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**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) AND BRAND TRUST ON ONLINE PURCHASE DECISIONS OF SKINCARE PRODUCTS IN LAZADA***PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM) DAN BRAND TRUST TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINCARE ONLINE DI LAZADA*

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**Abstract:** This study aims to know the influence of electronic word of mouth (E-WOM) and brand trust on online purchase decision of skincare products in Lazada. The research sample is 100 respondents. The data collected by questionnaire and distributed online. The sampling method used in this study is a purposive sampling. The data analysis method in this study is multiple linear regression and using SPSS as a data processing tool. The result shows that electronic word of mouth partially has a positive and significant influence on online purchase decision. Brand trust partially has a positive and significant influence on online purchase decision. Electronic word of mouth and brand trust simultaneously have a positive and significant influence on online purchase decision.

**Keyword:** electronic word of mouth, brand trust and online purchase decision

**Abstrak:** Penelitian ini bertujuan untuk mengetahui pengaruh electronic word of mouth (E-WOM) dan brand trust terhadap keputusan pembelian online produk skincare di Lazada. Sampel penelitian adalah 100 responden. Pengumpulan data dilakukan dengan kuesioner dan disebarluaskan secara online. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling. Metode analisis data dalam penelitian ini adalah regresi linier berganda dan menggunakan SPSS sebagai alat pengolahan data. Hasil penelitian menunjukkan bahwa electronic word of mouth secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian online. Kepercayaan merek secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian online. Electronic word of mouth dan brand trust secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian online.

**Kata Kunci :** kata elektronik dari mulut ke mulut, kepercayaan merek, dan keputusan pembelian online

## INTRODUCTION

### Research Background

The use of the internet causes changes in people's behavior in making purchasing decisions from offline purchase to online purchase. According to Kotler and Keller (2016), purchase decision is a problem-solving process that consists of analyzing the needs and desires, information search, selection sources appraisal towards purchase alternative, purchase decisions, and behavior after purchase. In short, a purchase decision is a stage of the decision process where consumers actually make a product purchase. Nowadays, purchases are made not only at a certain store or place but people can make purchases online. Online purchases are shopping behavior on online stores (Perea y Monswé, Dellaert, and de Ruyter, 2004). Customer do not need to go to a store or shopping center to buy certain products and can make a purchase anywhere and anytime.

Online consumer behaviour can be studied using frameworks from 'offline' or traditional consumer behaviour. A number of general frameworks in consumer behaviour are available that capture the decision-making

processes of consumers (Schiffman and Kanuk, 2000). These frameworks distinguish a number of stages, typically including at least the following: need recognition, prepurchase search, evaluation of alternatives, the actual purchase, and postpurchase evaluation. These stages are relatively abstract and do not consider the medium through which the consumer buys. Hence, the stages can be applied to online consumer behaviour (O'Keefe and McEachern, 1998).

Lazada.co.id is an e-commerce business portal that offers various types of products such as daily consumption needs, electronics, health, fashion and beauty products are no exception. Based on a further survey, data shows that 25% of internet users who do online shopping buy the need for fashion and beauty products. This has encouraged more and more cosmetic products to be present at Lazada. The development of cosmetics and personal care business occurs in line with the high competitiveness level in the cosmetics sector Dai and Pelton (2018) which causes cosmetics marketers to expand their marketing coverage from offline to online to reach broader consumers. The Lazada site is a subsidiary of the German internet network company Rocket Internet and has been operating since January 2012. Lazada provides conveniences such as a money back guarantee, free shipping, and Cash on Delivery (COD) or pay on the spot to more than 100 cities in Indonesia. Currently Lazada continues to encourage increased consumer decisions to shop online at Lazada.

Purchasing decision making is divided into several stages, the first is that consumers will identify needs, then consumers will look for information about the product, and finally, look for alternative products to be considered before making a decision (Tjiptono, 2015). So, it takes the willingness of facilities to provide various information because one of the important factors in purchasing decisions is the identification of needs that require a lot of information about the product. Thus, people need electronic word of mouth (e-WOM) so that they can obtain information to make purchasing decisions.

With the growth of e-commerce, online consumer reviews have increasingly become important sources of information that help consumers in their purchase decisions. E-commerce platforms including Lazada provide comment section as a means for customers to share reviews about the products. Online consumer review is a form of electronic word of mouth (e-WOM) which consists of analysis and comments generated and posted by people who have spent their money on a product and have used it (Melati dan Dwijayanti, 2020). The right information about product reviews can make people influenced and motivated to buy the product, because a little lack can disappoint consumers and will vent their dissatisfaction through reviews (Ardianti and Widiartanto, 2019). With the reviews provided along with real product pictures, it can make it easier for new consumers who want to buy to see the original product. Giving written reviews from consumers is expected to increase the quantity of the buyer numbers of a product. When exchanging information through eWOM, consumers proceed with product evaluation (Zhu and Zhang, 2010).

A greater degree of trust is required in an online shopping environment than in a physical shop. It is by now a folk theorem that trust is an important issue for those who engage in electronic commerce (Keen et al., 1999). Trust mitigates the feelings of uncertainty that arise when the shop is unknown, the shop owners are unknown, the quality of the product is unknown, and the settlement performance is unknown (Tan and Thoen, 2001). According to Schiffman and Kanuk (2000), Consumers tend to trust products with preferred brands or well-known brands. This is the basis for businessmen to strengthen their brand position in order to create brand trust positive and firmly entrenched for consumers. When the brand trust that is positively attached to consumers for a product is able to influence the decision to make a purchase with consideration of risk in a more positive direction so that consumers are sure of the decision to buy the product.

This topic is interesting because it has a great urgency based on as previously explained about the internet which has now become a lifestyle of the community which then makes people carry out various online activities such as buying and selling products and services. So that researchers are interested in examining the factors that influence consumer behavior in making online purchasing decisions. From the description of the background above, the author concludes that the substance of this research is about the influence of electronic word of mouth (e-wom) and brand trust on online consumer purchase decisions for skincare product. This research will take place in Manado city and focusing on Lazada e-commerce users

## Research Objectives

The research objectives are:

1. To find out the influence of Electronic Word of Mouth (E-WOM) and Brand Trust toward online purchase decisions.
2. To find out the influence of Electronic Word of Mouth (E\_WOM) toward Online Purchase Decisions
3. To find out the influence of Brand Trust toward Online Purchase Decisions

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**THEORETICAL FRAMEWORK****Marketing**

Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Kotler and Armstrong, 2016). They added that many people think that marketing is the art of selling products. Even though the art of selling products is the small end of marketing ice. Marketing is oriented towards meeting the needs of the target market in a profitable way. Otherwise, according to Yulia and Setianingsih (2020:74), marketing is one of the main activities carried out by the company in maintaining the survival of the company, developing to earn a profit. Marketing activities are designed to give meaning to serving and satisfying consumer needs carried out to achieve company goals.

**Consumer Behavior**

Consumer behavior is the study of the processes involved when an individual or group chooses, buys, use, or organize products, services, ideas or experiences to satisfy the needs and desires of consumers. While Mowen and Minor (2002) state consumer behavior is a unit study and decision-making process involved in acceptance, use and purchase, and determination of goods, services and ideas.

**Online Purchase Decision**

Online purchases are purchases made by consumers via the internet (Varma and Argawal, 2014). Consumers can make purchases from anywhere and obtain complete information about products such as price, size, color and product availability (Solomon, 2013).

**Electronic Word of Mouth (E-WOM)**

Litvin, Goldsmith, and Pan (2008) suggests electronic word of mouth (E-Wom) which is internet-based social communication where web users can send and receive information related to products online. Another opinion from Gruen, Osmonbekov, and Czaplewski (2006) electronic word of mouth (e-WOM) has the meaning as a communication medium to share information related to a product or service that has been consumed between consumers who do not know each other and have met before.

**Brand Trust**

According to Ferrinadewi (2008), brand trust is the perception of reliability from the consumer's point of view based on experience or more on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction. Chi, Yeh, and Chiou (2009) state brand trust is a consumer's belief that a specific brand will offer a reliable product, such as complete functions, quality assurance, and also after-sales service to them.

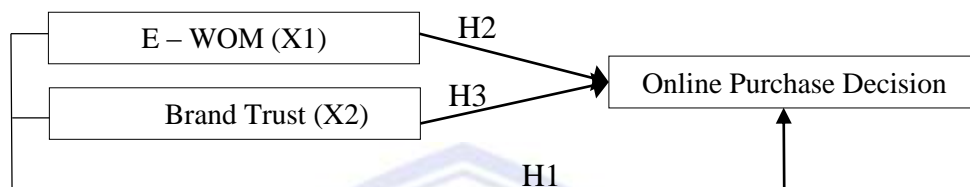
**Previous Research**

Kirana and Wahyudi (2021) examined the effect of consumer engagement, brand trust, and brand love on brand loyalty. This study also analyzed the indirect impact of consumer engagement and consumer trust on brand loyalty through brand love. The research samples were 175 respondents. The data collected by questionnaire and distributed online. Purposive sampling is used for sampling methods based on certain criteria. In this study, the research sample is consumer in this study, the research sample was consumers who had or are currently using Wardah's personal care products. The analysis result shows that consumer engagement and brand love have a significant and positive effect on brand loyalty. Only consumer engagement has a positive and significant impact on brand loyalty. Mediating effect analysis also shows that brand love does not mediate the relationship between consumer engagement and brand loyalty.

Roy, Datta, and Mukherjee (2018) explored the role of mixed neutral WOM valence and rich eWOM content on online purchase intention. Initially, the qualitative analysis method was used to conduct in-depth interviews with experts-cum-online shoppers from different fields. Purposive sampling was used to select 14 experts and online shoppers from diverse fields. Inductive analysis was conducted to analyze the interview generated content. It helped in forming various codes and categories in explaining eWOM constructs. Content analysis was also used to analyze the importance of various factors in key constructs (themes) affecting online behavior. The finding from the content analysis confirmed that both mixed neutral eWOM and rich eWOM content positively affects online purchase intention. This study has also explored how insights derived from the content analysis of valence and content can help marketers to develop an online marketing strategy

Bhandari and Rodgers (2018) examined the effects of brand feedback to negative electronic word of mouth (eWOM) on consumers' brand trust and purchase intentions, and examined the moderating effect of problem attribution described in the negative eWOM message. Results from a 2 (Brand Feedback: Present/Absent) × 2 (Causal Attribution: Brand/Reviewer) × 2 (Products: Laptop/TV) between-subjects online experiment suggest that brand feedback had a simultaneous positive and negative effect on purchase intentions, whereby brand trust mediated the positive effect. Attribution of the product's problem did not significantly change this effect. Findings help to clarify the literature by describing mechanisms through which brand feedback occurs to influence brand outcomes.

**Conceptual Framework**



**Figure 1. Conceptual Framework**

*Source: Data Processed (2022)*

**Research Hypothesis**

H1: E-WOM and Brand Trust simultaneously have an influence on Online Purchase Decision

H2: E-WOM partially has an influence on Online Purchase Decision

H3: Brand Trust partially has an influence on Online Purchase Decision

**RESEARCH METHOD**

**Research Approach**

This research is using a quantitative approach. Moreover, Creswell (1994) has given a very concise definition of quantitative research as a type of research that is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics).

**Population, Sample and Sampling Technique**

According to Sugiyono (2012), the notion of population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and conclusions drawn. The population referred to in this study is Lazada app users in Manado City. Based on this formula, a sample that can be taken from the population at least 96.04 people but in this research the population was rounded up by 100 respondents for people who have already bought skincare at Lazada in Manado city. In this research, purposive sampling method is used because the target sample was respondents who bought and used skincare products and had experienced in buying online on Lazada e-commerce platform.

**Data Collection Method**

The data collection methods required in this study is Questionnaire, Collecting data by providing or distributing a list of statements to respondents in the hope of giving respondents an honest response/answer to the questionnaire.

**Operational Definition of Research Variables**

**Table 1. Operational Definition and Indicators of Research Variables**

Variable	Definition	Indicators
Online Purchase Decision	Purchasing decision in terms is a selection of actions from two or more alternative choices.	1. Product Choice 2. Brand Choice 3. Purchase Amount 4. Purchase Time 5. Payment Method

Electronic Word Of Mouth	EWOM is defined as Internet-mediated opinions and recommendations regarding products from peers	(Kotler and Armstrong, 2016) 1. Platform assistance 2. Venting negative feelings 3. Concern for other consumers 4. Extraversion/positive self-enhancement 5. Advice seeking
Brand Trust	The definition of brand trust is the willingness of individuals to trust the brand's ability to satisfy their needs.	(Hennig-Thurau et al., 2004) 1. Utilitarian 2. Hedonic 3. Quality 4. Uniqueness 5. Availability (Halim, 2006)

Source: data processed, 2022

### Validity and Reliability

The validity test aims to find out the extent to which the measuring device correctly measures what should be measured (Santoso, 2017). A questionnaire is considered valid if the questions on the questionnaire are able to reveal something that is measured by the questionnaire. Validity testing was carried out with the help of the SPSS for windows program. Decision making is based on the p value or significance value less than 0.05, then the question item is declared valid and vice versa if the p value or significance value is equal to or more than 0.05 is considered invalid. Test reliability refers to the degree to which a test is consistent and stable in measuring what it is intended to measure. Reliability is a tool to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if someone's answer to a statement is consistent or stable from time to time (Ghozali, 2016). Reliability was measured using Cronbach Alpha.

### Test of Classical Assumptions

Heteroscedasticity test is intended for inequality in results. If this variance is fixed, it is called homocedasticity. Spearman has significant meaning (sig <0,05) to its residual value. Multicollinearity test is to test the assumption of multicollinearity in the regression model whether there is a correlation between the independent variable. A good regression model should be free from the problem of multicollinearity (Malhotra, 2007). Normality test aims to test the regression model whether the dependent variable with the independent variables has a normal distribution or not (Maholtra, 2007).

### Multiple Linear Regression

The data analysis technique used in this research is multiple linear regression analysis method. Multiple linear regression analysis is used to measure the effect of the independent variable and dependent variable (Sugiyono, 2012). Based on the general form of multiple linear regression, the equation model of multiple regression analysis which used in this research can be formulated as shown below.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

- Y : Online Purchase Decision
- X1 : Electronic Word Of Mouth (E-WOM)
- X2 : Brand Trust
- a : Constant
- e : Error term
- b1,b2 : Regression coefficient of each independent variable

### Coefficient of determination (R<sup>2</sup>)

The coefficient of determination R<sup>2</sup> is used to measure how far the ability of the independent variable to explain the dependent variable (Ghozali, 2016: 95). The value of the coefficient of determination is 0 to 1. The small value of R<sup>2</sup> indicates the ability of the independent variables in explaining the dependent variable is very limited. A value that is close to one indicates that the independent variable provides almost all the information needed to predict the variation of the dependent variable

## Hypothesis Testing

### Simultaneous Test (F Test)

The F test is used to show whether all the independent variables included in the model have a simultaneous effect on the dependent variable (Ghozali, 2016: 96). To test the regression coefficient simultaneously, it used the statistical test of F-test as follows:

- If  $F > F$  as confidence level of 95% ( $\alpha = 0.05$ ), it means that all the independent variables have a significant effect on the dependent variable simultaneously. Thus, the original hypothesis  $H_0$  is rejected and the alternative hypothesis  $H_a$  is accepted.
- If  $F < F$  as confidence level of 95% ( $\alpha = 0.05$ ), it means that all the independent variables does not have a significant effect on the dependent variable simultaneously. Thus, the original hypothesis  $H_0$  is accepted and the alternative hypothesis  $H_a$  is rejected.

### Partial Test (t Test)

T-test statistics are used to show how far the influence of one independent variable individually in explaining the variation of the dependent variable (Ghozali, 2016: 97). The results of the calculation are compared with the t table using the error rate ( $\alpha$ ) = 0.05. The following is the basis for decision making:

- Based on the results of the calculated t value based on the t table. The independent variable is stated to have a partial effect on the dependent variable if the value of tcount > ttable.
- On the other hand, if t count < t table, the independent variable is stated to not affect the dependent variable partially.

## RESULT AND DISCUSSION

### Result

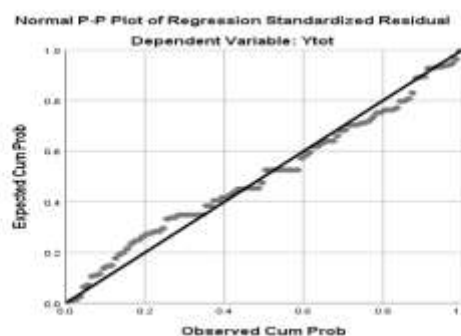
#### Validity and Reliability

In validity test, it shows that all statement items used to measure the variables used in this study have Sig < 0.05 so it can be said that all indicators are valid to be used as instruments in research. The value of Cronbach's Alpha of eWOM (X1) is 0.810, Brand Trust (X2) is 0.912, and Online Purchase Decision (Y) is 0.874 in this research, that means statement in this questionnaire is reliable because it has a Cronbach's Alpha value greater than 0.6. So that the variables of this research is considered reliable.

### Classical Assumption Tests

#### Normality Test

Based on the picture below shows that the data that represented by the dots are spreading near the diagonal line and follow the direction of diagonal line. It proves that the normality test is normal



**Figure 1. Normality Test**

Source: SPSS Data Processed (2022)

#### Multicollinearity

Based on the table below the tolerance value of eWOM (X1) and Brand Trust (X2) are 0.392, which means the tolerance value > 0.10, the VIF value of eWOM (X1) and Brand Trust (X2) are 2.548, which means VIF value < 10. It can be concluded that the research in this study can be stated not to contain symptoms of multicollinearity.

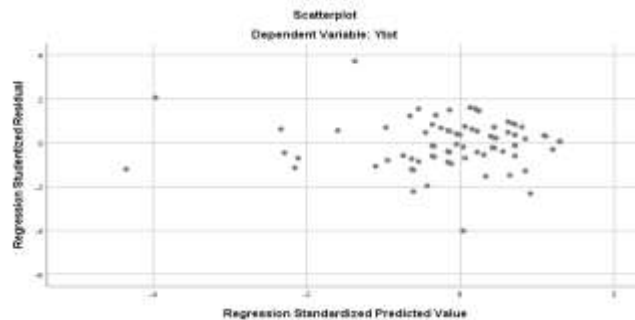
**Table 2. Result of Multicollinearity Test**

Model	Coefficients <sup>a</sup>	
	Tolerance	VIF
1 (Constant)		
eWOM (X1)	.392	2.548
Brand Trust (X2)	.392	2.548

a. Dependent Variable: Online Purchase Decision (Y)

Source: SPSS Data Processed (2022)

### Heteroscedasticity



**Figure 2. Heteroscedasticity Test**  
Source: SPSS Data Processed (2022)

Based on the figure 2, it shows that the pattern of the dots spread above and below 0 on the Y axis. The result shows that there is no heteroscedasticity in this regression.

### Multiple Linear Regression Analysis

**Table 3. Result of Multiple Linear Regression Analysis**

Model	Coefficients <sup>a</sup>				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error				
1 (Constant)	5.605	1.619			3.462	.001
eWOM (X1)	.560	.099	.550		5.669	.000
Brand Trust (X2)	.249	.082	.294		3.028	.003

a. Dependent Variable: Online Purchase Decision (Y)

Source: SPSS Data Processed (2022)

From the results of calculation on the table 3 can be presented in the form of a standardized regression equation as follows:

1. The constant value is 5.602. This explains that if the eWOM (X1) and Brand Trust (X2) variables are zero (0), then the value of Online Purchase Decision is 5.602.
2. eWOM (X1) regression coefficient is positive (0.560). This explains that eWOM (X1) have a positive effect on Online Purchase Decision (Y) and if eWOM (X1) increase by one unit while the Brand Trust (X2) is assumed to be constant, then the Online Purchase Decision (Y) will increase by 0.560.
3. The regression coefficient for the Brand Trust (X2) is positive (0.249). This explains that Brand Trust (X2) has a positive effect on Online Purchase Decision (Y) and if Brand Trust (X2) increase by one unit while the eWOM (X1) is assumed to be constant, then the Online Purchase Decision (Y) will increase by 0.249.

### The Coefficient of Determination (R<sup>2</sup>)

The value of the coefficient of determination (R<sup>2</sup>) is 0.641 or 64.1% meaning that the independent variables in this study have an effect of 64.1% on customer satisfaction and the remaining 35.9% comes from external factors or variables that are not discussed or explained in this study.

**Table 4. Result of Coefficient of Determination (R<sup>2</sup>)****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 <sup>a</sup>	.641	.634	2.09773

a. Predictors: (Constant), eWOM (X1), Brand Trust (X2)

b. Dependent Variable: Online Purchase Decision

Source: SPSS Output Data (2022)

**Hypothesis Tests****Partial Test (T-Test)****Table 5. T-Test Result****Coefficients<sup>a</sup>**

Model	t	Sig.
1 (Constant)	3.462	.001
eWOM (X1)	5.669	.000
Brand Trust X2	3.028	.003

a. Dependent Variable: Online Purchase Decision

Source: SPSS Output Data (2022)

Based on the results from table 5, it can be seen that the results of the t - test indicate that the significance value of eWOM (X1) variable on Online Purchase Decision (Y) variable is  $0.000 < 0.05$  and the t count value is  $5.669 > t$  table 1.985. The variable eWOM (X1) has a positive and significant effect on Online Purchase Decision (Y).

**Simultaneous Test (F-Test)****Table 6. F-Test Result****ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	763.314	2	381.657	86.731	.000 <sup>b</sup>
Residual	426.846	97	4.400		
Total	1190.160	99			

a. Dependent Variable: Online Purchase Decision

b. Predictors: (Constant), eWOM, Brand Trust

Source: SPSS Output Data (2022)

Based on the table 6, it can be identified as having a significant value of  $0.000 < 0.05$  and the calculated F count is  $86.731 > F$  Table 3.089. So it can concluded that all independent variables (X) have a simultaneous effect on the dependent variable (Y) and shows that the model is fit and feasible to use in this research.

**Discussion****The Influence of Electronic Word of Mouth (X1) on Online Purchase Decision (Y)**

This study proves that Electronic Word of Mouth partially has a positive and significant influences towards Online Purchase Decision of skincare products at Lazada e-commerce. This proves by the result of the questionnaire data and then after the data was processed, it was found the majority of respondents buy skincare products at Lazada after finding out the information first through electronic word of mouth, where the better product reviews are, the more people decide to buy products. There are five indicators of Electronic Word of Mouth namely Platform assistance, Venting negative feelings, Concern for other consumers, Extraversion, Advice seeking. These indicators are used in the questionnaire to find out what respondents think about the Electronic Word of Mouth. The questions asked in the questionnaire are given a rating scale, the higher the score, the more agree the customer's opinion, and vice versa, the lower the score means disagreeing with the statement. The result, most of the respondents are agree with all the statement in those indicators. It means electronic word of mouth significantly influence online purchase decision. From the questionnaire, the statement that has the highest average value are "When buying skincare at Lazada, reviews from other consumers are very helpful" and "Reviews from consumers provide solutions when i am confused in choosing which skincare products to buy",



this proves that customers depend on eWOM when they want to buy skincare products. This research support the Hennig-Thurau et al. (2003) that stated consumers are motivated to read and write eWOM for decision making and social benefits, and this undoubtedly affects the purchasing decision. This research also in line with Wu and Wang (2011) that stated consumers rely more on word-of-mouth than on other sources of information when making purchase decisions. Also Dellarocas, Zhang, and Awad (2007) show that buyers seriously consider online feedback when making purchasing decisions. Hence, it is clear that trust plays a role in online consumer behaviour. In addition to participants assess the attribute-value reviews as clear and specific. Other reviewers' rating of usefulness of the review is regarded as an important factor that influence the buyers purchasing decision, as with the statement "I am more interested in reading skincare reviews from consumers with good rating reviews on Lazada" in the questionnaire, the majority of respondents strongly agree with this statement. It should come as no surprise that consumers put the most trust into the people they know and online opinions from fellow buyers. Thus, clear and reliable information about the skincare products provided at Lazada is obtained, and based on the information obtained, consumers can determine the choice of products they need and want and can make purchasing decisions. This result is similar with the previous research by Mighfar et al. (2020) who shows that E-WOM (Electronic World of Mouth) has a positive and significant effect on purchasing Decision. Another previous research that in line with this research is by Munandar (2021) with results of the study, Electronic Word of Mouth (eWOM) has a positive effect on online purchasing decisions.

### **The Influence of Brand Trust (X2) on Online Purchase Decision (Y)**

Brand Trust has also been shown to have an affect Online Purchase Decision of skincare products in Lazada. There are five indicators of Brand Trust namely Utilitarian, Hedonic, Quality, Uniqueness, Availability. These indicators are used in the questionnaire to find out what respondents think about the Brand Trust. The questions asked in the questionnaire are given a rating scale, the higher the score, the more agree the customer's opinion, and vice versa, the lower the score means disagreeing with the statement. The result, most of the respondents are agree with all the statement in those indicators. It means brand trust significantly influence online purchase decision. Consumer decisions to buy skincare products, make consumers naturally question the reliability and intentions of the brand as part of their consideration to buy. Good and strong brand trust from consumers will create purchasing decisions for the brand. Skincare products at Lazada are considered by consumers to have a good brand reputation and are able to provide confidence to consumers through various product variants. In addition, consumers also believe in skincare products at 65 Lazada because the results can meet consumer expectations so that consumers want to make purchases. This can be seen from the questionnaire respondents who tend to agree on all aspects of Brand Trust indicators. The indicators include utilitarian, hedonic, availability, uniqueness and quality. Based on the results of the questionnaires that have been distributed in this study, the majority of respondents agree with the statement of each brand trust indicator in the questionnaire. This research result is similar to various previous studies establishing the association between brand trust and purchase decision had been conducted by previous researchers. For example, Alwi et al. (2016) examined the effect of buying decision on air conditioning products in Malaysia by placing brand trust as the independent variable. The result shows that brand trust is able to influence consumer's buying decision in a positive and significant direction. Another research that in line with this is by Chinomona (2016) also used the variable of brand trust to test the product's buying decision in South Africa. The research results showed that brand trust influences buying decision in a positive direction

### **The Influence of Electronic Word of Mouth (X1) and Brand Trust (X2) on Online Purchase Decision (Y)**

The result show that eWOM and Brand Trust together or simultaneously have a positive effect on Online Purchase Decision of skincare products at Lazada. There are many factors that can affect online purchase decision, some of it was proven in this research which are eWOM and Brand Trust. This result show that the two variables influence above sixty percent towards customer satisfaction and from other variables influences only under forty percent. This research was dominated by female respondents with young age. This research model mainly examines online customer purchase decision at Lazada, a popular e-commerce platform in Indonesia, including Manado City. In this study, after obtaining the data from the questionnaire on the respondents' answers to the independent and dependent variables, the researchers concluded that the majority of respondents felt that Electronic word of mouth and Brand trust variables influenced the decision to buy skincare products for consumers. The majority of respondents felt that skincare products at Lazada have a good brand reputation based on how electronic word of mouth is in the form of consumer reviews on Lazada, and has a compatibility concept between the electronic word of mouth. In addition, the majority of respondents also feel that the skincare products

at Lazada have a trusted and high quality brand. With the compatibility of the concept between electronic word of mouth and brand trust in skincare products at Lazada, making consumer purchasing decisions increase.

This hypothesis supported by previous research by Vongurai (2018) Word of Mouth and Trust significantly influence Purchase-Decision involvement in using Traveling Services for Bangkokian. Furthermore, WiraAndryana and Ardani (2021) the result states that trust is a mediating variable for the influence of E-WOM on purchasing Decision at Bali Becik Wedding and Florist Denpasar. Another previous research by Saputra and Wardana (2020) the result showed that Trust is a mediating variable of influence between E-WOM on purchasing Decision on Tokopedia Products in Manado City

## CONCLUSION AND RECOMMENDATION

### Conclusions

Based on the results of analysis and discussion in the previous chapter then obtained regarding to conclusions, The Influence of Electronic Word of Mouth (E-WOM) and Brand Trust on Online Purchase Decision of skincare products. These conclusions are:

1. The independent variables which are Electronic Word of Mouth and Brand Trust simultaneously have a significant influence on Online Purchase Decision of skincare products in Lazada.
2. The Electronic Word of Mouth variable partially has a positive and significant influence towards Online Purchase Decision of skincare products in Lazada.
3. The Brand Trust variable partially has a positive and significant influence towards Online Purchase Decision of skincare products in Lazada.

### Recommendations

1. Judging from the variable electronic word of mouth and brand trust have an effect on online purchasing decisions for skincare products, therefore companies that produce skincare must maintain and pay more attention to these factors to further improve consumer purchasing decisions for skincare products.
2. In order for the consumers to keep making purchases, Lazada must continue to improve the consumer review feature on the Lazada application, for example by creating a system that advises consumers to provide reviews after purchasing a product. That way consumers will also find it easier to find information about a product. Researcher also recommend Lazada to keep provide a good quality and trusted brand
3. Different research objects and scopes will give different research results, so that further research is expected to expand the research object to other major e-commerce sites in Indonesia, as well as more samples in order to provide more specific results

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