



Journal

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) AND BRAND IMAGE ON REPURCHASE INTENTION THROUGH CONSUMER TRUST AS AN INTERVENING VARIABLE IN CURRENT TEA SHOP PRODUCTS

Akbar Martuah Habibi Nasution

Faculty of Economics, State University of Jakarta, Indonesia

Mohamad Rizan

Faculty of Economics, State University of Jakarta, Indonesia

Rahmi

Faculty of Economics, State University of Jakarta, Indonesia

ABSTRACT

The purpose of this research is to examine the effect of: 1) E-WoM on consumer trust. 2) E-WoM on repurchase intention. 3) E-WoM on repurchase intention through consumer trust. 4) brand image on consumer trust. 5) brand image on repurchase intention 6) brand image on repurchase intention through consumer trust. 7) consumer trust on repurchase intention. The data collection method used a survey with an instrument in the form of a questionnaire distributed online. The research method used in this study is the causal method. This method aims to identify causal relationships between variables and independent variables and dependent variables (Sekaran and Bougie, 2016). Then the type of research used is quantitative. This research was carried out by analyzing the data by describing the data numerically or through numbers. The location chosen for conducting this research is Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi). This is because the majority of Esteh Indonesia outlets are located on the island of Java, with as many as 643 outlets, especially in the Jabodetabek area (Vectornesia, 2023). As for this research, the researchers conducted it from November 2022 to May 2023. EWOM has a significant positive effect on consumer trust and repurchase intention. Then regarding the effect of EWOM on repurchase intention indirectly (indirectly) through consumer trust. The results obtained stated that EWOM had a significant positive effect on repurchase intention through consumer trust. Then regarding the direct effect of brand image on consumer trust and repurchase intention, brand image has a significant positive effect on consumer trust and repurchase intention. Finally, regarding the effect of brand image on repurchase intention indirectly through consumer trust, significant positive results were obtained. From these results it can be concluded that the customer's consumer trust in Esteh Indonesia mediates the influence between the brand image of Esteh Indonesia felt by the customer on the repurchase intention of the customer towards Esteh Indonesia in a positive and significant way

Keywords: Electronic Word Of Mouth, Brand Image, Repurchase Intention, Consumer Trust



BACKGROUND

The world was shocked by the COVID-19 pandemic in early 2020. Starting in November 2019, this virus has finally spread throughout the world and has had an impact on global health conditions. The creative economy sector is one of the economic sectors that can help Indonesia's economic recovery because it is able to become a driver of traditional economic growth with its rapid development and high demand in the international market. This is shown by the distribution of the Gross Domestic Product (GDP) of the creative economy from 2010 to 2017, where the creative economy has consistently contributed above 7% to Indonesia's GDP (Kemenparekraf RI, 2020).

Table. Creative Economy Contribution to Indonesia's GDP

Creative Contribution to Indonesia's Sector	Economy to GDP Sub	2010	2011	2012	2013	2014	2015	2016	2017
Culinary		3,36	3,23	3,2	3,19	3,16	3,08	3,08	3,02
Fashion		1,33	1,33	1,31	1,34	1,35	1,34	1,34	1,29
Crafts		1,25	1,19	1,16	1,14	1,14	1,16	1,14	1,09
Other		1,72	1,68	1,74	1,75	1,78	1,82	1,88	1,88
Total		7,66	7,43	7,41	7,42	7,43	7,4	7,44	7,28

Source: Central Bureau of Statistics (2020)

Apart from the data shown in the table above, the achievements of the creative economy sector in Indonesia in recent years have remained consistent. This is described by Masitoh (2022) which shows that the contribution of the creative economy sector to Indonesia's GDP in 2021 will reach 7.8%. This achievement places Indonesia in third place globally in terms of GDP contribution, behind the United States with Hollywood and South Korea with K-Pop. In addition, Indonesia's creative economy recorded an export value of US\$23.9 billion. This value has increased compared to 2020, where the export value of Indonesia's creative economy reached US\$18.8 billion. Specifically, the three sub-sectors of the creative economy, culinary, fashion and crafts, are the biggest supporters of Indonesia's GDP contribution (Masitoh, 2022). Everyone in Indonesia, from the rich to the less fortunate, can enjoy a cup of tea. Therefore, there is a very attractive, viable and sustainable commercial opportunity for tea beverages, supported by a sizeable market share. Esteh Indonesia is here to answer this challenge. Radar Bogor (2022), Tiara (2022), and Apriliani (2022) where a bad image emerged for Esteh Indonesia, which was shown by negative comments from netizens towards Esteh Indonesia, and there were even some netizens who commented that they were reluctant to buy back Esteh products. Indonesia. This phenomenon shows problems on the side of E-WOM and the company's brand image. This is expected to reduce the company's brand image, and E-WOM which has a crucial role in spreading this problem, and has the potential to harm the company. Companies must be able to correct these problems wisely, because they can potentially affect repurchase intention and consumer trust in the company.



Several studies have looked at the effect of E-WOM and brand image on consumer trust. Tjahjaningsih (2022), Ilhamalimy and Ali (2021), and Stefanny (2022) state that E-WOM has a significant positive influence on consumer trust. Then research from Tjahjaningsih (2022), Sari (2021), and Song (2019) states that brand image has a significant positive influence on consumer trust. Other studies have also looked at the influence between E-WOM and brand image on repurchase intention. Abraham and Pasaribu (2022), Anggraini and Sumiati (2022) and Nathalia (2022) state that E-WOM has a significant positive effect on repurchase intention. Then research from Abraham and Pasaribu (2022), Anggraini and Sumiati (2022), and Gunawan (2022) states that brand image has a significant positive influence on repurchase intention. Based on the background, problems, and explanations previously presented, the researcher is interested in further researching Esteh Indonesia. Therefore, researchers will conduct research entitled Effects of electronic word of mouth (E-WOM) and brand image on repurchase intention through consumer trust as an intervening variable on Indonesian Esteh products.

THEORETICAL FRAMEWORK

Repurchase Intention

According to Trivedi and Yadav (2020), repurchase intention is a subjective probability that customers will continue to buy products or services again from the same company. Repurchase is important and highly desirable because of the high costs of acquiring new customers and the economic value of loyal, trusted customers. Sari (2021) adds, repurchase intention is the possibility that someone will buy goods or services continuously. Repurchase intention is part of consumer buying behavior where there is a match between the performance of the product or service offered by the company which generates consumer interest to consume it again in the future. Berliana & Nurlinda (2022), there are four other aspects of repurchase intention, namely: 1) Willingness to buy, namely a person's intention to purchase a product. 2) Tendency to repurchase, namely the tendency of a person to repurchase a product. 3) More repurchase, namely the desire of a person to purchase products on an ongoing and continuous basis. 4) Repurchase the same type of product, namely someone's desire to purchase the same product compared to other products.

Consumer Trust

According to Macready (2020), trust is a psychological state consisting of the intention to be willing to accept self-vulnerabilities based on positive expectations from the intentions or behavior of others. Wu (2017) defines trust as one party's belief in the other party's reliability, durability, and integrity, and the belief that the party's actions are in the best interests of the party and will produce positive results for the party that trusts. Trust generally helps customers to feel a sense of control even in situations where service quality is difficult to understand. According to Muchlis (2021) states, there are 3 different aspects in consumer trust, namely: 1) Ability, namely the ability of the seller to ensure the safety and happiness of consumers when making purchase transactions with sellers. 2) Benevolence, namely the willingness of the seller to satisfy the customer in a way that benefits both parties. The seller is not only concerned with profits for him, but also pays attention to customer satisfaction. 3) Integrity, namely how the seller can provide information to customers about their products.



Electronic Word of Mouth

According to Verma and Dewani (2020), Electronic Word of mouth (E-WOM) is web-based communication, where consumers can share and seek recommendations outside their social circle via the Internet. Abraham and Pasaribu (2022) revealed that E-WOM is information or reviews (reviews) from previous consumers who have used a product via the internet. Leong et al. (2022) added, E-WOM differs from traditional WOM because it offers a faster speed of information transmission between users, where information is available online and can be retrieved at any time. Companies can take advantage of E-WOM by identifying the factors that motivate their customers to post their opinions and by capturing the impact of their comments.

According to Shome (2021) there are four different aspects in E-WOM, namely: 1) E-WOM Quantity, namely the number of comments or reviews published, where if there are more reviews about a product or service, there will be more information that can help others in making purchasing decisions. 2) E-WOM Credibility, namely the level of confidence a person has in the comments they read on the internet. Credibility plays an important role in e-commerce, where online reviews are often anonymous. 3) E-WOM Quality, namely persuasive power embedded in informational messages that see relevance, accuracy, completeness and timeliness. 4) E-WOM Completeness, namely the breadth, depth, and scope of E-WOM in reviewing tasks. The review must be comprehensive to provide complete and detailed information.

Brand Image

Sari (2021) stated, in simple terms, brand image is what consumers feel. Brand image emerges through the process by which an individual selects, organizes, and interprets input information to create a meaningful image of the brand. In order for the brand image that is formed to match or approach the brand identity expected by the company, the company as a producer must be able to understand and utilize the elements that form a good brand image. Song et al. (2019) explained, brand image refers to a complete set of impressions that are generated when consumers interact with brands through observation and consumption. The concept of brand image itself is an abbreviated concept which implies that consumers buy certain brands by considering their physical features and functions. Brand image relates to the consumer's psychological picture of the product, which usually includes beliefs, perceptions, feelings and attitudes.

According to Rodrigues and Rodrigues (2019), there are three components of brand image, namely: 1) Cognitive (mystery), namely values that reflect consumers' personal beliefs, thoughts and evaluations of certain brands in relation to product attributes, services, performance and meaning of a brand. 2) Sensory (sensuality), namely values that are mostly formed by direct experience with products and attributes related to the environment around the product that lead to sensory satisfaction. 3) Emotional (intimacy), namely emotional associations that are reflected by experiences and product-related attributes felt by consumers when interacting directly and indirectly with brands.

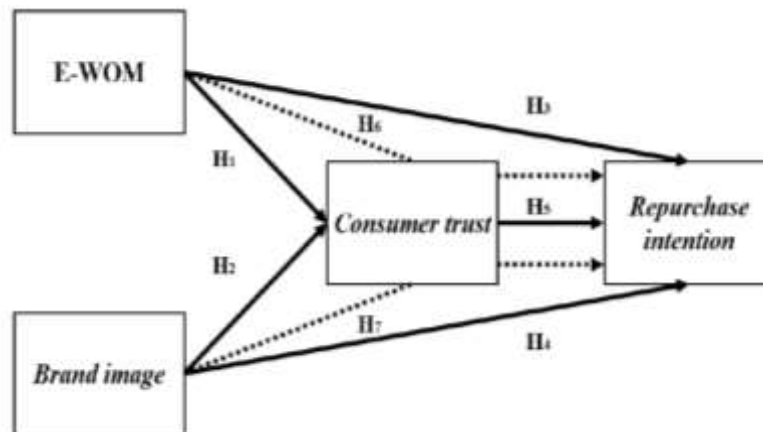
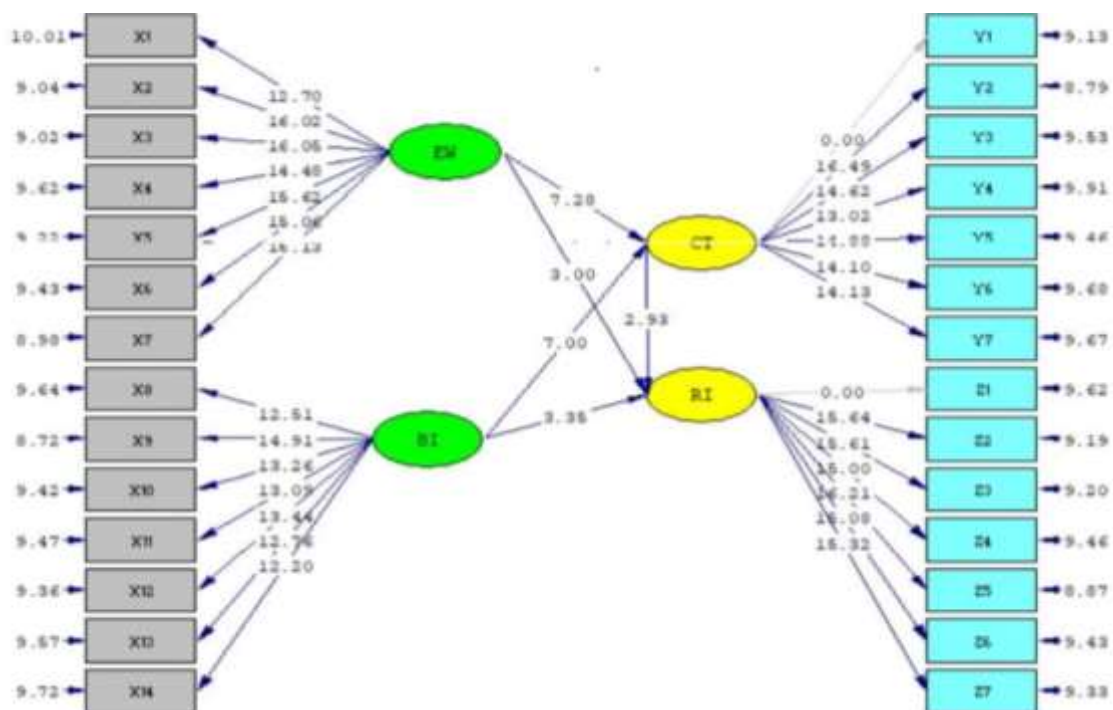


Figure. Theoretical Framework

METHOD

The research method used in this study is the causal method. This method aims to identify causal relationships between variables and independent variables and dependent variables (Sekaran and Bougie, 2016). Then the type of research used is quantitative. This research was carried out by analyzing the data by describing the data numerically or through numbers. The location chosen for conducting this research is Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi). This is because the majority of Esteh Indonesia outlets are located on the island of Java, with as many as 643 outlets, especially in the Jabodetabek area (Vectornesia, 2023). As for this research, the researchers conducted it from November 2022 to May 2023.

RESULT





<i>Goodness of Fit Indices</i>	<i>Cut-off Value</i>	<i>Value</i>	Keterangan
Chi Square	Semakin kecil lebih baik	1533,61	<i>Good Fit</i>
RMSR	$\leq 0,05$	0,047	<i>Good Fit</i>
GFI	$\geq 0,09$	0,68	<i>Good Fit</i>
RSMEA	$\leq 0,08$	0,071	<i>Good Fit</i>
AGFI	$\geq 0,09$	0,62	<i>Good Fit</i>
CFI	$\geq 0,09$	0,92	<i>Good Fit</i>

Hypothesis Test

Hipotesis	Variabel	Standardized Total Effect	T-Value	Keterangan
H1	EWOM terhadap <i>consumer trust</i>	0,48	7,20	Diterima
H2	<i>Brand image</i> terhadap <i>consumer trust</i>	0,46	7,00	Diterima
H3	EWOM terhadap <i>repurchase intention</i>	0,26	3,00	Diterima
H4	<i>Brand image</i> terhadap <i>repurchase intention</i>	0,29	3,35	Diterima
H5	<i>Consumer trust</i> terhadap <i>repurchase intention</i>	0,32	2,93	Diterima
H6	EWOM terhadap <i>repurchase intention</i> melalui <i>consumer trust</i>	0,15	2,74	Diterima
H7	<i>Brand image</i> terhadap <i>repurchase intention</i> melalui <i>consumer trust</i>	0,15	2,77	Diterima

Based on Table IV.13 it can be seen that H1 is acceptable because it has a path coefficient of 0.48 with a T-Value of 7.20. In these results H1 has a path coefficient value above 0 and a T-Value above 1.97 which makes EWOM have a positive and significant influence on consumer trust. Next H2 can be accepted because it has a path coefficient of 0.46 with a T-Value of 7.00. Where in these results H2 has a path coefficient value above 0 and a T-Value above 1.97 which makes brand image have a positive and significant influence on consumer trust. Next H3 is acceptable because it has a path coefficient of 0.26 with a T-Value of 3.00. Where in these results H3 has a path coefficient value above 0 and a T-Value below 1.97 which makes EWOM have a significant positive effect on repurchase intention. Next H4 can be accepted because it has a path coefficient of 0.29 with a T-Value of 3.35. Where in these results H4 has a path



coefficient value above 0 and a T-Value above 1.97 which makes brand image have a positive and significant influence on repurchase intention. Next H5 is acceptable because it has a path coefficient of 0.32 with a T-Value of 2.93. Where in these results H5 has a path coefficient value above 0 and a T-Value above 1.97 which makes consumer trust have a positive and significant influence on repurchase intention. Then H6 is accepted because it has a path coefficient of 0.15 with a T-Value of 2.74. Where in these results H6 has a path coefficient value above 0 and a T-Value above 1.97. So it can be concluded that EWOM has a positive and significant effect on repurchase intention indirectly through consumer trust. H7 is acceptable because it has a path coefficient of 0.15 and a T-Value of 2.77. Where in these results H7 has a path coefficient value above 0 and a T-Value above 1.97. So it can be concluded that brand image has a positive and significant effect on repurchase intention indirectly through consumer trust.

DISCUSSION

EWOM on Consumer Trust

Based on the data obtained from this study, it shows that EWOM has a positive and significant influence on consumer trust. This is indicated by the path coefficient of 0.48 which is a positive number and has a T-Value of 7.20 or more than 1.96. So that the hypothesis proposed can be accepted. The EWOM variable on consumer trust has a positive and significant influence. This shows that the better the EWOM perceived by Esteh Indonesia's customers, the higher the customer's consumer trust. Conversely, if the EWOM perceived by Esteh Indonesia's customers is bad, then the visitor's consumer trust will also be low. These results are consistent with research conducted by Tjahjaningsih (2022) and Sari (2021) who also examined the effect of EWOM on consumer trust.

Brand Image on Consumer Trust

Based on the data obtained from this study, it shows that brand image has a positive and significant influence on consumer trust. This is indicated by the path coefficient of 0.46 which is a positive number and has a T-Value of 7.00 or more than 1.96. So that the hypothesis proposed can be accepted. The brand image variable on consumer trust has a positive and significant effect. This shows that the better the brand image perceived by Esteh Indonesia customers, the higher the customer's consumer trust. Conversely, if the brand image perceived by Esteh Indonesia's customers is bad, then the visitor's consumer trust will also be low. These results are consistent with research conducted by Tjahjaningsih (2022) and Sari (2021) which also examines the effect of brand image on consumer trust.

EWOM on Repurchase Intention

Based on the data obtained from this study, it shows that EWOM has a positive and significant influence on repurchase intention. This is indicated by the path coefficient of 0.26 which is a positive number and has a T-Value of 3.00 or more than 1.96. So that the hypothesis proposed can be accepted. The EWOM variable has a positive and significant effect on repurchase intention. This shows that the better the EWOM perceived by Esteh Indonesia customers, the higher the customer's repurchase intention will be. Conversely, if the EWOM perceived by Esteh Indonesia's customers is bad, then the visitor's repurchase intention will also be low. These results are consistent with research conducted by Abraham and Pasaribu (2022) and Gunawan and Wayan (2022) who also examined the effect of EWOM on repurchase intention.



Brand Image on Repurchase Intention

Based on the data obtained from this study, it shows that brand image has a positive and significant influence on repurchase intention. This is indicated by the path coefficient of 0.29 which is a positive number and has a T-Value of 3.35 or more than 1.96. So that the hypothesis proposed can be accepted. The brand image variable on repurchase intention has a positive and significant effect. This shows that the better the brand image perceived by Esteh Indonesia customers, the higher the customer's repurchase intention will be. Conversely, if the brand image perceived by Esteh Indonesia's customers is bad, then the visitor's repurchase intention will also be low. These results are in accordance with research conducted by Abraham and Pasaribu (2022) and Anggraini and Sumiati (2022) which also examined the effect of brand image on repurchase intention.

Consumer Trust terhadap Repurchase Intention

Based on the data obtained from this study, it shows that consumer trust has a positive and significant influence on repurchase intention. This is indicated by the path coefficient of 0.32 which is a positive number and has a T-Value of 2.93 or more than 1.96. So that the hypothesis proposed can be accepted. The consumer trust variable has a positive and significant effect on repurchase intention. This shows that the better the consumer trust perceived by Esteh Indonesia customers, the higher the customer's repurchase intention will be. On the other hand, if the consumer trust experienced by Esteh Indonesia's customers is bad, then the visitor's repurchase intention will also be low. These results are in accordance with research conducted by Sari (2021) and Berliana and Nurlinda (2022) who also examined the effect of consumer trust on repurchase intention.

EWOM on Repurchase Intention through Consumer Trust

Based on the data obtained from this study, it shows that EWOM has a positive and significant influence on repurchase intention mediated by consumer trust. This is indicated by the path coefficient of 0.15 which is a positive number and has a T-Value of 2.74 or more than 1.96. So that the hypothesis proposed can be accepted. Because H3 EWOM affects repurchase intention, the H6 variable, namely EWOM, on repurchase intention is partially mediated by consumer trust. Because without the influence of consumer trust, EWOM will still be able to influence repurchase intention. The EWOM variable on repurchase intention through consumer trust has a positive and significant effect. This shows that the better the EWOM perceived by Esteh Indonesia's customers, the higher the customer's consumer trust. This high consumer trust will lead to increased customer repurchase intention. These results are in accordance with research conducted by Ilhamalimy and Ali (2021) and Maduretno and Junaedi (2021). Which also examines the effect of EWOM on repurchase intention through consumer trust.

Brand Image terhadap Repurchase Intention Melalui Consumer Trust

Based on the data obtained from this study, it shows that brand image has a positive and significant influence on repurchase intention mediated by consumer trust. This is indicated by the path coefficient of 0.15 which is a positive number and has a T-Value of 2.77 or more than 1.96. So that the hypothesis proposed can be accepted. Because H4 brand image influences repurchase intention, the H7 variable, namely brand image on repurchase intention, is partially mediated by consumer trust. Because without the influence of consumer trust, brand image will still be able to influence repurchase intention. The brand image variable on repurchase intention through consumer trust has a positive and significant effect. This shows that the better the consumer trust that Esteh Indonesia's customers feel, the higher the customer's consumer trust



will be. This high consumer trust will lead to increased customer repurchase intention. These results are in accordance with research conducted by Sari (2021) and Rizki et al. (2022) who also examined the effect of brand image on repurchase intention through consumer trust.

CONCLUSION

Based on the results of the research described earlier, there are several conclusions that can be drawn in this study. First, regarding the direct effect of EWOM on consumer trust and repurchase intention, EWOM has a significant positive effect on consumer trust and repurchase intention. From these results it can be concluded that the better the EWOM perceived by Esteh Indonesia customers, the better the customer's consumer trust and customer repurchase intention towards Esteh Indonesia will increase. Then regarding the effect of EWOM on repurchase intention indirectly (indirectly) through consumer trust. The results obtained stated that EWOM had a significant positive effect on repurchase intention through consumer trust. From these results it can be concluded that customer consumer trust in Esteh Indonesia mediates the influence between EWOM that is felt by customers regarding Esteh Indonesia on repurchase intention of customers towards Esteh Indonesia in a positive and significant way. Then regarding the direct effect of brand image on consumer trust and repurchase intention, brand image has a significant positive effect on consumer trust and repurchase intention. From these results it can be concluded that the better the Esteh Indonesia brand image perceived by customers, the better customer consumer trust and customer repurchase intention towards Esteh Indonesia will increase. Finally, regarding the effect of brand image on repurchase intention indirectly through consumer trust, significant positive results were obtained. From these results it can be concluded that the customer's consumer trust in Esteh Indonesia mediates the influence between the brand image of Esteh Indonesia felt by the customer on the repurchase intention of the customer towards Esteh Indonesia in a positive and significant way.

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