest buy belief - mediated repetition . Study This show that role trust mediate the influence of electronic word of mouth (E-WOM) on intention buy repeat . From research the so can take hypothesis namely: (H4) trust consumer influential positive significant in mediate connection between electronic word of mouth (E-WOM) and intent buy repeat Lazada users in Semarang City.

Framework Theoretical
Model study This consists from 3 variable ; electronic word of mouth (E- WOM), intention buy repeat and trust consumer . Following picture framework research that propose:
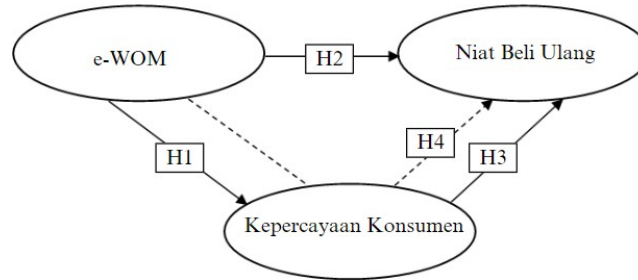

Figure 1. Model study Which proposed

RESEARCH METHODS

Research methods This use method approach quantitative, distributed surveys through questionnaire in a way on line through google forms to users Lazada Semarang City application via social media network. Questionnaire Alone is one of technique most efficient data collection. Respondent will be given a number of question written For responded (Sugiyono , 2018).

Data analysis methodused in research This is method Structural Equation Modeling Partial Least Square (SEM-PLS). SEM-PLS is method statistics in analysis of the data used For test and understand connection complex between variables (hair et al., 2022).

Population in study This is user Lazada Semarang City application . Collection technique sample use method nonprobability sampling with technique purposive sampling with use Likert scale 1-5 and criteria taking sample is existing users Once do purchase use Lazada application and domiciled in Semarang City. Amount specified sample as many as 112 respondents. Analytical tools used for processing research data namely SmartPls software. Stages analysis covers evaluation outer model, inner model and testing Hypothesis.

RESULTS

Study This get information or data from respondents with use method spread questionnaire in a way direct . This matter need added for support more carry on in questionnaire is profile respondents including gender, monthly income, and place stay or domicile.

Table 1. Respondent Data

No	Information		Amount	Total percentage (%)
1.	Gender	Man	3 2	100
		Woman	80	
2.	Income Per Month	< Rp. 3,000,000	80	100
		Rp. 3,000,000 - Rp. 5,000,000	15	
		Rp. 5,000,000 – Rp. 7,000,000	10	

3.	Residence or Domicile	>Rp. 7,000,000	7	100
		Subdistrict Banyumanik	1	
		Subdistrict Candisari	3	
		Subdistrict Gajahmungkur	3	
		Subdistrict Gayamsari	6	
		Subdistrict Genuk	4	
		Subdistrict Gunungpati	4	
		Subdistrict Mijen	2	
		Subdistrict Ngaliyan	13	
		Subdistrict Protection	12	
		West Semarang District	6	
		South Semarang District	2	
		Central Semarang District	3	
		East Semarang District	10	
		North Semarang District	1	
		Subdistrict Tembalang	36	
		Subdistrict monument	6	

Source : Processed primary data , 2024

Outer Model

Table 2. Validity and Convergence Test Results

	Trust Consumer (Z)	Repurchase Intention (Y)	e-WOM (X)
EW1			0.869
EW2			0.811
EW3			0.799
EW4			0.873
KK1	0.906		
KK2	0.943		
KK3	0.950		
KK4	0.923		
NBU1		0.886	
NBU2		0.913	
NBU3		0.911	
NBU4		0.836	

Source : Processed primary data , 2024

Table 2 shows convergent validity, variable Electronic word of mouth (E-WOM) 4 item statement , intention buy repeat with 4 statements , trust consumer 4 items statement declared valid because own mark outer loading >0.50.

Furthermore is mark AVE For indicator reflective is as following :

Table 3. Results Average Variance Extract (AVE)

Variable	Average Variance Extracted (AVE)
Trust Consumer (Z)	0.866
Repurchase Intention (Y)	0.787
E-WOM (X)	0.703

Source : Processed primary data , 2024

Table 3 show that all over construct on each each variablestudy own mark AVE Which more big from 0.50. so can in say whole construct own measurement Which Good.

Table 4. Results Test Discriminant Validity

Indicator	Trust Consumer (Z)	Repurchase Intention (Y)	E-WOM (X)
EW1	0.722	0.785	**0.869**
EW2	0.611	0.517	**0.811**
EW3	0.589	0.585	**0.799**
EW4	0.727	0.722	**0.873**
KK1	**0.906**	0.706	0.719
KK2	**0.943**	0.698	0.803
KK3	**0.950**	0.770	0.712
KK4	**0.923**	0.707	0.727
NBU1	0.704	**0.886**	0.705
NBU2	0.656	**0.913**	0.644
NBU3	0.745	**0.911**	0.727
NBU4	0.635	**0.836**	0.724

Source : Processed primary data , 2024

Table 4 shows all over mark cross loading on each indicator something variable more tall compared to cross loading on variable others. This matter show that every construct own strength good discriminant .

Table 5. Results Test Reliability

Variable	Cronbach's Alpha	Composite Reliability
Trust Consumer (Z)	0.948	0.963
Repurchase Intention (Y)	0.909	0.937
E-WOM (X)	0.860	0.904

Source : Processed primary data , 2024

Table 5 show mark Composite reliability on each each variable is at on 0.70 And mark Cronbach's alpha his is at in on mark 0.60 WhichIt means all over variable Which served in study This stated reliable.

Inner Model

Table 6. R Square

Variable	R Square
Trust Consumer (Z)	0.633
Repurchase Intention (Y)	0.682

Source : Processed primary data , 2024

Table 6 is obtained that mark from variable electronic word of mouth (E- WOM) against trust consumer give mark of 0.633, which can be interpreted that variability construct trust consumers who can explained by variability construct electronic word of mouth (E-WOM) is amounted to 63.3% whereas the remainder (36.7%) is explained by other outside variables study This . Likewise with the model of influence of electronic word of mouth on intention buy repeat give mark of 0.682, which can be interpreted that variability construct intention buy repeat what you can explained by variability the electronic word of mouth (E-WOM) construct is amounted to 68.2%, meanwhile the remainder (31.8%) is explained by other outside variables study This .

Hypothesis

Table 7. Results Test Influence Direct (Direct Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
E-WOM (X) -> Trust Consumer (Z)	0.796	0.799	0.040	19,827	0,000
E-WOM (X) -> Repurchase Intention (Y)	0.477	0.475	0.143	3,335	0.001
Trust Consumer (Z) -> Repurchase Intention (Y)	0.395	0.398	0.138	2,852	0.005

Source : Processed Primary Data , 2024

From the results testing hypothesis through the path coefficient test in table 7 you can obtained conclusion as following:

1. Hypothesis 1: Electronic Word of Mouth (E-WOM) has influence positive and significant to trust consumer . Test result hypothesis 1 shows that Electronic Word of Mouth (E-WOM) against trust consumer own mark   coefficient track of 0.796. Mark t- statistics on connection construct This is 19,827 > 1.96 And mark p -value 0.000. Then value hypothesis state that electronic word of mouth (E-WOM) has influence positive And significant to trust consumer can accepted and proven the truth .
2. Hypothesis 2: Electronic Word of Mouth (E-WOM) has influence positive and significant to intention buy repeat . Test result hypothesis 2 shows that Electronic Word of Mouth (E-WOM) against intention buy repeat own mark coefficient track of 0.477. Mark t- statistics on connection construct This is 3,335 > 1.96 And markp-value 0.001. Then value hypothesis state that electronic word

of mouth (E-WOM) has influence positive And significant to intention buy repeat can accepted and proven the truth .

3. Hypothesis 3: Trust consumer own influence positive and significant to intention buy repeat . Test result hypothesis 3 shows that trust consumer to intention buy repeat own mark coefficient track of 0.395. Mark t- statistics on connection construct This is 2,852 > 1.96 And p -value 0.005. Then value hypothesis state that trust consumer own influence positive And significant to intention buy repeat can accepted and proven the truth .

Table 8. Indirect Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
E-WOM (X) -> Trust Consumer (Z) -> Repurchase Intention (Y)	0.314	0.319	0.112	2,802	0.005

Source : Processed primary data , 2024

Trust consumer mediate connection between electronic word of mouth (E- WOM) and intention buy reset and have influence positive and significant . Test result hypothesis 4 shows mark influence of 0.314. Value of t- statistics namely 2.802 > 1.96 and p- value of 0.005. With so in research This trust mediate electronic word of mouth (E-WOM) with intention buy reset and have influence positive in a way significant so that can accepted and proven the truth .

DISCUSSION

Influence Electronic Word Of Mouth (E-WOM) Against Trust Consumer
Test results have been obtained done show that hypothesis 1 can accepted and proven the truth . Influence electronic Word of Mouth (E-WOM) against trust consumer own mark coefficient track of 0.796. t- value statistics amounting to 19,827 > 1.96 And markp-value 0.000. So Electronic word of mouth (E-WOM) has influence positive And significant to trust consumer Lazada users in Semarang City. Research result This in line with research by Wijaya et al., (2019), which found that Electronic Word of Mouth (E-WOM) influences variable trust consumer , Dewi (2020) who discovered that communication Electronic Word of Mouth (E-WOM) improves trust consumer For buy goods , especially those for sale in a way on line .

Influence Electronic Word Of Mouth (E-WOM) Against Repurchase Intention
Test results have been obtained done show that hypothesis 2 can accepted and proven the truth . Influence Electronic Word of Mouth (E- WOM) against intention buy repeat own mark coefficient track of 0.477. t- value statistics amounting to 3,335 > 1.96 And markp-value 0.001. So Electronic word of mouth (E-WOM) has influence positive And significant to intention buy Lazada users in Semarang City. Research result This in line with study Whimantaka (2021) that electronic word of mouth (E-WOM) is influential positive significant to intention buy repeat . Wibisana (2021) shows that electronic word of mouth (E-WOM) is influential positive significant to intention buy repeat purchase online.

Influence Trust Consumer to Repurchase Intention
Test results have been obtained done show that hypothesis 3 can accepted and proven the truth . Influence trust consumer to intention buy repeat own mark coefficient track of 0.395. t- value statistics amounting to 2,852 > 1.96 And markp- value 0.005. So trust consumer own influence positive And significant to intention buy repeat Lazada users in Semarang City. Research result This in line with study Wijayanto et al., (2021) which shows results that trust influential to intention buy repeat . Saputri et al., (2022) which shows that trust consumer influential positive and significant to intention buy repeat .

Influence Trust Consumer in Mediate Connection Between Electronic Word of Mouth (E-WOM) And Repurchase Intention
Test results have been obtained done show that hypothesis 3 can accepted and proven the truth . Influence trust consumer in mediate connection between electronic word of mouth (E-WOM) against intention buy repeat own mark coefficient track of 0.314. t- value statistics amounting to 2,802 > 1.96 And markp- value 0.005. So trust consumer own influence positive And significant to intention buy repeat Lazada users in Semarang City. Research result This in line with study Justika (2021) shows this that variable electronic word of mouth (E-WOM) through trust consumer influential significant to intention buy repeat .

CONCLUSION

Based on research that has been done obtained results that : (1) Electronic word of mouth (E-WOM) has an influence positive significant to trust consumer Lazada City users Semarang. That is , if electronic word of mouth (E-WOM) is positive , then will give impression mark positive to users and users will feel believe (2) electronic word of mouth (E-WOM) is influential positive significant to intention buy repeat Lazada users in Semarang City. That means , more and more Good electronic word of mouth (E-WOM) ate the more Good intention buy re (3) Trust Consumer influential positive significant to intention buy repeat Lazada users in Semarang City. That means , when user feel believe so will do purchase repeat in the future Because get positive experience (4) trust consumer consumer in a way in a way No direct influential positive significant in mediate connection between electronic word of mouth (E-WOM) and intention buy repeat Lazada users in Semarang City. That means, more and more Good Trust consumer so the more Good electronic word of mouth (E-WOM) and intent buy repeat .

LIMITATIONS

supposed limitations become attention by researchers upcoming. A number of limitations the is :
1. Focus study This is Lazada users in Semarang City. Because Lazada is an online shop Certain own feature specifically those that don't owned by a similar online shop other. Therefore that's a finding study This No can applied to other online stores throughout Indonesia. In other words, if the research model This want to applied to other online stores, still need done adjustment.
2. Study only concentrate on three variable: trust consumer, intent buy repetition and electronic word of mouth (E-WOM).

3. Study done only in the Semarang City area, coverage study Still not enough represent throughout Indonesia.

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