



PROCEEDING

International Conference on
Innovation of Science and Social Studies

E-ISSN: 3164-5240

Volume : 1 | Issue: 2 | September 2026



THE INFLUENCE OF PRICE VALUE PERCEPTION AND ELECTRONIC WORD OF MOUTH ON BUYING DECISION MEDIATED BY BRAND TRUST (A STUDY OF MORRIS PERFUME CONSUMERS IN E-COMMERCE)

Rahayu Wahid¹, Fadhliah M. Alhadar², Dudi Amarullah³

Rahayuwahid6@gmail.com¹, fadhliah.alhadar@unkhair.ac.id², dudi.amarullah@unkhair.ac.id³

Department of Management, Faculty of Economics and Business, Khairun University, North Maluku, Indonesia.

ARTICLE INFO:

Article history:

Received: 15 July 2026

Accepted: 21 August 2026

Published: 15 Sept 2026

Keywords:

*e-WOM, Brand Trust,
Buying Decision*

ABSTRACT

The rapid growth of e-commerce has intensified competition among perfume brands, making consumers' purchasing decisions increasingly influenced by perceived product value, online reviews, and trust in a brand. Understanding these factors is essential for developing effective marketing strategies and enhancing consumer confidence in online shopping. This research examines the influence of Price Value Perception and Electronic Word of Mouth (e-WOM) on Buying Decision, with Brand Trust serving as a mediating variable among Morris Perfume consumers in e-commerce. A quantitative approach with an explanatory research design was employed. Data were collected through an online questionnaire using a snowball sampling technique. A total of 115 questionnaires were collected; however, after applying screening criteria to ensure that respondents had previously purchased Morris Perfume through e-commerce platforms and satisfied the research requirements, 92 valid responses were retained for analysis. The data were analysed using Partial Least Squares

Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The findings indicate that Price Value Perception and Electronic Word of Mouth have positive and significant effects on Buying Decision. Furthermore, both variables significantly influence Brand Trust, which subsequently has a positive and significant effect on Buying Decision. Mediation analysis confirms that Brand Trust significantly mediates the relationships between Price Value Perception and Buying Decision as well as between Electronic Word of Mouth and Buying Decision. These findings highlight the importance of strengthening Brand Trust, supported by favourable price value perception and positive electronic word of mouth, to enhance consumers' buying decisions in the e-commerce marketplace.

INTRODUCTION

Competition among local perfume brands in Indonesia has become increasingly intense due to the rapid expansion of e-commerce, particularly on Shopee, where consumers can easily compare product prices, customer reviews, ratings, and brand reputation before making purchasing decisions. Unlike offline shopping, purchasing perfume through e-commerce involves greater uncertainty because consumers cannot directly experience the fragrance. Consequently, consumers rely more heavily on digital information to evaluate whether a product is worth purchasing. This competitive environment has encouraged numerous local perfume brands to strengthen their



market presence through various marketing strategies. According to Kompas Dashboard (2025), Morris Perfume was ranked among the Top 10 Best-Selling Local Perfume Brands on Shopee during the second quarter (Q2) of 2025, despite recording a market share of only approximately 1.04%. Although the percentage is relatively small compared with several leading brands, Morris Perfume has consistently maintained its position among the best-selling local perfume brands. This phenomenon is particularly noteworthy because many local perfume brands compete within the same market and offer similar products, yet not all are able to remain in the Top 10 ranking. This indicates that market success may not be determined solely by market share or brand popularity but also by the value perceived by consumers when making purchasing decisions.

Previous studies have demonstrated that Price Value Perception positively influences consumers' buying decisions because consumers tend to purchase products that provide benefits consistent with the price paid. Likewise, Electronic Word of Mouth (e-WOM) has been recognised as an important source of information that shapes consumers' evaluations and purchasing behaviour, while Brand Trust has consistently been identified as a key determinant of long-term consumer relationships and buying decisions. However, previous studies have primarily examined the direct relationships among these variables across different industries and products. Limited empirical evidence has investigated the mediating role of Brand Trust in explaining how Price Value Perception and Electronic Word of Mouth jointly influence Buying Decision, particularly among customers of local perfume brands in Indonesia's e-commerce market. Based on the identified phenomenon and research gap, this study aims to examine the influence of Price Value Perception and Electronic Word of Mouth on Buying Decision through the mediating role of Brand Trust among Morris Perfume customers in e-commerce. Unlike previous studies that primarily focused on the direct relationships among these variables, this study positions Brand Trust as the underlying mechanism that explains why consumers continue to choose Morris Perfume despite its relatively small market share in a highly competitive market.



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METHOD

An explanatory quantitative research design was employed to examine the relationships among Price Value Perception, Electronic Word of Mouth (e-WOM), Brand Trust, and Buying Decision in the context of e-commerce transactions. This design was selected because it enables hypothesis testing and explains causal relationships between variables through empirical evidence. Morris Perfume was chosen as the research object due to its growing presence in Indonesia's digital perfume market despite operating in a highly competitive environment. The study targeted consumers who had experience purchasing Morris Perfume through e-commerce platforms. A snowball sampling technique was employed to recruit respondents who met the research criteria. A total of 115 questionnaires were collected through an online survey. Subsequently, a screening process was conducted using two qualifying questions: (1) "I have purchased Morris Perfume products through e-commerce platforms at least once," and (2) "I actively use social media and have experience reading product reviews or recommendations before deciding to purchase a product." Respondents who answered positively to both screening questions and were at least 17 years old were considered eligible for the study. After the screening process, 92 valid responses were retained and used for data analysis. Primary data were obtained using a structured online questionnaire distributed through Google Forms. The research instrument was developed by adapting measurement indicators from previous validated studies and consisted of four constructs: Price Value Perception, Electronic Word of Mouth (e-WOM), Brand Trust, and Buying Decision. All questionnaire items were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Before statistical analysis, the collected responses were screened to ensure that only respondents meeting the research criteria were included. Data collection was conducted entirely through digital platforms, allowing the study to capture consumer perceptions within the actual online shopping environment and data analysis followed a sequential procedure to evaluate both the measurement and structural models. The analysis began with descriptive statistics to summarize respondents' demographic characteristics and response patterns. Measurement quality was then assessed by examining convergent validity, discriminant validity, and construct reliability to ensure that each indicator accurately represented its corresponding construct. After the measurement model demonstrated satisfactory quality, the structural model was evaluated to examine the explanatory power of the proposed model, estimate the relationships among the latent variables, and test the proposed hypotheses. Furthermore, mediation analysis was conducted to investigate whether Brand Trust functions as an intervening variable in the relationships between Price Value Perception, Electronic Word of Mouth, and Buying Decision. This analytical procedure provides comprehensive evidence regarding both the direct and indirect relationships proposed in the research framework.

RESULT AND DISCUSSION

4.1 The Effect of Price Value Perception on Buying Decision

Hypothesis 1 (H1) is accepted, confirming that Price Value Perception has a positive and significant effect on Buying Decision. This result demonstrates that consumers are more likely to purchase Morris Perfume when they perceive that the quality, fragrance performance, and overall benefits received are comparable to or exceed the price paid. Within the e-commerce environment, where consumers cannot directly experience the product before purchasing, perceived value becomes an important consideration in reducing purchase uncertainty and encouraging buying decisions. This finding is consistent with the Stimulus Organism Response (SOR) theory, which explains that Price Value Perception serves as an external stimulus that shapes consumers' cognitive evaluations before generating a behavioural response in the form of a purchase decision. The result also supports previous studies, which reported that higher perceived value significantly increases consumers' buying decisions because purchasing behaviour is influenced by the balance between perceived benefits and monetary sacrifice rather than by price alone. In the context of Morris Perfume, this finding provides empirical evidence that competitive pricing alone is insufficient to encourage purchases.

4.2 The Effect of Electronic Word of Mouth on Buying Decision

Hypothesis 2 (H2) is accepted, confirming that Electronic Word of Mouth has a positive and significant effect on Buying Decision. This finding indicates that positive online reviews, ratings, and recommendations encourage consumers to purchase Morris Perfume by reducing uncertainty and increasing confidence before making a purchase. Consistent with the Stimulus Organism Response (SOR) theory, Electronic Word of Mouth serves as an external stimulus that shapes consumers' evaluations and influences their purchasing behaviour. This result supports previous studies showing that positive online information significantly increases buying decisions. For Morris Perfume, favourable customer reviews have become an important competitive advantage, strengthening product credibility and helping the brand remain among the top ten best-selling local perfume brands on Shopee despite intense market competition.

4.3 The Effect of Price Value Perception on Brand Trust

Hypothesis 3 (H3) is accepted, confirming that Price Value Perception has a positive and significant effect on Brand Trust. This finding indicates that consumers are more likely to trust Morris Perfume when they perceive that the quality, fragrance performance, and overall benefits are consistent with the price paid. According to the Stimulus Organism Response (SOR) theory, Price Value Perception acts as an external stimulus that influences consumers' internal evaluations, leading to the development of trust toward the brand before a purchasing response occurs. This



PROCEEDING

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E-ISSN: 3164-5240

Volume : 1 | Issue: 2 | September 2026



finding is consistent with Konuk (2018), who reported that consumers' perceptions of value significantly contribute to building Brand Trust. In the context of Morris Perfume, competitive pricing alone is not sufficient to establish trust; rather, consumers develop stronger confidence when the product consistently delivers quality and benefits that match their expectations. Such positive value perceptions strengthen Brand Trust and enable Morris Perfume to maintain consumer confidence in an increasingly competitive e-commerce market.

4.4 The Effect of Electronic Word of Mouth on Brand Trust

Hypothesis 4 (H4) is accepted, confirming that Electronic Word of Mouth has a positive and significant effect on Brand Trust. This finding suggests that consumers develop stronger trust in Morris Perfume after being exposed to positive reviews, ratings, and purchasing experiences shared on e-commerce platforms. Such information becomes an important reference for evaluating the brand's credibility, particularly for products such as perfume that cannot be directly experienced before purchase. This finding is consistent with Erkan and Evans (2016), who argued that credible online information plays a crucial role in strengthening consumers' trust in online purchasing.

4.5 The Effect of Brand Trust on Buying Decision

Trust has become one of the most influential factors in consumers' purchasing behaviour, particularly in e-commerce, where products cannot be physically examined before purchase. Consumers may encounter competitive prices and numerous positive reviews; however, the final purchasing decision is often determined by whether they genuinely trust the brand. Hypothesis 5 (H5) is accepted, confirming that Brand Trust has a positive and significant effect on Buying Decision. This finding indicates that consumers who perceive Morris Perfume as a reliable and credible brand are more confident in completing their purchase decisions.

4.6 The Mediating Role of Brand Trust in the Relationship between Price Value Perception and Buying Decision

Consumers' perceptions of product value do not necessarily translate directly into purchasing decisions, particularly in the e-commerce environment where uncertainty remains relatively high. Instead, favourable value perceptions first strengthen consumers' trust in the brand, and this trust subsequently encourages them to complete the purchasing process. This mechanism reflects the organism component of the theoretical framework, in which consumers' internal evaluations become an important link between external stimuli and behavioural responses. In line with this mechanism, Hypothesis 6 (H6) is accepted, confirming that Brand Trust significantly mediates the relationship between Price Value Perception and Buying Decision. This finding supports previous studies, which suggest that consumers are more likely to make purchasing decisions when positive value perceptions are accompanied by strong trust in the brand. For Morris Perfume, providing

value that consistently meets consumers' expectations strengthens Brand Trust, which ultimately encourages consumers to choose the brand despite the intense competition in the local perfume market.

4.7 The Mediating Role of Brand Trust in the Relationship between Electronic Word of Mouth (E-WOM) and Buying Decision

Positive electronic word of mouth does not automatically encourage consumers to make a purchase. Instead, positive reviews and recommendations first strengthen consumers' trust in the brand, which subsequently influences their purchasing decisions. This mechanism reflects the organism component of the theoretical framework, where consumers' internal evaluations become the link between external information and behavioural responses. In line with this mechanism, Hypothesis 7 (H7) is accepted, confirming that Brand Trust significantly mediates the relationship between Electronic Word of Mouth and Buying Decision.

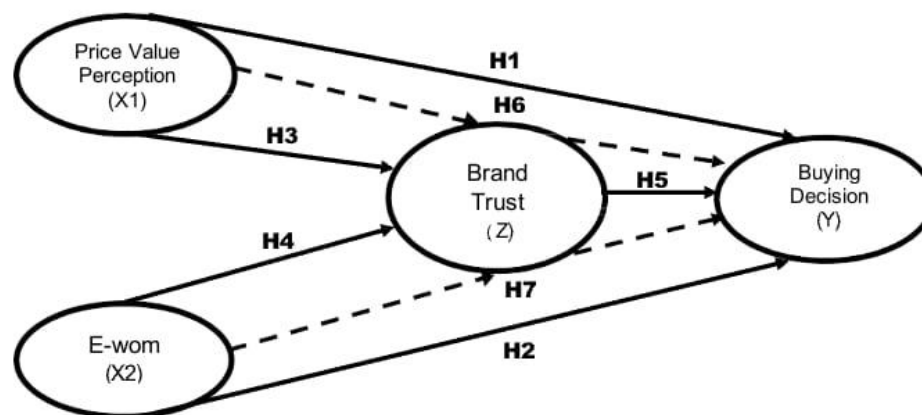


Figure. 1. Framework

Figure. 1. illustrates the conceptual framework of this study. The framework proposes that consumers' buying decisions are influenced by their evaluation of product value and information obtained from electronic word of mouth. However, favorable value perceptions and positive online reviews may not be sufficient to directly encourage purchasing decisions unless consumers first develop trust in the brand. In the e-commerce environment, where consumers cannot directly evaluate products before purchase, Brand Trust reduces perceived uncertainty and strengthens consumers' confidence in making purchase decisions. Therefore, Brand Trust is positioned as a mediating variable that explains how consumers' evaluations of product value and online information are translated into actual buying decisions. Based on this conceptual reasoning, the

framework proposes seven hypotheses to examine the direct effects among the variables as well as the mediating role of Brand Trust.

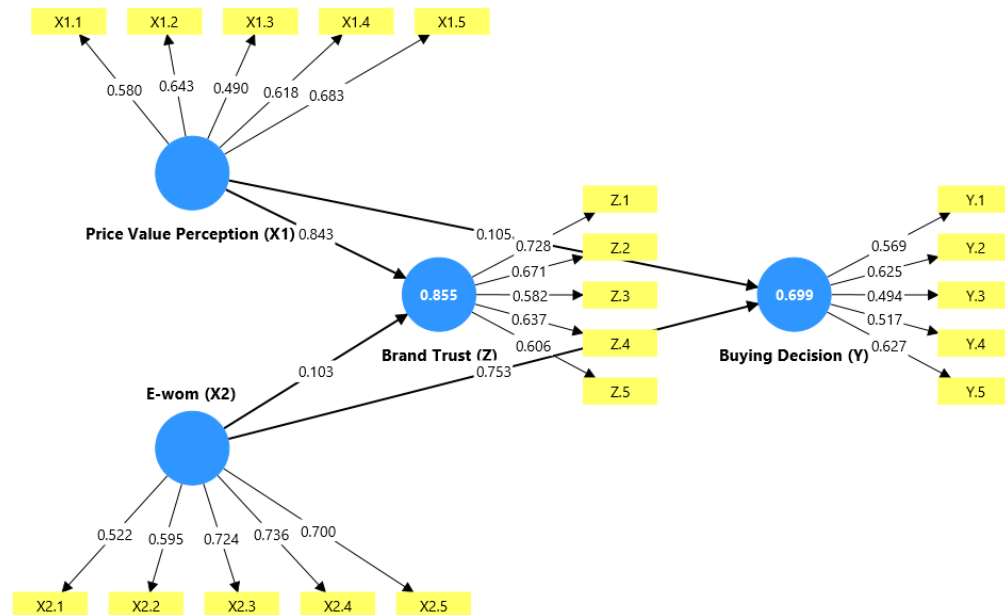


Figure. 2. PLS Algorithm Results

Figure. 2. presents the PLS structural model showing the relationships among the proposed constructs. The model indicates that Brand Trust occupies a central position within the structural framework, suggesting that consumers' evaluations of product value and electronic word of mouth are more effectively translated into buying decisions when supported by stronger trust in the brand. This structural relationship provides the basis for testing the proposed direct and indirect hypotheses.

Table. 1. Characteristics of the Respondents

Characteristics	Category	Frequency (n)	Percentage (%)
Age	17–20 years	25	27.17%
	21–30 years	64	69.57%
	31–40 years	2	2.17%
	> 40 years	1	1.09%
Educational Attainment	Junior High School / Equivalent	4	4.35%
	Senior High School / Equivalent	15	16.52%
	Diploma / Equivalent	12	13.04%
	Bachelor's Degree (S1)	60	65.22%
	Master's Degree (S2)	1	1.09%
Occupation	School Student	6	6.52%
	University Student	70	76.09%
	Private Sector Employee	6	6.52%
	Civil Servant	2	2.17%
	Others	8	8.70%
Average Monthly Expenditure	< Rp1,000,000	46	50.00%
	Rp1,000,000–Rp2,000,000	34	36.96%
	Rp3,000,000	7	7.61%
	> Rp4,000,000	5	5.43%

Table. 1. summarizes the demographic profile of the respondents. The sample is dominated by young adult consumers with university-level educational backgrounds, indicating that the study primarily represents a consumer segment with high exposure to digital information and marketplace interactions. This respondent profile is particularly relevant to the research context, as consumers within this segment are generally more engaged in evaluating product value and accessing consumer-generated information before making purchasing decisions.

Table. 2. Cronbach's Alpha, Composite Reliability, and Average Variance Extracted

Variables	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
X1	0.899	0.925	0.713
X2	0.899	0.925	0.713
Y	0.874	0.907	0.661
Z	0.827	0.870	0.575

Table. 2. presents the results of the reliability and convergent validity assessment. The obtained values demonstrate that all latent constructs consistently exceed the recommended thresholds, with Cronbach's Alpha and Composite Reliability above 0.70 and AVE above 0.50. These findings indicate that none of the constructs exhibit reliability or convergent validity deficiencies, confirming that all measurement indicators are empirically adequate to represent their respective constructs in the structural model analysis.

Table. 3. Discriminant Validity Test Using the Fornell–Larcker Criterion

Variables	Price Value Perception	E-wom	Buying Decision	Brand Trust
Price Value Perception (X1)	0.814			
E-wom (X2)	0.788	0.811		
Buying Decision (Y)	0.773	0.806	0.786	
Brand Trust (Z)	0.724	0.754	0.765	0.858

Table. 3. presents the results of the discriminant validity assessment based on the Fornell–Larcker criterion. The findings indicate that the square root of the Average Variance Extracted (AVE) for each latent construct consistently exceeds its corresponding inter-construct correlations, demonstrating adequate discriminant validity across the measurement model. Brand Trust exhibits the highest discriminant capability, with a diagonal value of 0.858, exceeding its correlations with Buying Decision (0.765), Electronic Word of Mouth (0.754), and Price Value Perception (0.724).

Likewise, the diagonal values of Price Value Perception (0.814), Electronic Word of Mouth (0.811), and Buying Decision (0.786) remain higher than their respective inter-construct correlations.

Table. 4. Outer Loadings of the Measurement Model After Indicator Elimination

Variables	Price Value Perception (X1)	E-wom (X2)	Buying Decision (Y)	Brand Trust (Z)
X1.1	0.886			
X1.2	0.763			
X1.3	0.900			
X1.4	0.813			
X1.5	0.851			
X2.1		0.788		
X2.2		0.876		
X2.3		0.892		
X2.4		0.874		
X2.5		0.784		
Y.1			0.714	
Y.2			0.807	
Y.3			0.811	
Y.4			0.893	
Y.5			0.849	
Z.1				0.828
Z.2				0.718
Z.4				0.836

Table. 4. presents the outer loading values of the measurement model after indicator elimination. The results indicate that all retained indicators exhibit outer loading values above the recommended threshold of 0.70, demonstrating that each indicator adequately represents its corresponding latent construct.

Table. 5. Path Coefficients and Hypothesis Testing Results

Hypothesis	Structural Path	β (Original Sample)	t-value	p-value	Decision
H1	Price Value Perception → Buying Decision	0.192	2.461	0.014	Supported
H2	Price Value Perception → Brand Trust	0.545	5.682	0.000	Supported
H3	Electronic Word of Mouth → Buying Decision	0.514	6.606	0.000	Supported
H4	Electronic Word of Mouth → Brand Trust	0.272	2.665	0.008	Supported
H5	Brand Trust → Buying Decision	0.364	3.005	0.003	Supported
H6	Price Value Perception → Brand Trust → Buying Decision	0.193	2.411	0.007	Supported

H7	Electronic Word of Mouth → Brand Trust → Buying Decision	0.145	2.468	0.038	Supported
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Table. 5. presents the results of the structural model assessment and hypothesis testing. The results indicate that all proposed hypotheses are supported. Price Value Perception has a significant positive effect on Buying Decision ($\beta = 0.192$; $p = 0.014$), although the magnitude of the effect is relatively lower than its influence on Brand Trust ($\beta = 0.545$; $p < 0.001$). This finding indicates that consumers' evaluation of price primarily contributes to the development of trust before influencing purchasing decisions. In contrast, Electronic Word of Mouth demonstrates a stronger direct effect on Buying Decision ($\beta = 0.514$; $p < 0.001$) than on Brand Trust ($\beta = 0.272$; $p = 0.008$), suggesting that online consumer reviews more directly encourage purchase decisions while simultaneously strengthening trust in the brand. Furthermore, Brand Trust exerts a significant positive effect on Buying Decision ($\beta = 0.364$; $p = 0.003$), confirming that greater consumer trust is associated with stronger purchasing decisions. The significant indirect effects further verify that Brand Trust mediates the relationships between Price Value Perception, Electronic Word of Mouth, and Buying Decision.

CONCLUSSION

This study concludes that consumers' purchasing decisions in the e-commerce environment are not solely determined by economic considerations but are also shaped by the confidence they develop toward a brand throughout the purchasing process. The findings demonstrate that consumers place greater emphasis on products that provide benefits consistent with the price paid and on information obtained from other consumers through online platforms. These evaluations strengthen trust in the brand, which subsequently translates positive perceptions into actual purchasing decisions. The empirical evidence further indicates that brand trust functions as a central explanatory mechanism, enabling consumers to reduce uncertainty and increase confidence before making purchase decisions in an online marketplace. These findings reinforce the importance of integrating value creation, credible online communication, and trust-building strategies as complementary elements for improving consumer purchasing decisions and sustaining competitiveness in the digital marketplace.



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International Conference on
Innovation of Science and Social Studies

E-ISSN: 3164-5240

Volume : 1 | Issue: 2 | September 2026



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International Conference on
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Volume : 1 | Issue: 2 | September 2026



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E-ISSN: 3164-5240

Volume : 1 | Issue: 2 | September 2026



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