

Trust as a Mediator of the Effect of E-WOM on Repurchase Intention on the Itemku Site in Denpasar City

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Abstract

The decreased repurchase intention on the Itemku site can be influenced by various factors, such as the lack of information received by customers or reduced customer trust. This study aims to analyze the effect of E-WOM on repurchase intention, the effect of E-WOM on trust, the effect of trust on repurchase intention, and the role of trust as a mediator of the effect of E-WOM on repurchase intention. This study had a sample of 100 Itemku site customers who were domiciled in Denpasar City. The data analysis technique used consisted of descriptive statistical analysis, path analysis, and sobel test. The results of the study show that E-WOM has a positive and significant effect on repurchase intention. E-WOM has a positive and significant effect on trust. Trust has a positive and significant effect on repurchase intention. Trust is able to partially mediate the effect of E-WOM on repurchase intention. This study contribute to the existing empirical evidence by further expanding our understanding of the role of trust as a mediator in the influence of E-WOM on repurchase intention. Practical implications make it useful for Itemku companies to be able to use this study as a learning reference.

Keywords: E-WOM, Trust, Repurchase Intention

INTRODUCTION

Technology is developing very fast, especially the internet, which has facilitated the seamless completion of daily activities for everyone. The internet can be used for various activities, one of which is to play online games. Online games are a type of games that utilizes the internet network so that players can interact with each other (Garvin et al., 2019). For some Indonesians, playing online video games is a popular activity. The majority of Indonesians play online games, especially free-to-play games,

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IJEBIR, Volume 02 Issue 04, 2023



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with a percentage of 83 percent by 2022 (Statista.com, 2022). Free-to-play online games allow players to download and play games for free (Tunjungsari & Lunardy, 2016). Online games with a Free-to-play model contain additional in-game content, such as various virtual goods items that can be purchased with real money (Hamari et al., 2017). Virtual goods are goods that do not have a physical form but, can be sensed in online games or online communities (Wijaya & Alamanda, 2016). Virtual goods offered by game developers in games such as character customization, accessories, weaponry, and so on. Virtual goods can be obtained by buying directly through in-game sales in the game being played (Ridha & Daga, 2020). Purchases through in-game sales generally have limited payment methods, such as only using a credit card, so this is an obstacle for game players who don't have a credit card. Game players can now buy virtual goods they want through resellers on online sites with various payment methods.

Games have become a market and virtual goods have become commodities that are traded with real money (Wartono & Segarwati, 2018). The Indonesian gaming market is expanding quickly, which has sparked players' interest in both playing for fun and making money by trading various in-game items or virtual goods with other players. The existence of the Itemku marketplace site is a place for the game community in Indonesia to sell and buy virtual goods. Itemku, an online platform, operates by enabling members of the gaming community to manage individual shops and sell virtual items acquired through in-game transactions. Itemku implements a customer-to-customer marketplace business model so that the purchasing and selling processes are carried out by fellow site users while marketplace providers become mediators and service providers. (Rintasari & Farida, 2020). Data for the last six months starting from December 2021, shows a decrease of monthly visitors to the Itemku site.

Table 1. Number of Visitors to the Itemku Site, December 2021 – May 2022

No	Month/Year	Visitors (People)	Changes (%)
1	December'21	3.064.000	-
2	January'22	2.728.000	(10,9)
3	February'22	2.493.000	(18,6)
4	March'22	2.352.000	(23,2)
5	April'22	2.698.000	11,9
6	May'22	4.900.000	59,9

The data in Table 1. shows that the Itemku site run into the decrease in the number of visitors for three months from January to March 2022. The decrease starting

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from 10.9 percent to 23.2 percent, and only showed an increase from April to May. The decrease in visitors is thought to affect the repurchase intention on the Itemku site. Based on the statements of Ermawati & Anggarini (2022), (Priyatna & Agisty, 2023) explained that a decrease in the number of website visitors indicates a decrease in repurchase intention. A pre-survey was conducted to confirm there were problems on the itemku site. Pre-survey conducted on 15 Itemku site customers who live in Denpasar City. As many as 46,7 percent of respondents stated that they often receive information about the Itemku site through social media and 53,3 percent of respondents said they did not. There were 53,3 percent of respondents who stated that the Itemku site had a good reputation and 46,7 percent of respondents said they did not. There were 33,3 percent of respondents who stated that they intended to repurchase virtual goods on the Itemku site and 67,7 respondents said they did not. Pre-survey results indicate low repurchase intention on Itemku site. Low repurchase intention can be caused by various factors, such as lack of information received by customers or reduced customer trust in the Itemku site, thereby reducing customer intention to repurchase through the marketplace site.

Repurchase intention is a purchasing behavior that is repeated frequently (Peter and Olson, 2014: 289). According to Setiana & Marlien (2021), commitments that arise after the initial product purchase will cause the tendency of continuous purchases. This commitment arises a positive impression of a brand. Repurchase intention is influenced by several factors such as satisfaction, experience and trust. Satisfied customers will make return visits in the future and also share their experiences with others about the goods or services used (Sari & Rastini, 2022). Prabowo et al., (2020) argue that repurchase intention is the choice to buy same product in the future, which is driven by trust and satisfaction. Technological developments allow customers to convey their shopping experience to others via the internet by leaving ratings and reviews.

E-WOM is concerned with the utilization of internet, for sharing information and opinions, as a means of marketing communication. It enables the dissemination of information to customers regarding goods or services (Santi & Suasana, 2021). One kind of E-WOM is a review and rating. Reviews are thoughts stated by customers regarding a goods or services based on experience after using it (Ichsan et al., 2018). Heryana & Yasa (2020) state the factors that makes customers intend to repurchase is positive online reviews (E-WOM) regarding a goods or services. If a customer conveys or receives positive reviews about purchasing a goods or services through an online site, then that condition will cause the customer to repurchase through the same site in the future. Research conducted by Arumsari & Ariyanti (2017), Liang et al. (2018), Arif (2019), Santi & Suasana (2021), Sari & Rastini (2022) found that E-



WOM has a positive and significant effect on repurchase intention. That results studies are in contrast to Matute et al., (2016), Christie & Krisjanti (2016) which concluded that there was no significant impact. Previous findings that are inconsistent can result from the presence of other factors that can affect the relationship of these variables.

According to Padmawati & Suasana (2020) E-WOM can also determine customer trust in a product. This is because positive E-WOM delivered or received by customers can foster trust in the product thereby encouraging repurchase intention. Trust is an important factor in repurchasing intentions (Otiya & Sukaatmadja, 2020). Trust in a product causes customers to choose the same product for their future purchase (Wicaksono & Ellyawati, 2020). Are & Setyorini (2019) explain that although one of the considerations that customers really need before making an online purchase is E-WOM, customer trust in online products and sites is also needed. Trust is the main factor considered in buying and selling, especially in online purchases (Astarina et al., 2017). Trust helps reduce the social complexity that customers face in online sites by allowing customers to subjectively rule out unwanted behavior from service providers including the use of purchasing information (Putri & Sudiksa, 2018). The findings of a prior study conducted Adinata & Yasa (2018), Wiyata et al., (2020), Sari & Rastini (2022) found that trust has a positive and significant effect on repurchase intention.

Empirical studies in the research of Watu et al., (2021), Maduretno & Junaedi (2021), Putri & Pradhanawati (2021), Putri & Hasib (2022) found trust is able to mediate the effect of E-WOM on repurchase intention. However, study conducted by Kadang & Berlianto (2022) found the opposite result which did not mediate. Reflecting on the research gaps and empirical studies, the main objective of this study is to clarify about relationship between these variables.

RESEARCH METHODS

Associative research design was used in this study. This study was carried out among Itemku site customers who were domiciled in Denpasar City. The exact size of the study's population cannot be definitively determined or infinite. This study had a sample of 100 Itemku site customers who were domiciled in Denpasar City for the Bali region. Sample determination using a non-probability sampling method specifically employing a purposive sampling technique. Primary data were collected using a questionnaire distributed via social media. For data measurement, a Likert scale ranging from one to five was utilized. The collected data are descriptively and inferentially. Descriptive statistical analysis serves to describe data from respondents related to questions on the questionnaire and provide an overview of the frequency distribution of each variable. The inferential analysis is conducted using the path

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analysis, with assistance from the SPSS program. As a requirement in the path analysis, three classical assumption tests were conducted. Based on the research framework, two structural equations were obtained, namely:

Sub-structural Equation I :

$$M = \beta_1 X + e_1 \quad (i)$$

Sub-structural Equation II :

$$Y = \beta_2 X + \beta_3 M + e_2 \quad (ii)$$

Description:

X : E-WOM

M : Trust

Y : Repurchase intention

$\beta_1, \beta_2, \beta_3$: Variable regression coefficients

e : error

In this study the mediation hypothesis test is performed by Sobel Test procedure.

RESULTS AND DISCUSSIONS

Results

According to the questionnaire distribution results, there were 76 male respondents, accounting for 76 percent of the total. Additionally, there were 24 female respondents, representing 24 percent of the total. The data reveals that the majority of respondents are male, this is because Itemku sells various virtual goods needed in online games so that they are more in demand by men than women. This result similiar with Oktavian et al., (2018) statement which states that the level of online game use is higher for men than women in their daily lives. Men like to play online games because they think more about competition and are goal-oriented (Lukman, 2021). In regards to age, that respondents within the age range of 22-26 years old dominate the study, comprising 51 percent of the total respondents. This means that Itemku site customers who live in Denpasar City are dominated by people aged 22–26 who belong to the z generation, so they are active in using the internet and are receptive to technological developments. Generation Z are people who really understand technology, so they tend to like playing online games (Zis et al., 2021). Itemku site customers who live in Denpasar City are dominated by high-school graduates. The dominant occupation of the respondents being college students. Details can be seen in Table 2 below.



Table 2. Characteristics of Respondents

Variable	Classification	Number (People)	Percentage (%)
Gender	Male	76	76,0
	Female	24	24,0
Age	18-21 year	28	28,0
	22-26 year	51	51,0
	27-31 year	18	18,0
	> 31 year	3	3,0
Last Education	High School	57	57,0
	Diploma	8	8,0
	Sarjana	32	32,0
	PascaSarjana	3	3,0
Occupation	College Student	42	42,0
	Karyawan Swasta	40	40,0
	PNS	2	2,0
	Wirausaha	15	15,0
	Other	1	1,0

Descriptive Analysis Results**Table 3. Descriptive Statistical Analysis Results**

Variable	Variable Average Total Score	Category
Repurchase Intention	3,55	High
E-WOM	3,80	Good
Trust	3,95	Trust

Result of descriptive analysis are presented in Table 3, regarding the respondents' answers in the questionnaire related to the questions asked and provides an overview of each variable. The average total score for the repurchase intention variable, according to the results, is 3,55, suggesting that it belongs to the high category. Meaning that the desire of Itemku customers who live in Denpasar City to repurchase virtual goods through the Itemku site is high. E-WOM variable average total score is 3,80, suggesting that it belongs to the good category. Meaning that E-WOM is often received or submitted by Itemku site users who live in Denpasar City. The trust variable average total score is 3,95 which is included in the trust category, meaning that Itemku site customers who live in Denpasar City have a high level of trust in the Itemku site.

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Path Analysis Results

In this study there are two structural models, and the data processing for path analysis will be carried out using the SPSS program.

Table 4. Path Analysis Outcomes in Structural I

Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients Beta</i>	t	Sig.
	B	Std. Error			
(Constant)	2,227	0,943		2,361	0,020
E-WOM	0,422	0,040	0,727	10,468	0,000
Dependent Variable: Trust R Square : 0,528 F Sig. : 0,000					

Table 5. Path Analysis Outcomes in Structural II

Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients Beta</i>	t	Sig.
	B	Std. Error			
(Constant)	-0,816	1,145		-.712	0,478
E-WOM	0,287	0,069	0,357	4,145	0,000
Trust	0,714	0,119	0,516	5,988	0,000
Dependent Variable: Repurchase Intention R Square : 0,528 F Sig.. : 0,000					

Table 4 displays outcomes regarding the data analysis performed using the SPSS program on the structural model structural I. The results show β_1 were 0,727 and significant at 0.000 or less than $\alpha = 0,05$. These results indicate that E-WOM has a positive and significant effect on trust. Trust will increase by 0,727 if E-WOM is increased. Table 5 display the outcomes of the data analysis for structural model structural II. The results show β_2 were 0,357 and significant at 0.000 or less than $\alpha = 0,05$. These results indicate that E-WOM has a positive and significant effect on repurchase intention. Repurchase intention will increase by 0,357 if E-WOM is

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increased. The results show β_3 were 0,516 and significant at 0.000 or less than $\alpha = 0,05$. These results indicate that trust has a positive and significant effect on repurchase intention. Repurchase intention will increase by 0,516 if trust is increased.

Based on the structural model I and structural II, standar error values can also be calculated and the results obtained for standard error model I or e_1 is 0,687 and the standard error model II or e_2 is 0,582. According on this value, the total determination coefficient value or (R^2m) can be calculated. The result is 0,840 which means that 84 percent of the variation in repurchase intention is influenced by E-WOM and trust, while the remaining 16 percent is influenced by other factors not included in the research model.

Table 6. Direct Effect, Indirect Effect, and Total Effect

Variable Relationship	Direct Effect	Indirect Effects	Total Effect
E-WOM -> Trust			
E-WOM -> Repurchase intention	0,727		
	0,357	0,375	0,732
Trust -> Repurchase intention	0,516		

Based on Table 6, shows Through trust E-WOM variables have a 0,375 indirect effect on repurchase intention and resulting in a total effect of 0,732. Through the trust variable, it is possible to conclude that the value of the effect of E-WOM on repurchase intention is greater than without it, which is equal to 0,375. This conclusion can be reached.

Classical Assumption Test

In this study, three classical assumption tests were conducted. The following table displays the test's results.

Table 7. Normality Test Results

Model	Asymp. Sig. (2-tailed)	Information
Model I	0,200	Normal
Model II	0,200	Normal

Table 7 displays the outcomes of the normality test. It show that the Asymp.Sig (2-tailed) model I coefficient was 0,200 and the Asymp.Sig (2-tailed) model II coefficient was 0,200 with a significance level of 0,05. The Asymp.Sig (2-tailed) coefficient results are more than $\alpha = 0,05$ ($0,200 > 0,05$) these results indicate that the regression equation model has a normal distribution.



Table 8. Multicollinearity Test Results

Variable	Tolerance	VIF
E-WOM	0,472	2,118
Trust	0,472	2,118

Table 8 displays the outcomes of the multicollinearity test. It shows that the tolerance value for the E-WOM variable and trust is $0,472 > 0,10$ and the VIF value for each variable is $2,118 < 10$. From these findings, it can be inferred that the regression model used in the study does not exhibit any indications of multicollinearity.

Table 9. Heteroscedasticity Test Results

Model	Variable	Sig. (2-tailed)
Model I	E-WOM	0,856
Model II	E-WOM	0,829
	Trust	0,864

Table 9 displays outcomes regarding heteroscedasticity test. It show that the Sig (2-tailed) value of the E-WOM in model I is 0,856 which is more than 0,05. In model II, the Sig (2-tailed) value of the E-WOM and trust is 0,829 and 0,864 which is more than 0,05. Based on this value, it can be interpreted that no signs of heteroscedasticity because significance obtained is more than 0,05.

Hypothesis Testing

Test results can be explained as follows, the β_2 is 0,357 and significant at 0,000 or less than $\alpha = 0,05$. These results indicate that H_0 is rejected and H_a is accepted, which means that E-WOM has a positive and significant effect on repurchase intention. β_1 is 0,727 and significant at 0,000 or less than $\alpha = 0,05$. These results indicate that H_0 is rejected and H_a is accepted, which means that E-WOM has a positive and significant effect on trust. β_3 is 0,516 and significant at 0,000 or less than $\alpha = 0,05$. These results indicate that H_0 is rejected and H_a is accepted, which means that trust has a positive and significant effect on repurchase intention. The Sobel test results show that z count is more than z table, which is equal to $4,211 > 1,96$, then H_0 is rejected and H_a is accepted, proving that the trust significantly mediates the relationship between E-WOM on repurchase intention. VAF test also employed to assess the extent to which the mediating variable could absorb the previously significant direct influence observed in the non-mediated model. If VAF value exceeding 80 percent suggests that trust functions as a complete mediator. On the other hand, if the value are in range 20-80 percent, it indicates partial mediation. However, if is below 20 percent, it suggests the absence of a mediating effect. The test results reveal a VAF value of 51.2 percent, falling within the range of 20 percent

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to 80 percent, so that it can be interpreted that the trust is a partial mediation.

DISCUSSION

This study shows that the more often E-WOM communications are delivered or received by customers, repurchase intention will be high. Male teenagers and college students constituted are the largest group in this study, comprising dominant characteristics. In terms of gender, men prefer to play online games compared to women because men who play games tend to think about competition and are goal-oriented. Men who like the games they play tend to exhibit consumptive behavior (Hasanah et al., 2022). Consumptive behavior is shown by the desire to buy virtual goods in games that are played repeatedly. The study primarily consisted of generation z respondents, who are familiar on technology so they will easily receive, collect, access, and read various information via the internet (E-WOM) about the Itemku site. College students are the majority of customers of the Itemku site, this is because online games are activities to fill their free time. College students who get pleasure from playing games will experience addiction, causing an intention to buy various virtual goods (Hakim & Indarwati, 2022). This study findings also revealed a connection between how frequently customers recommend the Itemku site and the customer's intention to revisit the Itemku site. When a customer voluntarily recommends the Itemku site as a site to buy virtual goods to others via the internet, it reflects positively about the quality of service or virtual goods on the Itemku site, thereby increasing the customer's desire to return to the Itemku site at a later time. The results of this study indicate that E-WOM has a positive effect and significant effect on repurchase intention. These results is identical with earlier research by Arumsari & Ariyanti (2017), Liang et al. (2018), Arif (2019), Santi & Suasana (2021), Sari & Rastini (2022).

This study also found that the more often customers recommend the Itemku site to others via social media, the more customers trust the Itemku site. Positive recommendations from other customers can help reduce customer doubts regarding virtual goods or service quality on the Itemku site, thereby increasing customer confidence to transact on the Itemku site. This shows that the more often E-WOM communications are received or delivered by customers, the more customer trust increases. E-WOM submitted or received by customers regarding the quality of virtual goods or services from Itemku can provide an overview of the site. The existence of a game community can also provide various information about the Itemku site. Information in the form of recommendations from other customers is usually more trusted than promotional activities originating from companies (Dewi & Sudiksa, 2019). The more often the game community recommends the Itemku site, it indicates that the



site is reliable and can provide protection thereby increasing customer trust in the Itemku site. In addition, when an Itemku customer recommends the site to others, it can be a sign that the customer has trust and a positive experience with the Itemku site. The results of this study indicate that E-WOM has a positive and significant effect on trust. These result is in line with earlier research by Fhonna & Sorayanti (2018), Permadi & Nanang (2019), Padmawati & Suasana (2020).

The results of the study show that the more customers believe that Itemku can provide protection in transactions, repurchase intention is getting higher. Customers tend to return to the Itemku site because customers feel that the Itemku site is reliable and provides security when making transactions. Bulut (2015) explaining that a customer whose trust has been formed will tend to make purchases in the future at the same service. Respondents in this study were college student so they were more critical in assessing the security of an online site. The Itemku site can provide protection for customers with the "itemku safe trading" system that can monitors transactions between sellers and buyers. The existence of satisfactory service from Itemku causes the company's reputation to be good. A good reputation causes customers to trust more so that customers have higher repurchase intention through the Itemku site. This shows that the increasing customer trust, repurchase intention also increases. The results of this study indicate that trust has a positive and significant effect on repurchase intention. These results is in line with earlier research by Adinata & Yasa (2018), Wiyata et al., (2020), Sari & Rastini (2022).

The results in this study show that trust partially mediates the effect of E-WOM on repurchase intention. The results of this study indicate that not only trust can affect the relationship between E-WOM and repurchase intention, but there are other factors outside the research model. This shows that trust can mediate the influence of E-WOM on repurchase intention, but without trust, basically E-WOM is able to increase repurchase intention. Male teenagers and adults who were college students dominated the characteristics of the research participants. Itemku site customers are dominated by teenagers and adults who belong to the z generation, so it is easy to convey or receive information via the internet. Satisfied customers of the Itemku site tend to express their contentment by submit positive reviews and recommend the Itemku site to others; this can be a sign that Itemku is reliable and able to provide protection, thereby increasing customer trust, which results in customers being more willing to make subsequent purchases. These findings similiar with earlier research by Maduretno & Junaedi (2021), Putri & Pradhanawati (2021), Watu et al., (2021), Putri & Hasib (2022).

CONCLUSION

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IJEBIR, Volume 02 Issue 04, 2023

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From the analysis of findings and discussion, we can draw conclusions, such as, (1) E-WOM has a positive and significant effect on repurchase intention. (2) E-WOM has a positive and significant effect on trust. (3) trust has a positive and significant effect on repurchase intention. (4) trust partially mediates the effect of E-WOM on repurchase intention. The results of the study show that E-WOM has an indirect effect on repurchase intention through trust. This research show that not only trust can affect the relationship between E-WOM and repurchase intention, but there are other factors outside the research model.

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