THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) AND BRAND TRUST ON BRAND IMAGE AND SHOPEE CONSUMERS BUYING INTEREST

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Abstract
Background *- The increase in sales on online platforms has increased since the Covid-19 pandemic began, during which period the government began implementing Large-Scale Social Restrictions (PSBB) so that the opportunity to travel to offline stores was very limited and customers did not have many choices but to fulfill their shopping needs online.*

Aim *- This study aims to analyze the effect of e-WOM on brand image, the effect of brand trust on brand image, the effect of brand image on consumer buying interest, the effect of e-WOM on consumer buying interest, and analyze the role of brand image as mediating the effect of e-WOM and brand trust on consumer buying interest.*

Design /Methodology /Approach *- This study uses a quantitative approach to investigate the influence between e-WOM, brand trust, consumer buying interest and brand image. The respondents of this study were shopee users. The questionnaire was distributed to 240 respondents. Then, the questionnaire data was analyzed using the Structural Equation Modeling (SEM) method with the Analysis of Moment Structure (AMOS) version 26.0 program.*

Findings *- The analysis results show that the three hypotheses of this study are accepted. From this study it is evident that, there is a significant positive effect of e-WOM on brand image. In addition, there is also a significant positive effect of brand trust on brand image. Then there is a significant positive effect of e-WOM on buying interest. Meanwhile, brand image and brand trust have no effect on buying interest, and brand image cannot mediate the impact of e-WOM and brand trust on buying interest.*

Conclusion *- e-WOM has a positive and significant effect on brand image, brand trust has a positive and significant effect on brand image, brand image has no effect on buying interest, e-WOM has a positive and significant effect on buying interest, brand trust has a positive and significant effect on buying interest, brand image has no effect as a mediator in the relationship between e-WOM and consumer buying interest, brand image has no effect as a mediator of the relationship between brand trust and consumer buying interest.*

Research implication *- The results of this study indicate that e-WOM does not have a direct influence on purchase intention because it has to go through a mediating variable, namely brand image.*

Limitations *- This research was only conducted on the people of Yogyakarta, thereby reducing the ability to generalize the research results.*

Keywords: E-WOM, Brand, Trust, Image, Consumer. Interest.

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Abstrak

Latar Belakang - Peningkatan penjualan pada platform online mengalami peningkatan sejak terjadinya pandemi Covid-19, dimana pada periode tersebut pemerintah mulai menerapkan Pembatasan Sosial Berskala Besar (PSBB) sehingga kesempatan untuk berwisata ke toko offline menjadi sangat terbatas dan pelanggan pun tidak dapat mengakses toko offline. mempunyai banyak pilihan selain memenuhi kebutuhan berbelanja secara online.

Tujuan – Penelitian ini bertujuan untuk menganalisis pengaruh e-WOM terhadap citra merek, pengaruh kepercayaan merek terhadap citra merek, pengaruh citra merek terhadap minat beli konsumen, pengaruh e-WOM terhadap minat beli konsumen, dan menganalisis pengaruh e-WOM terhadap minat beli konsumen. peran citra merek sebagai memediasi pengaruh e-WOM dan kepercayaan merek terhadap minat beli konsumen.

Desain /Metodologi /Pendekatan - Penelitian ini menggunakan pendekatan kuantitatif untuk mengetahui pengaruh antara e-WOM, kepercayaan merek, minat beli konsumen dan citra merek. Responden penelitian ini adalah pengguna shopee. Kuesioner disebarkan kepada 240 responden. Kemudian, data kuesioner dianalisis menggunakan metode Structural Equation Modeling (SEM) dengan program Analysis of Moment Structure (AMOS) versi 26.0.

Temuan – Hasil analisis menunjukkan bahwa ketiga hipotesis penelitian ini diterima. Dari penelitian ini terbukti bahwa, terdapat pengaruh positif yang signifikan e-WOM terhadap citra merek. Selain itu juga terdapat pengaruh positif signifikan kepercayaan merek terhadap citra merek. Kemudian terdapat pengaruh positif signifikan e-WOM terhadap minat beli. Sedangkan citra merek dan kepercayaan merek tidak berpengaruh terhadap minat beli, dan citra merek tidak dapat memediasi pengaruh e-WOM dan kepercayaan merek terhadap minat beli.

Kesimpulan – e-WOM berpengaruh positif dan signifikan terhadap citra merek, kepercayaan merek berpengaruh positif dan signifikan terhadap citra merek, citra merek tidak berpengaruh terhadap minat beli, e-WOM berpengaruh positif dan signifikan terhadap minat beli, merek kepercayaan berpengaruh positif dan signifikan terhadap minat beli, citra merek tidak berpengaruh sebagai mediator hubungan e-WOM dengan minat beli konsumen, citra merek tidak berpengaruh sebagai mediator hubungan kepercayaan merek dengan minat beli konsumen.

Implikasi Penelitian – Hasil penelitian ini menunjukkan bahwa e-WOM tidak mempunyai pengaruh langsung terhadap minat beli karena harus melalui variabel mediasi yaitu citra merek.

Batasan Penelitian – Penelitian ini hanya dilakukan pada masyarakat Yogyakarta sehingga mengurangi kemampuan untuk menggeneralisasi hasil penelitian.

Kata Kunci: E-WOM, Merek, Kepercayaan, Citra, Konsumen, Minat.

INTRODUCTION

E-commerce with another term is electronic sales which cannot be denied that *e-commerce* does not grow from technology and the development of buying and selling alone, but is strongly supported by the government. *Online shops* in Indonesia are growing rapidly with the advancement of information technology. Many sellers began to enter the virtual world to get more *customers* (Rini, 2022). The increase in sales on online platforms *has increased* since the onset of the covid19 pandemic (Raharja and Natari, 2021). One of the *market places* that is a favorite choice for people in *online shopping* is Shopee. Shopee is a form of *e-commerce* in Indonesia that has been in effect since December 2015. The achievement of this *market place is* success in escalation in a short time, therefore shopee users are able to compete with other *e-commerce.* The

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most visited *e-commerce* site in a month in Indonesia is shopee (Jayani, 2020).

LITERATURE REVIEW

Previous Research

E-commerce is the distribution of product transactions via electronic media such as the internet, television, WWW, or other computer networks (Andhini & Khuzaini, 2017). *E-commerce* is an electronic aspect of business that has a broader scope, not just trade but consists of collaborative business cooperation, *customer* service, employment opportunities and others. *E-commerce* is the process of buying, promoting, or trading information, items, or offerings over the internet (Rizki, 2020). *E-commerce is* described as a industrial transaction concerning the exchange of cost performed thru or the usage of digital era among people (Laudon & Traver, 2017).

Table 1
The Previous Research

No	Author	Article Title	Variabel	Result
1.	Haikal *et al* (2018)	*The Influence of Electronic Word of Mouth on Brand Image and Brand Trust and Its Impact on Purchase Intention (Empirical Study on* Mi *Fans* Yogyakarta *Community*)	E-WOM, *Brand Image, Brand Trust, Purchase Intention*	The research results show that e-WOM has a direct significant influence on purchase intention, but e-WOM through brand image and brand trust does not have a significant influence on purchase intention. This means explaining that e-WOM on purchase intention has a direct effect without any mediating variables.
2.	Hamidah *et al* (2021)	*The Effect of Instagram's E-WOM on Netflix's Brand Image and Subscription Decision*	E-WOM, *Brand Image,* Subscription Decision	Brand image positively and significantly supports the influence of e-WOM on subscription decisions.
3.	Mehyar *et al* (2020)	*The Impact of Electronic Word of Mouth on Consumers Purchasing Intention*	*E-WOM, Purchase Intention*	The research results stated that the quality of E-WOM and the quantity of E-WOM; has a significant influence on purchase intention, but conversely, E-WOM credibility does not have a significant influence on purchase intention.
4.	Imbayani & Gama (2018)	*The Influence of Electronic Word of Mouth (E-Wom), Brand Image, Product Knowledge on Purchase Intention*	E-WOM, *Brand Image, Purchase Intention*	This research proves that E-WOM, brand image, product knowledge have a positive and significant effect on purchasing interest.
5.	Rahman *et al* (2020)	*Brand Image, E-WOM, Trust and Online Purchase Intention of Digital Products among Malaysian Consumers*	Brand Image, E-WOM, *Trust, Online Purchase Intention*	The results reveal significant mediating effects of trust between the following: 1) E-WOM and OPI, and 2) BI and OPI. Finally, the findings reveal the mediating effect of BI on E-WOM and trust
6.	Bahi *et al* (2020)	*The Impact of E-Wom and Advertising on Purchase Decision Si.Se.Sa Syar'i Clothes with Brand Awareness*	*E-Wom and Advertising on Purchase Decision*	The research results prove that E-WOM has a positive and significant effect on brand awareness, advertising has a positive and significant effect on brand awareness, brand awareness has a significant positive effect on

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				purchasing decisions, E-WOM has no significant effect on purchasing decisions, advertising has an influence positive and significant on purchasing decisions, there is no influence of E-WOM on purchasing decisions with brand awareness, and there is an influence of advertising on purchasing decisions with brand awareness.
7.	Supradita *et al* (2020)	*Brand image as a mediation of electronic word of mouth on purchasing intention of Laneige*	*Brand image, E-Wom, Purchase Intention*	e-WOM research has a significant and positive influence on brand image and purchase intention. Brand image also has a significant and positive influence on purchase intentions and directly as a mediator of the impact of Electronic Word of Mouth on purchase intentions for Laneige products.
8.	Sun *et al* (2019)	*Examining the relationships between e-WOM, consumer ethnocentrism and brand equity*	*e-WOM, consumer ethnocentrism and brand equity*	The findings show that the effects of positive and negative e-WOM on brand equity are consistent, regardless of brand origin. Interestingly, consumer ethnocentrism has a positive effect on brand equity for domestic brands, but does not have a negative effect on brand equity for foreign brands. Further studies address the theoretical and practical implications of the findings.
9.	Tien *et al* (2018)	*Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites*	*e-WOM, purchase intention*	This research explains that persuasive arguments, perceived informativeness, and source expertise are adequate predictors of the usefulness of E-WOM. In addition, perceived persuasiveness, source superiority, as well as source trustworthiness significantly predicted E-WOM trustworthiness regarding SNS.

The Effect of E-WOM on Brand Image

Starting when there was no internet, *customers* shared their experiences about products through word of mouth. As people's awareness of the internet grows, it creates a new pattern in the communication strategy of conversations with the term e-WOM. E-WOM is a good or bad argument stated by previous *customers* about products or companies globally via internet media (Haikal *et al,* 2018). Agencies can create high quality perceptions from clients about merchandise within the shape of precise fine, appealing packaging, and low priced expenses (Supradita *et al,* 2020). Good information from one person to another can be better remembered by *customers* and get a good brand image, but it will not be remembered and even create a bad brand image if the news is not good.

When *customers* want to make a buying, they generally dig up information about the merchandise or services they neet to buy first so that the *customer* feels more confident in his decision to buy the product. On the other hand, the number of e-WOM also contributes something good to *customer* buying interest. This description is supported by research by Supradita *et al,* (2020) if e-WOM has a significant effect on brand image.

H₁. E-WOM affects brand image

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The Effect of Brand Trust on Brand Image

Brand trust is the willingness of clients to accept as true with in a logo although it is risky because there may be hope that the logo will provide fine results (Haikal *et al,* 2018). Brand trust has an impact on buying interest, because the impact of *customer* confidence in a brand will affect *customer* buying of a product. Quality products and having a good image can lead to *customer* confidence in the product if they have made a buying. Thus, customers will make buying interest in the product. Products that have good quality will be far believed by *customers in* order to gain confidence in a product (Mehyar *et al,* 2020). Brand trust is very important for producers with the aim of getting *customers* from these products. If the *customer* already believes in the merchandise, the *clients* will buying the merchandise again.

H₂. *brand trust has a positive and significant influence on brand image*

The Effect of Brand Image on Buying Interest

Customers often sort out goods or services based on the brand image of an item or service, because they feel that goods or services that have strong brand advantages can make *customers* feel more comfortable and credible. According to Hamidah *et al,* (2021) brand image is a number of *customer* understandings and beliefs for the reason of determining *customer* interest when making

buying. This is because *customers* usually tend to be confused when finding similar goods or services in competing products, so *customers* use a certain *brand image* for someone's foundation when buying. Thus, *customers* will collect brand information on an item or service from all sources around them, such as work friends or family, which will later determine the choice of a product to be purchased.

Imbayani & Gama (2018) have conducted research with the result that brand image has a positive impact on buying interest and research through by Supradita *et al,* (2020) which states that brand image has a positive and significant impact on consumer buying interest. Consequently

H₃. *brand image has a significant positive impact on buying interest*

The influence of e-WOM on Buying Interest

E-WOM can influence *customer* actions on *customer buying interest for* a good or service (Hamidah *et al,* (2021). When the content of the e-WOM message is open, everyone generally thinks of it as a positive thing that does not bring negativity, motivating them to be willing to share with others. The description of a product by *customers* on the internet is the most important form of e-WOM communication, *customers* dig up product descriptions online with the aim of obtaining information about certain

products which will later create a buying desire.

This statement is supported by the findings in the study that in totality mention the significant influence of e-WOM on *online* buying interest. Supradita *et al* (2020) also found that e-WOM has an influence on *online* buying interest.

H₄. *E-WOM affects consumer buying interest*

The Effect of Brand Trust on Buying Interest

Good brand trust is the result of the relationship between the brand and the *customer*. Brand trust is the willingness of clients to agree in a logo although it is volatile due to the fact there is hope that the logo will provide high-quality consequences (Haikal *et al,* 2018). Brand trust arises because the *customer* feels trust and comfort in the product. Research by Ruhamak & Rahmadi (2019) which states that brand trust has a positive and significant influence on clients decisions.

H₅. *brand trust affects consumer buying interest*

The role of Brand Image as mediating the effect of E-WOM on Buying Interest

Prospective buyers can collect information obtained through e-WOM before making a buying, it feels easier for *customers* to buy products in the future and utilizing this visual information can increase global understanding of product benefits (Tien *et al,* 2018). The same thing is obtained from Supradita *et al's* research (2020) which suggests that brand image partially mediates the relationship between e-WOM and buying interest, which with good e-WOM makes *customers* obtain information on goods or services to be encouraged when buying and adds to the brand reputation of the product being reviewed.

H₆. *brand image as mediation affects E-WOM and consumer buying interest.*

The role of Brand Image as a mediator of the effect of Brand Trust on Buying Interest

Brand image is a number of *customer* understandings and beliefs with the reason for determining *customer* interest when making buying (Hamidah *et al,* 2021). Trust in a brand will be needed when the consumer's buying interest arises for the product. Brand trust is a factor that can influence consumer buying interest decisions (Ruhamak & Rahmadi, 2019).

H₇. *brand image as mediation affects brand trust and consumer buying interest*
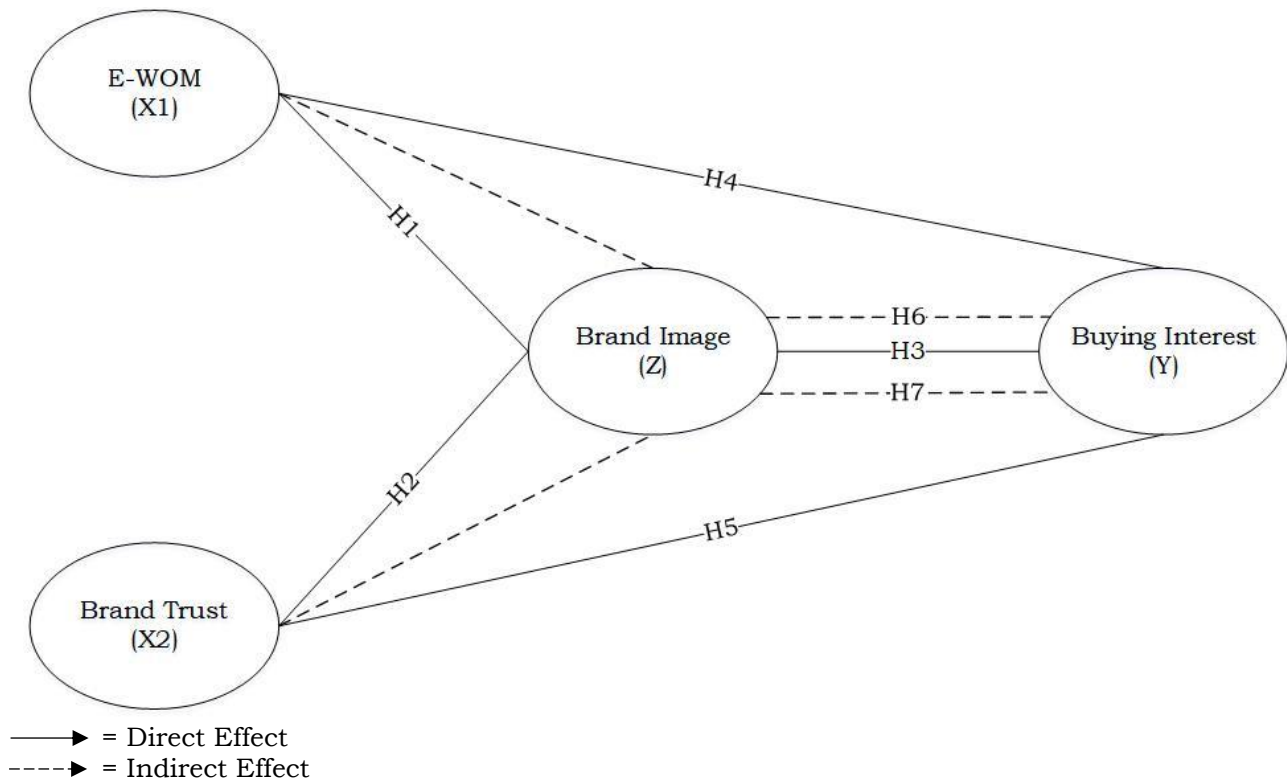
Image 1. Research Framework
Source: Rahman *et al* (2020)

RESEARCH METHODOLOGY

The data source used in this research is primary data. This research uses quantitative methods with the population being productive-age citizens who live in Yogyakarta and use Shopee. To get a wide minimum sample, this study used 24 indicators with 6 variables then multiplied by 5 so that the results found a total of 250 respondents. In this study using purposive sampling technique for data collection techniques using survey collection techniques using a questionnaire with a scale of 1-5.

This observe uses validity and reliability check, the validity take a look at on examine changed into finished using Confirnatory Factor Analysis (CFA), where in this observe it became tested in two tests, particularly exogenous assemble CFA, and endogenous assemble CFA. Furthermore, the reliability check on this have a look at consists of testing Construct Reliability (CR) and Average Variance Extracted (AVE). After the facts is valid and reliable, then conduct Structural Equation Model (SEM) trying out. Sooner or later, hypothesis testing, the primary hypothesis to the fifth hypothesis became tested by way of checking the significance of the parameters with in the *regression weight,* at the same time as the sixth and seventh hypotheses were checked throught comparing the *standardized direct effect* and *standardized indirect effect,* to check the mediator variable.

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RESULTS AND DISCUSSION

Result

The subsequent is fundamental model of the Structural Equation Model (SEM) formed from the exogenous assemble CFA model and the endogenous assemble CFA which is given a regression line in line with the version acquired from the theoretical observe. At the beginning of SEM testing, it's miles vital to check model identification. Table 2 shows that the research model obtained variant and covariance data (*number of distinct sample moments*) of 250 and the *number* of *distinct* parameters *to be estimated* (*number of distinct parameters to be estimated*) of 52 so that the *degree of freedom (*df) value is 300 - 52 = 198. A positive *degree of freedom* value indicates that the research model is an *overidentified* model, so the model can be identified.

Table 3 indicates that the *chi-square* value in this study is 417.323 with a *probability of* 0.00 <0.05. So it is concluded that the model does not fit. This is also the case for other goodness-of-fit indicators, specifically CMIN/DF, AGFI, TLI, PNFI, PGFI, RMSEA, and RMR. The GFI and NFI value indicators fall into the moderate category. Primarily based on the take a look at outcomes above, it is concluded that the SEM model is a fit model.

Furthermore, it can be concluded from the results of SEM testing carried out based on Figure 2 that the results of the hypothesis describe in table 4. The results of the tests conducted can be described as follows, for H1 e-WOM affects brand image. The SEM analysis results obtained a *Critical Ratio* (C.R.) value of 2.088 and a *probability* (p) of 0,037. Based on the p value <0,05, then H_1 is positively significant. H_2 brand trust affects brand image. The SEM analysis results obtained a *Critical Ratio* (C.R.) value of 2,035 and a *probability* (p) of 0,042. Based on the value of p <0,05, then H_2 is positively significant. H_3 brand image has no effect on buying interest. The results of the SEM analysis obtained a value *Critical Ratio* (C.R.) of -.945 with *probability* (p) of 0,345. Based on the p value >0,05, then H3 is not significant. H_4 e-WOM affects buying interest. The SEM analysis results obtained a *Critical Ratio* (C.R.) value of 1,975 with a *probability* (p) of 0,048. Based on the p value <0,05, then H4 is positively significant. H_5 brand trust has no effect on buying interest. The SEM analysis results obtained a *Critical Ratio* (C.R.) value of 8,095 with a *probability* (p) of 0,001. Based totally at the p value <0,05, then H_5 is positively significant.

For H_6 and H_7 checked by means of comparing the *standardized direct effect* and *standardized indirect effect* values, in which the impact of brand trust on buying interest is 1,003. For H_6 brand image as a mediator has no impact on e-WOM and buying interest, based at the outcomes of facts analysis it may be seen that H_6 this observe has a *probability* (p) of 0,235. These results indicate that increasing or decreasing brand

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image through e-WOM has no effect on buying interest. Thus, it can be said that H_6 in this study is not significant. H_7 brand image as a mediator has no impact on brand trust and buying interest, based at the outcomes of facts analysis it may be seen that H_7 this study has a *probability* (p) of 0,222. These results indicate that increasing or decreasing brand image through brand trust has no effect on buying interest. Thus, it can be said that H_7 in this observe is not significant.

Discussion

The results of H_1 research show that e-WOM has a significant effect on the brand image of shopee *e-commers*. This shows that the first hypothesis (H_1) proposed in this observe is supported via the consequences of previous research performed by Supradita *et al,* (2020) and Hamidah *et al* (2021). E-WOM is a announcement made through actual, potential or preceding clients about a product or enterprise in which this records is available to humas or institutions through internet media (Rahmi & Amalia, 2018). The better the *reviews* from shopee users and the statement is positive, the better the brand image of shopee. The better E-WOM will make consumers view shopee with a good brand image.

The results of the study H_2 show that brand trust has a significant effect on shopee brand image. This shows that the second hypothesis (H_2) proposed on this

observe is supported by the consequences of previous research performed by Ruhamak & Rahmadi (2019). Brand *trust is* defined as the desire of consumers to rely on a brand with the risks faced because of expectations that the brand will cause positive results (Fandiyanto & Kurniawan, 2019). The better the brand trust of shopee users, it can increase buying interest. Better brand trust will encourage consumers to intend to make a buying. The results of H_3 research show that brand image has no effect on buying interest shopee. This shows that the third hypothesis (H_3) proposed in this observe is not supported by the consequences of previous research performed by Haikal *et al (*2018), Rahman *et al* (2020) and Imbayani & Gama (2018). Brand image is the consumer's perception of the company or its products (Deisy *et al,* 2018). Brand image as one of the factors shaping consumer buying interest in a product, where shopee consumers pay attention to brand image to attract their buying interest. This is not in line with the results of this study. Where if the brand image decreases, it will reduce shopee consumers' buying interest.

The results of the study H_4 show that e-WOM has a significant effect on buying interest. This shows that the fourth hypothesis (H_4) proposed in this observe is supported by the consequences of previous research performed by Haikal *et al (*2018), Rahman *et al (*2020), Mehyar *et al (2020),* Bahi et *al* (2020) and Imbayani & Gama

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(2018) which state that e-WOM has an effect on buying interest. E-WOM is communication between social media users with the aim of providing information to others (Damayanti, 2019). With e-WOM, it can help consumers channel their buying interest by looking at the reviews on shopee. E-WOM arises because consumers have used shopee and have had good and bad experiences. The better the *review* from shopee users and the statement is positive, it will increase high buying interest in shopee. Better e-WOM will encourage consumers to intend to make a buying.

H_5 research results show that brand trust has no effect on shopee buying interest. This shows that the fifth hypothesis (H_5) proposed in this observe is supported by the consequences of previous research performed by Haikal *et al (*2018), Rahman *et al* (2020) and Imbayani & Gama (2018). Brand trust is the focus of attention by almost all retailers and business people in Indonesia, this is because the better consumer understanding of brand trust, the easier the strategy to win competition in the business world. The existence of brand trust can increase buying interest in a company (Fahrian, 2015). Trust comes from consumer expectations of the fulfillment of brand promises. If consumer trust is lost, it will be difficult for the company to generate buying interest again. Consumer trust in the brand can influence buying interest, because

consumers have a more vigilant attitude towards the brand (Belopa, 2015).

The results of H_6 research show that brand image cannot influence e-WOM and buying interest shopee. This shows that the sixth hypothesis (H_6) proposed in this observe is not supported by the consequences of previous research performed by Supradita *et al* (2020) and Eriza (2017) which state that brand image is able to mediate e-WOM and buying interest. *Reviews of* other consumers on shopee do not affect the attitude of potential consumers towards the brand, such as positive or negative comments about the brand, cannot make an attitude to be interested in shopee. Whether the shopee brand image is good or bad in this study, it has no impact on consumer buying interest.

The results of H_7 research show that brand image cannot influence brand trust and buying interest shopee. This shows that the seventh hypothesis (H_7) proposed in this observe is not supported by the consequences of previous research performed by Ruhamak & Rahmadi (2019) which shows that brand image can mediate the relationship among brand trust and buying interest. Brand trust is built because of the expectation that different parties will act in accordance with the wishes and buying interests of clients (Sari, 2019). Brand trust is important for *online shop* or *e-commerce* organizers, because consumers will spread their trust to other potential

customers. Brand trust generally has a relationship with brand image. Not all consumers who view the company's brand image as having good value, then have trust in the brand. The brand image owned by the company can have different perceptions in the minds of consumers, this is due to product or company reviews. Consumers have a more vigilant attitude so that it can affect their buying interest (Deisy *et al.*, 2018).
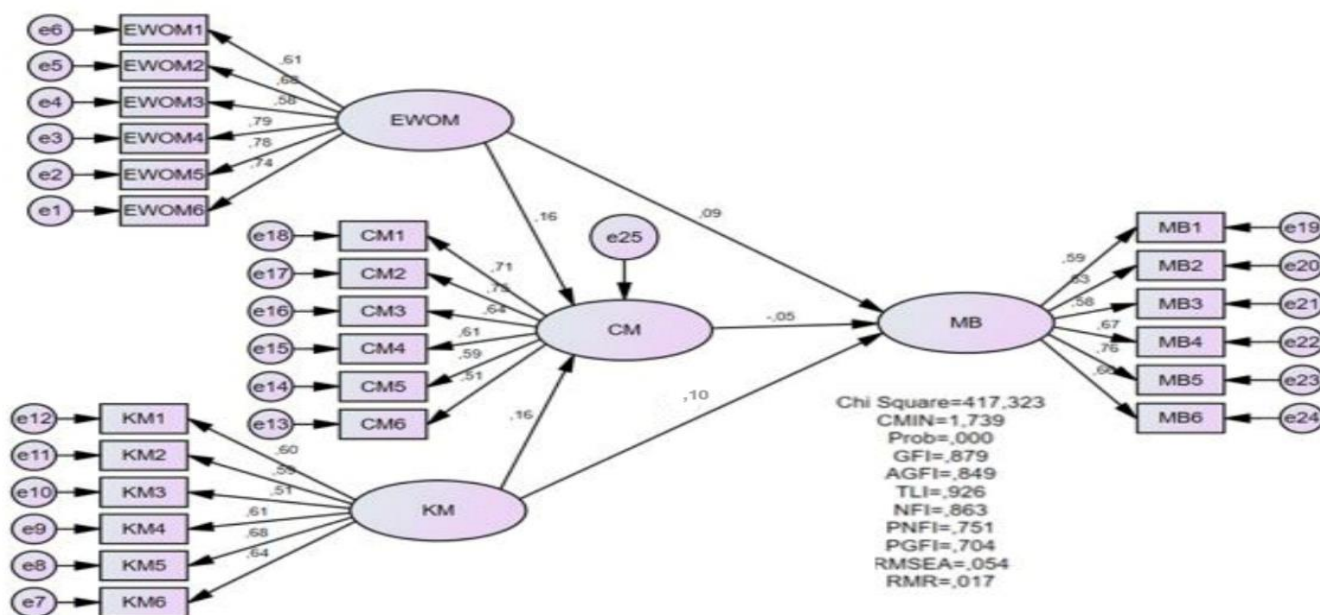

Figure 2 Structural Equation Model Results (SEM)

Table 2
Model Identification Test Results

Number of distinct sample moments	250
Number of distinct parameters to be estimated	52
Degrees of freedom (250 - 52)	198

Source: Data analysis, 2023

Table *3*
Goodness of Fit Test Results

GOF Index	Recommendation value	Model value	Remark
Chi square	Expectedly small	417,323	
Probibality	≥ 0.05	0,000	Not fit
CMIN/DF	≤ 2.00	1,739	Fit
GFI	≥ 0.90	0,879	Marginal fit
AGFI	≥ 0.90	0,849	Fit
TLI	≥ 0.95	0,926	Fit
NFI	≥ 0.95	0,863	Marginal fit
PNFI	≤ 0.90	0,751	Fit
PGFI	≤ 1,00	0,704	Fit
RMSEA	≤ 0.08	0,054	Fit
RMR	≤ 0.05	0,017	Fit

Source: data processed, 2023

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Table *4*
Regression Weight Influence between Variables

	Hypothesis	C.R	P	Threshold	Remark
H₁	E-WOM → Brand image	2,088	0,037	0,05	Significant positive
H₂	Brand trust → Brand image	2,035	0,042	0,05	Significant positive
H₃	Brand image → Purchase intention	-,945	0,345	0,05	Not significant
H₄	E-WOM → Purchase intention	1,975	0,048	0,05	Significant positive
H₅	Brand trust → Purchase intention	8,095	0,001	0,05	Significant positive

Source: Data analysis, 2023

CONCLUSIONS

Based totally at the consequences of research and discussion, it is able to be concluded that *e-WOM* and brand trust have a positive and significant impact on brand image and buying interest. Brand image has no effect on buying interest. And finally, brand image does not mediate e-WOM and brand trust on buying interest.

RESEARCH IMPLICATION

Electronic word of mouth has an influence on Shopee's brand image. Therefore, it is important for Shopee to pay attention to the online review features in its media to help Shopee evaluate the brand image of its products. Brand trust influences brand image. To increase brand trust, the Shopee company can innovate its products/services. Brand image has a positive and significant effect on purchasing interest. Therefore, Shopee must continue to maintain and improve its brand image so that it remains positive among the public. e-WOM has a positive effect on consumer interest. Through e-WOM, buyers on Shopee can channel their buying interest by looking at reviews on Shopee. Trust influences consumer buying interest. In order to maintain consumer confidence and continue to increase, Shopee can improve and maintain e-commerce security mechanisms and techniques so that it can guarantee consumer security when carrying out online transactions which can increase consumer confidence in e-commerce. e-WOM does not have a direct influence on purchase intention because it has to go through the mediating variable, namely brand image. So therefore. Shopee must continue to maintain and maintain e-WOM to remain positive by maintaining long-term relationships between e-commerce and consumers, so that consumers can have and create a positive assessment of Shopee's image.

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