



INFLUENCE OF EWOM TO PURCHASE INTENTION MEDIATED BY TRUST AND COMPREHENSIVE REVIEW OF TENUN IKAT PRODUCT ON INSTAGRAM

Giltom Antonio Lenggu^{1✉}, Gede Ariadi²

^{1,2}Department of Management, Faculty of Economics and Business, Satya Wacana Christian University

Article Information Abstract

History of article:
Accepted June 2023
Approved September 2023
Published September 2023

Keywords:
Naïve Theory,
eWOM, Trust,
Comprehensive
Review, Purchase
Intention

This study aims to investigate the trust and comprehensive review mediating the relationship between electronic Word of Mouth (eWOM) and purchase intention by thoroughly examining Tenun Ikat products on Instagram. Nowadays, many companies turn over e-commerce to social media such as Instagram. The product of Tenun Ikat from East Nusa Tenggara (NTT) is promoted on Instagram, which makes the customer hesitate to buy the product. Additionally, scepticism, anxiety, and fear of social media content lead customers not to believe that the product can be trusted or not. By then, the researcher has established this paper using the fundamental theory of naïve that generates the mediated variable of comprehensive review and trust. This paper conceptualized how eWOM significantly impacts, if mediated by comprehensive review and trust, resulting in purchase intention. Analyzing sample data collection of 175 random customers who saw the promotion activity of Tenun Ikat NTT on Instagram achieved an outstanding result where comprehensive review significantly mediates the eWOM and purchase intention. This research shows that naïve theory is well contributed in this paper where it manages people to seek the detail of information, including personal experience, to pursue customer interest in the product. Theoretically, the study proves that the naïve theory has played a significant role in mediating comprehensive review and trust variables to pull out the critical aspect of eWOM and purchase intentions that benefit businesses.

✉correspondence Address:
Jl. Diponegoro 52-60, Salatiga 50711
E-mail: 212019802@student.uksw.edu

© 2023 Universitas Negeri Semarang
e-ISSN 2502-1451

INTRODUCTION

With the advancement of digital marketing tools, more customers may remain anxious and worried about this activity. Online shopping in e-commerce can be seen as impersonal and needs more physical presence, which can raise various concerns. It may cause people to be hesitant or sceptical about participating in any online shopping activity. Due to the poor credibility information of the product provided, the customer may end up making a purchasing decision that is not in their best interest. It can ultimately result in a lack of trust in the consumer base (Zhao et al., 2020). However, Electronic Word of Mouth (eWOM) has been taking a place to supplant the traditional Word of Mouth in the new internet environment (Prasad et al., 2019). Companies still

need to use this method in marketing strategies because it is more credible than traditional marketing, which significantly impacts consumers' decision-making (Cheung & Thadani, 2010).

The importance of eWOM over marketing strategy is acceptance of information; information-overloaded behaviour, purchase intention, and sales are the significant impacts of eWOM (Akyüz, 2013). eWOM has become an increasingly important factor in consumers' purchase decisions. eWOM is the online exchange of information, opinions, and consumer recommendations about products or services. Numerous studies have examined the relationship between eWOM and purchase intention, but some research gaps still need to be addressed.

According to the study findings, influencer reviews favoured purchase intention, while customer reviews did not demonstrate any impact. The study did not confirm trust as a moderating variable (Dwidienawati et al., 2020). Previous research has shown that eWOM considerably influences consumer attitudes regarding products or services, buying choices and level of sales. While that eWOM provides a company with an incredible high of sales, that leads to a new strategy. Despite the increasing popularity of eWOM and its influence on consumer behaviour, there is still a lack of understanding about the role of trust and comprehensive reviews in mediating the relationship between eWOM and purchase intention. While previous studies have examined the impact of eWOM on purchase intention, few studies have explored the underlying mechanisms that explain this relationship (Ismagilova et al., 2017).

Specifically, there is a need for research that examines how trust and comprehensive reviews can enhance the credibility of eWOM and increase its impact on purchase intention. Behind the mediating variables, the researcher uses the grand theory that supports the reason to use a trust and comprehensive review, which is the naïve theory (Pyle et al., 2021). Based on customer scepticism towards e-commerce or social media as media to market company products, customers not only consider the responsibility of the review but make the customer mind eliminating their hesitation or scepticism about whether the product is worthy or not. To address the research gap, the key factor comes from the factors that support eWOM and purchase intention, which are comprehensive review and trust as mediated variables. It has proven to positively influence eWOM and purchase intention on social networks mediating brand awareness and trust (Sulthana & Vasantha, 2019); information credibility, quality, and usefulness (Leong et al., 2022). Social media platforms have given rise to the importance of electronic word of mouth (eWOM) in influencing purchase intention. That is why this research would have faith in eWOM on online shopping may drive the customer to have the intention to purchase, which is mediated by trust.

A prior study has found that the potential social media as a platform for increasing eWOM may develop an assertive trust behaviour to decide to buy the product or service (Cheung et al., 2009; Matute et al., 2016; Rahman, 2020). However, consumers are more likely to trust information about a product or service if it comes from a reliable source, such as a friend or family member or someone with experience (Kurdi et al., 2022). The prior study researched trust behaviour as the moderating role in increasing customer awareness of the product displayed on social media.

Moreover, it did not clearly explain whether its customer would buy the product (Alkhawaldeh et al., 2020). It mentioned that eWOM, without difficulty gaining the customer's trust, plays a significant role in leading the customers to purchase the product rather than a positive linear relationship between eWOM and customers' buying behaviour. Another critical factor in influencing the customer trust and credibility of product information is that the company considers positive, neutral, and negative reviews as a support tool in buying decision-making (Ismagilova et al., 2017). eWOM, which includes comprehensive reviews and other types of online consumer feedback, has become increasingly important in shaping consumers' attitudes (Lee & Youn, 2009) and purchase intention (Bhandari et al., 2021; Sair et al., 2020). Also, the prior mentioned that the degree of specificity in an online review positively correlated with consumer purchasing (Jiménez & Mendoza, 2013). Furthermore, the findings indicated that detailed reviews, either in long or short sentences, were perceived as more credible and thus led to a greater intention to purchase. As a result, the contribution of this research would bring up a rough matter on how the mediated variable, which is trust and comprehensive review, impacts eWOM and purchase intention on Instagram as media to buy a Kain Tenun NTT.

The theoretical contribution of this research and broad viewpoints of eWOM affecting purchase intention is mediated by trust and detailed information of review by the consumer on Instagram. The contribution of this research is to understand better how eWOM is generated by a detailed review by the consumer will lead to purchase decisions on Instagram. Additionally, eWOM is mediated by trust based on a consumer who has seen the advertising of Tenun Ikat of NTT on Instagram that intends to purchase the product.

HYPOTHESES DEVELOPMENT

Naïve Theory

People develop various basic and intuitive explanations, referred to as naïve theories, to understand and interact with the world around them, including the marketplace (Deval et al., 2013). These theories are simple to use and require minor mental effort. Driving the Persuasion Knowledge Model (Friestad & Wright, 1994) suggests that trust-related naïve theories arise in the eWOM in e-commerce not only due to a lack of information but also because consumers perceive it as a space where various consumers might try to persuade them with the reviews. Friestad & Wright's (1994) persuasion is widespread in the marketplace. It is the purposeful presentation of information to influence someone's views, attitudes, decisions or actions.

Electronic Word of Mouth

Internet-based ongoing information sharing between people who are current, future, or past customers of goods, services, brands, or businesses is known as Electronic Word of Mouth (eWOM) (Ismagilova et al., 2017). In other words, the author stated that because eWOM gives information on a product or service, buyers are more inclined to depend on it when making purchase decisions. Lee & Pee (2013) discovered in a prior study that eWOM has a supportive relationship with influencing customers' purchasing intentions. The research used a consumer expectation based on popularity, product description, price, reviews, and ratings that would appeal to an intention to buy the product. Other research has looked in depth at eWOM and the influence of valence on customer purchase intentions. According to Floh et al. (2013), the valence strength of online reviews influences purchase intent. It reveals an inconsistent influence, with a notable increase in purchase intention between moderate and strong evaluations for favourable ratings alone. As stated by Mudambi & Schuff. (2010), the two variables that consumers consider when assessing the usefulness of a review are variance and depth, which can be led to the intention to purchase. One research by Dwidienawati et al. (2020) investigated that eWOM is a standard tool to interact with people to buy a product. The author mentioned that many potential customers would put off the transaction and observe other people decide first until the consumer is confident to buy that product. Bhandari et al. (2021) stated that customers use eWOM as a standard measurement to prevent risks when buying online buying activities.

Purchase Intention

Purchasing intention is the behaviour of chance or readiness to purchase a product (Dodds et al., 1991; Indika & Jovita, 2017; Tan & Keni, 2020). Based on the earlier definition, purchase intention is when someone desires a product, has the intention to purchase it, and decides to get it. One of the factors influencing customer buying behaviour comes when the customer feels the presence of information about the product (Amin et al., 2021). The available data may drive customer behaviour to purchase the product (Chang et al., 2019).

In the eWOM context, the customer may become engaged when looking for correct information before purchasing the product (Rahman, 2020). The researchers argue that consumer purchase intention derived from eWOM activity in social media and trust is critical (Chang et al., 2019; Kuspriyono & Nurelasari, 2018; J. Lee & Pee, 2013a; Rahman, 2020) found that there is a positive correlation between

expectation and confirmation, meaning that consumer with high expectation is more likely to view a positive eWOM more favourable rather than a negative eWOM to affect their intention to buy.

H1: eWOM has a direct effect of purchasing intention

Comprehensive Review

In the eWOM context, comprehensive review refers to critical information, precision, rightness, quality, and comprehensiveness (Thomas et al., 2019; Tsao & Hsieh, 2015). Consumers require thorough information to assess some items with high intangibility, yet for other product categories, more knowledge and effort will be needed to make purchase decisions (E.-J. Lee & Shin, 2014). With the high intangibility of the product, the consumer may be hesitant to purchase the product, not the effect of other consumer reviews, either positive or negative reviews; the customer is still looking for different things (Pyle et al., 2021). According to research studies such as R. Cheung (2014); Park & Kim (2008), the quality of eWOM can influence how useful it is judged to be. Quality factors such as relevancy, timeliness, correctness, and comprehensiveness of the eWOM message can all influence its perceived usefulness. R. Cheung's (2014) study discovered that the quality of the information in eWOM has a beneficial influence on its utility.

According to Floh et al. (2013), the strength of the valence in online reviews impacts a consumer's propensity to buy. The study revealed an asymmetric effect in which there was a significant increase in purchase intention for positive reviews only between medium and robust levels of valence intensity. According to Zhao et al. (2020), the quality of eWOM information can affect customers' perceptions of the credibility of online reviews. The researcher added that the quality of eWOM information could influence consumers' perceptions of its reliability, which raises the level of trust in eWOM. eWOM communication may provide more reliable information about a product or service than traditional seller advertising (Ismagilova et al., 2017). Findings by Erkan & Evans (2018), eWOM is involved in social media to create an opportunity for the customer to observe and look for the correct information about the product and experience the product.

H2: eWOM Mediated by the comprehensive review have a significant impact to a purchase intention.

Trust

The assumption or expectation that the consumer feels that a third party is reliable and

dependable is called trust (Kotler & Keller, 2012; Munuera-Aleman & DELGADO-BALLESTER, 2005; Soares et al., 2012). When information is of a high standard, it can be compelling, encouraging people to become interested in the products being reviewed, trust in the information being presented, and believe that they can make a good purchase decision based on the information provided (McCroskey et al., 2006). Consumers can discover reviews on almost any product because of the size and depth of the eWOM market sector, but doing so has a cost. A more significant number of opinions might make a task more difficult since customers must assess the veracity of these opinions base on unreliable and incomplete information (Broniarczyk & Griffin, 2014). In these circumstances, consumers

frequently conclude to fill in the blanks (Kardes et al., 2004), developing strategies and eWOM processing shortcuts to prevent information overload (Gottschalk & Mafael, 2017). As a result, customers may form simplistic beliefs expressly for determining trust throughout the eWOM. Through these interventions, the consumer is easy to fall into the naïve theory where the customer will question them self either this product is real or fake because of the missing information or less review of the product that will end up in the best customer interest to buy (Hung & Wyrer Jr, 2008).

H3: eOWM mediated by the trust has a significant impact on purchasing intention.

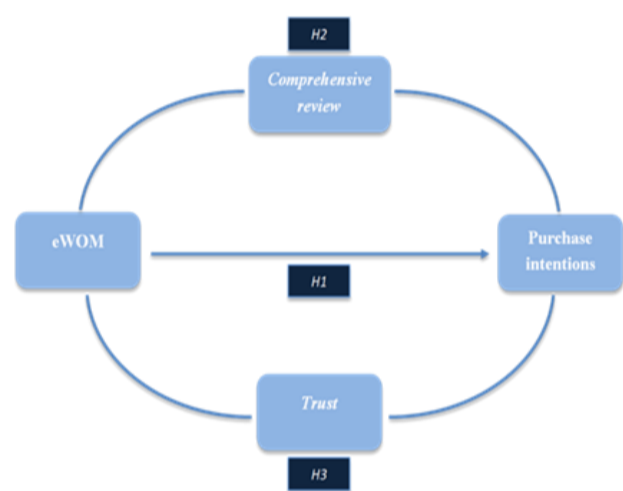


Figure 1. Research Model

METHOD

This research will be implemented through quantitative research conducted through Google Forms that aims a relevant data from people who have seen the advertising happening on Instagram of Kain Tenun NTT. Also, this research uses a simple explanation to describe the essence of causes and effects between variables stated in number or scoring. The questionnaire will dive into four components related to eWOM, comprehensive review, trust, and purchase intention. Also, it will be indicated using a 5 points Likert scale, where 1= strongly agree; 2= disagree; 3= neutral; 4= agree, and 5= strongly agree. In this research, four variables will be

considered that are eWOM (EW) which is the independent variable; Purchase Intention (PI) as the dependent variable; Trust (TR) and Comprehensive Review (CR) as the mediating variables shown in Table 1, including the indicators. All the variables come up with five terms of indicator to be questioned for the respondents. The Likert scale is a tool used to measure the attitudes, opinions, and perceptions of individuals or groups towards social issues (Likert, 1932). The objectives were to explore the relationship between the variables and determine how the mediated variable would affect eWOM and purchase intention. The PLS-SEM method was used to test the relationship and assess the model, with Smart-PLS software being utilized.

Tabel 1. Variables and Indicators

| Variables | Reference | Indicator |
|-----------|---|---|
| eWOM | (Bhandari et al., 2021; Dwidienawati et al., 2020; Floh et al., 2013a; Ismagilova et al., 2017; J. Lee & Pee, | EW1: I always check internet reviews posted by others |
| | | EW2: I always write down internet reviews on the products I buy |
| | | Ew3: I feel the internet review is a reliable source of |

| | | |
|-----------------------------|---|--|
| | 2013a; Mudambi & Schuff, 2010) | information EW4: I feel the internet review offers valuable information EW5: I think the internet review was written under my supervision |
| Comprehensive Review | (R. Cheung, 2014; E.-J. Lee & Shin, 2014; Park & Kim, 2008; Thomas et al., 2019; Tsao & Hsieh, 2015; Zhao et al., 2020) | CR1: I believe specific details provided in the online review (e.g., product features, pros and cons, personal experience) in your purchase intention CR2: a positive online review will impact my intention to purchase that product CR3: a negative online review will affect my intention to purchase that product CR4: have you ever read an online review before making a purchase decision CR5: online review has influenced my intention to buy the product |
| Trust | (Broniarczyk & Griffin, 2014; Gottschalk & Mafael, 2017; Hung & Wyer Jr, 2008; Kardes et al., 2004; McCroskey et al., 2006) | TR1: if an online review of the product is detailed, I will purchase TR2: I like listening to advice before shopping TR3: others' advice is important for my shopping activity TR4: I truly believe in others' reviews TR5: I believe that product that I buy will be as good as it is based on other's review |
| Purchase Intention | (Amin et al., 2021; Chang et al., 2019; Kuspriyono & Nurelasari, 2018; J. Lee & Pee, 2013b; Rahman, 2020) | PI1: online review affects my purchase crucially PI2: I will decide to buy the product if I can get detailed information about the product PI3: I will purchase the product if there is a negative review PI4: I try to find a piece of extra information through the review section PI5: if online review of the product is neutral, I will purchase |

RESULT AND DISCUSSION

The demographics data were submitted from 175 respondents who have been seeing the promotion of tenun ikat NTT, with 80% (140) of

female respondents and 20% (35) of male respondents, with 60% (105) being more than 25 of group age. Table 2 below shows another outcome of the data collection.

Table 2. Respondents Demographics

| Characteristics | | Number | % |
|------------------------------|------------------------------|--------|-----|
| Age grouping | Less than 21 years old | 35 | 20 |
| | 21-25 years old | 35 | 20 |
| | More than 25 years old | 105 | 60 |
| Monthly average expense | Less than IDR 150.000 | 21 | 14 |
| | IDR150.000-IDR 1.000.000 | 59 | 40 |
| | IDR 1.000.000- IDR 5.000.000 | 53 | 35 |
| | More than IDR 5.000.000 | 17 | 11 |
| Monthly Avarage Purchasement | Less than 3 times | 28 | 19 |
| | 3-10 times | 73 | 49 |
| | More than 10 times | 49 | 32 |
| | | 175 | 100 |

The results of the examiner's hypothesis testing show substantial results for both convergent and discriminant validity, with a validity score of more than 0.7, a reliability score of more than 0.8, and an Average Variance

Extracted (AVE) score of more than 0.5 for all variables. The average variance is also known as the average extent of variance (AVE). Thus, tables 3 and 4 were completed and qualified for testing utilizing hypotesis, as shown in the table below.

Table 3. Convergent Validity

| Variable | Indicator | Outer Loading | Cronbach's alpha | AVE |
|--|---|---------------|------------------|-------|
| eWOM (Bhandari et al., 2021; Dwidienawati et al., 2020; Floh et al., 2013a; Ismagilova et al., 2017; J. Lee & Pee, 2013a; Mudambi & Schuff, 2010) | Ew1: I always check internet reviews posted by others | 0.786 | 0.808 | 0.567 |
| | Ew2: I always write down internet reviews on the products I buy | 0.790 | | |
| | Ew3: I feel the internet review is a reliable source of information | 0.778 | | |
| | Ew4: I feel the internet review offers valuable information | 0.723 | | |
| | Ew5: I think the internet review was written under my supervision | 0.682 | | |
| Comprehensive Review (R. Cheung, 2014; E.-J. Lee & Shin, 2014; Park & Kim, 2008; Thomas et al., 2019; Tsao & Hsieh, 2015; Zhao et al., 2020) | CR1: I believe specific details provided in the online review (e.g., product features, pros and cons, personal experience) in your purchase intention | 0.756 | 0.853 | 0.630 |
| | CR2: a positive online review will impact my intention to purchase that product | 0.770 | | |
| | CR3: a negative online review will affect my intention to purchase that product | 0.825 | | |
| | CR4: have you ever read an online review before making a purchase decision | 0.796 | | |
| | CR5: online review has influenced my intention to buy the product | 0.820 | | |
| Trust (Broniarczyk & Griffin, 2014; Gottschalk & Mafael, 2017; Hung & Wyer Jr, 2008; Kardes et al., 2004; McCroskey et al., 2006) | TR1: if an online review of the product is detailed, I will purchase | 0.782 | 0.825 | 0.588 |
| | TR2: I like listening to advice before shopping | 0.797 | | |
| | TR3: others' advice is important for my shopping activity | 0.768 | | |
| | TR4: I truly believe in others' reviews | 0.796 | | |
| | TR5: I believe that product that I buy will be as good as it is based on other's review | 0.685 | | |
| Purchase Intention (Amin et al., 2021; Chang et al., 2019; Kuspriyono & Nurelasari, 2018; J. Lee & Pee, 2013b; Rahman, 2020) | PI1: online review affects my purchase crucially | 0.682 | 0.802 | 0.560 |
| | PI2: I will decide to buy the product if I can get detailed information about the product | 0.821 | | |
| | PI3: I will purchase the product if there is a negative review | 0.770 | | |
| | PI4: I try to find a piece of extra information through the review section | 0.746 | | |
| | PI5: if online review of the product is neutral, I will purchase | 0.718 | | |

Table 4. Discriminant Validity by HTMT

| | CR | EW | PI | TR |
|----|-------|-------|-------|----|
| CR | | | | |
| EW | 0.656 | | | |
| PI | 0.734 | 0.738 | | |
| TR | 0.730 | 0.821 | 0.716 | |

Table 5. Hypothesis Result

| Hypothesis | | Std. Coefficient | Results |
|---|----|------------------|-------------|
| eWOM → Purchase intention | H1 | 0.278* | Significant |
| eWOM→ Comprehensive Review→Purchase Intention | H2 | 0.192* | Significant |
| eWOM → Trust → Purchase Intention | H3 | 0.123** | Significant |

Notes: Significant Level *99%, **95%

The findings of the above hypothesis testing performed by the testers at a significant level of 99% reveal that eWOM substantially affects purchase intention, with $\beta = 0.278$. $\beta = 0.192$ for mediated variables when utilizing Comprehensive Review. Meanwhile, Trust successfully mediates eWOM and purchase intention with $\beta = 0.123$ at a 95% significant level.

The result of the structural model is shown in Figure 2 below. Based on Figure 2, this paper's outcome shows that eWOM as an independent variable has a significant result to purchase Intention as written as H1 with the (0.278). This result makes it straight to Floh et al. (2013) and (Rahman, 2020) study. The conditioning was randomly conducted on the customer who believed that based on their experience with the eWOM and purchase intention comprised a subjective evaluation, product description, reviews, and experience with the Kain Tenun NTT. Thus, the mediated variable in this research, which is the comprehensive review (H2), has a significant result as the mediated role between eWOM (0.549) and purchase intention (0.349),

where it is made parallel with the study of Matute et al. (2016) and (Cheung et al., 2009). Based on the theoretical contribution, the study mentioned that eWOM positively impacts the Intention to buy the product. Additionally, the align causing with the theory built by prior studies that eWOM credibility and detailed information (price, texture, quality, and availability) sought by the consumer can be the foundation for whether they intend to buy the product.

Furthermore, Trust (H3) as a mediated variable (0.687) through eWOM and (0.179) to Purchase Intention. It would align with the study of Pyle et al. 2021 and Alkhawaldeh et al. (2020). In the eWOM context, Trust has a significant role play how the Trust leading the eWOM creates completeness of information through consumer review that makes the customer believe, rather than only positive or negative reviews. The credibility of product information displayed by the consumer in the review section makes them believe a detailed review of the product is aligned with the grand theory of naïve theory related to Trust.

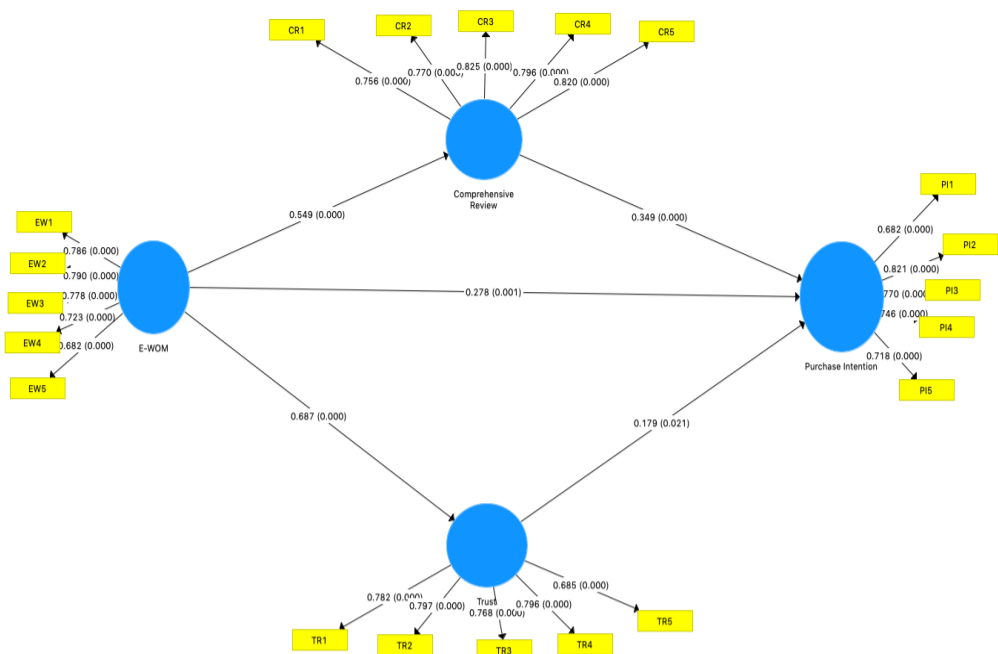


Figure 2. Result Path Analysis

CONCLUSION AND RECOMMENDATION

In conclusion, the study found the meditated variables of comprehensive review as supported towards eWOM and Purchase intention. This view is surrounded because the grand theory has well explained how the consumer would be sceptical, anxious, and fearful if there is no early experience of the customer. To conclude, the customer would prefer to look at the comprehensive review and then be interested in buying the product. Academically, this finding associated towards eWOM may generate an intention to the product of Tenun Ikat NTT. Additionally, the mediating variables support eWOM more than create a purchase intention for the product, Tenun Ikat NTT.

For functional appliances for businesses, the organization needs to adjust as detailed as information appears through detailed review would generate a trustworthy, especially customers come up with their expectations if the product has been used before. As a result, if the business applied to encourage the customer to make as detailed as possible to lead a trust and comprehensive review toward purchase intention. eWOM is typically used by internet businesses as a free type of advertising. Positive and effective eWOM may influence customers' decisions, which can also increase consumer trust and credibility reviews for e-commerce.

The limitation of this study would be data collection that is close to cross-sectional. Then, in the future study, it could be close to longitudinal.

REFERENCES

Akyüz, A. (2013). Determinant factors influencing eWOM. *Mediterranean Journal of Social Sciences*, 4(11), 159–166.

Alkhawaldeh, A., Alsaad, A., Taamneh, A., & Alhawamdeh, H. (2020). Examining antecedents and consequences of university brand image. *Management Science Letters*, 10(5), 953–960.

Amin, M., Nasution, A. P., Sambodo, I. M., & ... (2021). ... Pemasaran Media Sosial Terhadap Minat Beli Produk Online Dengan Manajemen Hubungan Pelanggan Dan Ekuitas Merek Sebagai *Ecobisma (Jurnal ...)*, 8(1), 122–137.

Bhandari, M., Rodgers, S., & Pan, P. L. (2021). Brand feedback to negative eWOM messages: Effects of stability and controllability of problem causes on brand attitudes and purchase intentions. *Telematics and Informatics*, 58, 101522.

Broniarczyk, S. M., & Griffin, J. G. (2014). Decision difficulty in the age of consumer empowerment. *Journal of Consumer Psychology*, 24(4), 608–625.

Chang, K. C., Hsu, Y. T., Hsu, C. L., & Sung, Y. K. (2019). Effect of tangibilization cues on consumer purchase intention in the social media context: Regulatory focus perspective and the moderating role of perceived trust. *Telematics and Informatics*, 44(June 2019), 101265.

Cheung, C. M. K., Lee, M. K. O., & Thadani, D. R. (2009). The impact of positive electronic word-of-mouth on consumer online purchasing decision. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 5736 LNAI, 501–510.

Cheung, C. M. K., & Thadani, D. R. (2010). The effectiveness of electronic word-of-mouth communication: A literature analysis. *23rd*

- Bled EConference ETrust: Implications for the Individual, Enterprises and Society - Proceedings*, 329–345.
- Cheung, R. (2014). The Influence of Electronic Word-of-Mouth on Information Adoption in Online Customer Communities. *Global Economic Review*, 43(1), 42–57.
- Deval, H., Mantel, S. P., Kardes, F. R., & Posavac, S. S. (2013). How naive theories drive opposing inferences from the same information. *Journal of Consumer Research*, 39(6), 1185–1201.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307–319.
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11).
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617–632.
- Floh, A., Koller, M., & Zauner, A. (2013a). Taking a deeper look at online reviews: The asymmetric effect of valence intensity on shopping behaviour. *Journal of Marketing Management*, 29(5–6), 646–670.
- Floh, A., Koller, M., & Zauner, A. (2013b). Taking a deeper look at online reviews: The asymmetric effect of valence intensity on shopping behaviour. *Journal of Marketing Management*, 29(5–6), 646–670.
- Friestad, M., & Wright, P. (1994). The people persuasion cope with knowledge persuasion model: How attempts. *Journal of Consumer Research*, 21(1), 1–31.
- Gottschalk, S. A., & Mafael, A. (2017). Cutting through the online review jungle—investigating selective eWOM processing. *Journal of Interactive Marketing*, 37(1), 89–104.
- Hung, I. W., & Wyer Jr, R. S. (2008). The impact of implicit theories on responses to problem-solving print advertisements. *Journal of Consumer Psychology*, 18(3), 223–235.
- Indika, D. R., & Jovita, C. (2017). Media Sosial Instagram Sebagai Sarana Promosi Untuk Meningkatkan Minat Beli Konsumen. *Jurnal Bisnis Terapan*, 1(01), 25–32.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). Electronic Word of Mouth (eWOM) in the Marketing Context. In *SpringerBriefs in Business*.
- Jiménez, F. R., & Mendoza, N. A. (2013). Too popular to ignore: The influence of online reviews on purchase intentions of search and experience products. *Journal of Interactive Marketing*, 27(3), 226–235.
- Kardes, F. R., Posavac, S. S., & Cronley, M. L. (2004). Consumer inference: A review of processes, bases, and judgment contexts. *Journal of Consumer Psychology*, 14(3), 230–256.
- Kotler, P., & Keller, K. L. (2012). A framework for marketing. *Sloan Management Review*, 32, 94–104.
- Kurdi, B. Al, Alshurideh, M., Akour, I., Alzoubi, H. M., Obeidat, B., & Alhamad, A. (2022). *International Journal of Data and Network Science*. 6, 1175–1186.
- Kuspriyono, T., & Nurelasari, E. (2018). Pengaruh Social Media Marketing Terhadap Customer Bonding dan Purchase to Intention. *Jurnal Humaniora Dan Sosial*, 18(2), 235–242.
- Lee, E.-J., & Shin, S. Y. (2014). When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo. *Computers in Human Behavior*, 31, 356–366.
- Lee, J., & Pee, L. G. (2013a). *Reading consumer reviews to confirm my expectations: The accelerated impact of confirmation under extreme review tones*.
- Lee, J., & Pee, L. G. (2013b). Reading consumer reviews to confirm my expectations: The accelerated impact of confirmation under extreme review tones. *Proceedings - Pacific Asia Conference on Information Systems, PACIS 2013*.
- Lee, M., & Yoon, S. (2009). Electronic word of mouth (eWOM): How eWOM platforms influence consumer product judgement. *International Journal of Advertising*, 28(3), 473–499.
- Leong, C. M., Loi, A. M. W., & Woon, S. (2022). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, 10(2), 145–157.
- Likert, R. (1932). A technique for the measurement of attitudes. *Archives of Psychology*.
- Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review*, 40(7), 1090–1110.

- McCroskey, L. L., McCroskey, J. C., & Richmond, V. P. (2006). Analysis and improvement of the measurement of interpersonal attraction and homophily. In *Communication Quarterly* (Vol. 54, Issue 1).
- Mudambi, S. M., & Schuff, D. (2010). Research note: What makes a helpful online review? A study of customer reviews on Amazon.com. *MIS Quarterly*, 185–200.
- Munuera-Aleman, J. L., & DELGADO-BALLESTER, E. (2005). Does brand trust matter to brand equity. *Journal of Product & Brand Management*, 14(3), 187–196.
- Park, D. H., & Kim, S. (2008). The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews. *Electronic Commerce Research and Applications*, 7(4), 399–410.
- Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence and Planning*, 37(4), 372–385.
- Pyle, M. A., Smith, A. N., & Chevvtchouk, Y. (2021). In eWOM we trust: Using naïve theories to understand consumer trust in a complex eWOM marketplace. *Journal of Business Research*, 122(August 2020), 145–158.
- Rahman, A. (2020). Brand Image, eWOM, Trust and Online Purchase Intention of Digital Products among Malaysian Consumers. *Journal of Xi'an University of Architecture & Technology*, XII(III), 4935–4946.
- Sair, S. A., Majeed, A., RAHI, S., & Hafaz, A. (2020). Influence of Electronic Word Of Mouth (E-WOM) on Purchase Intention of Mobile Phones through Information Quality: Empirical Evidence from Pakistan. *International Journal of Business Information Systems*, 1(1), 1.
- Soares, A. M., Pinho, J. C., & Nobre, H. (2012). From social to marketing interactions: The role of social networks. *Journal of Transnational Management*, 17(1), 45–62.
- Sulthana, A. N., & Vasantha, S. (2019). Influence of electronic word of mouth eWOM on purchase intention. *International Journal of Scientific and Technology Research*, 8(10), 1–5.
- Tan, L., & Keni, K. (2020). Prediksi E-Wom dan Subjective Norm terhadap Purchase Intention: Brand Attitude Sebagai Variabel Mediasi. *Jurnal Manajerial Dan Kewirausahaan*, 2(3), 765.
- Thomas, M.-J., Wirtz, B. W., & Weyerer, J. C. (2019). DETERMINANTS OF ONLINE REVIEW CREDIBILITY AND ITS IMPACT ON CONSUMERS'PURCHASE INTENTION. *Journal of Electronic Commerce Research*, 20(1), 1–20.
- Tsao, W.-C., & Hsieh, M.-T. (2015). eWOM persuasiveness: do eWOM platforms and product type matter? *Electronic Commerce Research*, 15, 509–541.
- Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41, 100980.