

## Analysis of the Effect of Perceived Benefit, eWOM and Perceived Web Quality on Online Purchase Intention through Trust in Surakarta

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### Abstract

Rapid advancements in information technology and the internet have revolutionized global business, making the exchange of goods and services online, driving dynamic business models such as Business-to-Consumer (B2C), which allows companies to offer their products online through smartphones that can be accessed anytime and anywhere. The surge in online shopping offerings forces entrepreneurs to rigorously assess the functionality and user benefits of their online platforms. This study aims to analyze the effect of perceived benefits, electronic word of mouth, and perceived web quality on online purchase intentions at Shopee, with trust as an intervening variable in Surakarta. The data collected were 129 respondents aged 18-35 years using a purposive sampling technique. The data was then analyzed using Smart PLS 3.0. The results showed that perceived web quality has a positive and significant effect on perceived benefits, perceived web quality has a positive and significant effect on eWOM, perceived web quality has a positive and significant effect on trust, perceived web quality positively and significantly influences online purchase intentions, trust positively and significantly impacts perceived web quality, with eWOM acting as a mediating factor, perceived benefit has a positive and significant effect on online purchase intentions, and perceived web quality has a positive and significant effect on online purchase intentions, with trust acting as a mediating variable.

## Analisis Pengaruh Perceived Benefit, eWOM dan Perceived Web Quality terhadap Minat Beli Online melalui Kepercayaan Di Surakarta

### Abstrak

*Kemajuan pesat dalam teknologi informasi dan internet telah merevolusi bisnis global yang membuat pertukaran barang dan jasa secara online, mendorong model bisnis yang dinamis seperti Business-to-Consumer (B2C) yang memungkinkan perusahaan untuk menawarkan produk mereka secara online melalui ponsel pintar yang dapat diakses kapan saja dan di mana saja. Lonjakan penawaran belanja online memaksa para pengusaha untuk secara ketat menilai fungsionalitas dan manfaat pengguna dari platform online mereka. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi manfaat, electronic word of mouth, dan persepsi kualitas web terhadap niat beli online di Shopee dengan kepercayaan sebagai variabel intervening di Surakarta. Data yang dikumpulkan sebanyak 129 responden yang berusia 18-35 tahun dengan menggunakan teknik purposive sampling. Data kemudian dianalisis dengan menggunakan Smart PLS 3.0. Hasil penelitian menunjukkan bahwa persepsi kualitas web berpengaruh positif dan signifikan terhadap persepsi manfaat, persepsi kualitas web berpengaruh positif dan signifikan terhadap eWOM, persepsi kualitas web berpengaruh positif dan signifikan terhadap kepercayaan, persepsi kualitas web berpengaruh positif dan signifikan terhadap niat pembelian online, kepercayaan berpengaruh positif dan signifikan terhadap persepsi kualitas web, dengan eWOM berperan sebagai variabel mediasi, persepsi manfaat berpengaruh positif dan signifikan terhadap niat pembelian online, serta persepsi kualitas web berpengaruh positif dan signifikan terhadap niat pembelian online, dengan kepercayaan berperan sebagai variabel mediasi.*

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In recent decades, the internet and information technology have revolutionized global business, creating a vast marketplace for goods and services and transforming commerce. This digital shift has integrated socializing, working, shopping, and healthcare into daily life, particularly in Indonesia (Setiyawan & Handayani, 2022). The surge in Internet users has driven the explosive growth of e-commerce, where businesses thrive by selling online (Huseynov & Yildirim, 2016).

Dynamic business models, especially business-to-consumer (B2C) e-commerce, are leading the charge, with companies showcasing their products online to gain a competitive edge. Online retailers offer diverse products, convenient payment options, and 24/7 access, meeting consumer demands unmet by physical stores. Traditional retailers are also going digital to stay competitive.

Online shopping allows consumers to order with just a few clicks, enjoying the convenience of shopping anytime, anywhere, without geographic limitations or sales pressure. Unlike physical stores, online retailers save on costs related to physical locations, security, and operating hours. Shoppers benefit from extensive product information and smart recommendations, making it easy to find, compare, and choose the best options quickly. Despite the inability to touch or smell items, the convenience and benefits have rapidly popularized online shopping (Giao et al., 2020).

According to the Indonesian Internet Service Providers Association, internet users in Indonesia reached 215.63 million in the 2022-2023 period, a 2.67% increase from the previous period. This accounts for 78.19% of Indonesia's total population of 275.77 million, up from 77.02% in 2021-2022. E-commerce in Indonesia has seen consistent growth, with users increasing from 139 million in 2017 to 212.2 million in 2023. The top e-commerce categories are food and beverages (43.02%), fashion (15.04%), housekeeping (8.11%), transportation (5.86%), and cosmetics (5.37%).

Opportunities for online businesses in Indonesia are expanding, and Shopee is capitalizing on this trend. Launched in 2015, Shopee operates in seven countries, including Indonesia, and aims to improve lives through technology (Engriani & Novaris, 2020). It offers a user-friendly, secure, and fast shopping experience with robust payment and logistics support, accessible via Android and iOS devices (Septiari, 2018).

Popular e-commerce platforms in Indonesia include Shopee, Lazada, Tokopedia, Bukalapak, OLX, Elevation, Blibli, MatahariMall, Zalora, Traveloka, Amazon, Bhineka, Qoo10, Jd.id, and Agoda. Among these, Shopee leads with 157.97 million visitors, followed by Tokopedia (117.03 million), Lazada (83.23 million), Blibli (25.43 million), and Bukalapak (18.07 million). The rise in online shoppers has led top e-commerce platforms to offer perks like free shipping, secure transactions, product guarantees, and online customer service. However, issues like non-delivery, late delivery, and inadequate refunds still deter some consumers. To boost online shopping, understanding consumer behavior is crucial.

Online shopping behavior reflects consumers' psychological state and purchasing process (Huseynov & Yildirim, 2016). Purchase intention shows consumers' willingness to buy online, driven by positive attitudes toward products. Consumer trust significantly impacts online shopping; high trust leads to more purchases, while low trust results in abandoned carts. Trust reduces perceived risks in online transactions.

Positive relationships and electronic word of mouth (eWOM) enhance trust and promote continuous information flow and recommendations. The internet allows eWOM to spread widely and instantly, making it more influential than traditional word of mouth (Yusuf et al., 2018). Platforms like blogs, forums, review sites, shopping sites, and social media facilitate eWOM. Studies show consumers find eWOM

more trustworthy than traditional advertising (Sa'ait et al., 2016). Positive eWOM boosts product trust and consumer satisfaction, driving purchase intentions. Well-recommended sites gain credibility, and perceived benefits and quality prevent consumers from switching to competitors.

E-commerce benefits influence shopping intentions, with perceived benefits linked to positive outcomes. Website quality ease of use, rich information, and appealing design affects consumer trust and eWOM generation (Wicaksono & Ishak, 2022). High-quality websites increase purchase intentions and motivate positive reviews, highlighting the importance of an attractive and informative online presence.

The purpose of this study is to analyze several key factors influencing online purchasing intentions. It examines the impact of website quality on perceived usefulness, eWOM, trust, and online purchase intentions. Furthermore, it investigates how trust mediates the relationship between eWOM and online purchase intentions, as well as between website quality and online purchase intentions. Lastly, this research explores the direct influence of perceived benefits on online purchase intentions.

## LITERATURE REVIEW

### Perceived Web Quality and Perceived Benefit

Perceived web quality represents the overall performance of an online shopping site, measuring its smooth, reliable, and efficient design and operation. This study highlights perceived web quality through a site's functionality and search ability. Functionality includes usability and interactivity, such as ease of navigation, responsiveness, and accessibility (Pahlawan, 2021). Higher perceived web quality enhances consumer benefits. Perceived utility satisfies consumer needs or wants. The comparative advantage of an innovation, seen in economic profitability, social status, and other benefits, drives its adoption. E-

commerce advantages include economic benefits, time savings, and overall convenience.

*H1: Perceived web quality has a positive and significant effect on perceived benefits.*

### Perceived Web Quality and eWOM

Website quality is the customer's overall perception of an online shopping center's functionality as a marketing tool (Wicaksono & Ishak, 2022). It includes ease of use, usability, attractiveness, and accessibility. Creating a high-quality website effectively shapes consumer perceptions and boosts positive eWOM. eWOM communications have surged as more consumers use the internet for information, driven by technological advancements. High-quality online shopping sites in design, navigation, and searchability encourage positive eWOM. Research shows that website quality is positively related to eWOM in e-commerce (Pahlawan, 2021).

*H2: Perceived web quality has a positive and significant effect on eWOM.*

### Perceived Web Quality and Trust

Website quality significantly impacts ease of use, usability, and enjoyment, driving online shopping usage. Research shows perceived web quality strongly influences consumer trust in online shopping sites (Pahlawan, 2021). High usability and interactivity in websites boost consumer trust. A high-quality website enhances perceived trust in online retailers (Al-Debei et al., 2015) and increases credibility in online auctions, building trust in the e-commerce industry.

*H3: Perceived web quality has a positive and significant effect on trust.*

### Perceived Web Quality and Online Purchase Intention

A website is crucial for a company's success, serving as a key communication channel with customers. Just like offline shopping, online marketing must be direct and attractive to persuade

potential buyers. Effective marketing communication, such as appealing advertising, is essential (Kotler & Keller, 2012). Website design plays a vital role in identifying advertising appeal and encouraging potential customers to visit. An attractive website design can increase online shopping intentions and influence a person's desire to shop online (Widyanto & Prasilowati, 2015).

*H4: Perceived web quality has a positive and significant effect on online purchase intentions.*

### **eWOM, Trust and Perceived Web Quality**

eWOM refers to any positive or negative statement by potential, actual, or former customers about a product or company that is accessible online (Al-Debei et al., 2015). Research shows that online reviews and recommendations are seen as credible and trustworthy by internet users, who tend to trust other shoppers' information more than company information. For online shoppers, reviews and recommendations are crucial for finding new product or service information and quality details (Pahlawan, 2021). High-quality online shopping sites in design, navigation, and search functions encourage positive eWOM. Positive reviews boost trust more effectively than negative ones, as they are perceived as fair and trustworthy.

*H5: eWOM mediates the relationship between trust and perceived web quality.*

### **Perceived Benefit and Online Purchase Intention**

Perceived benefits in online shopping include consumer trust, satisfaction, convenience, ease of use, and a wider variety of products compared to traditional shopping. These benefits drive consumers to make online purchases based on the ease of shopping and product selection. Research by Latif & Ishak (2022) shows that perceived benefits positively affect purchase intentions, as consumers appreciate features like free shipping, discounts, special offers, and customer service.

Free shipping reduces costs, enhancing the perceived value of online shopping. Other studies confirm that perceived benefits significantly boost purchase intention, as consumers feel their needs are met through easy information search and transaction processes (Patria, 2021).

*H6: Perceived benefits have a positive and significant effect on online purchase intentions.*

### **Trust, Perceived Web Quality and Online Purchase Intention**

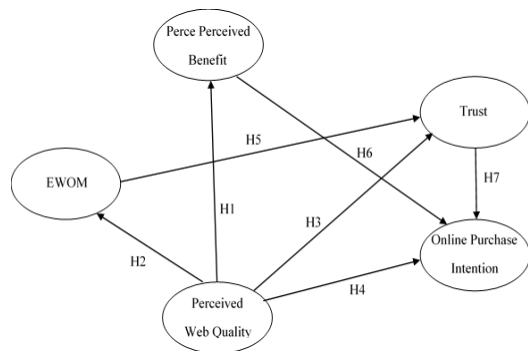
Trust is a crucial element in online shopping transactions between buyers and sellers (Qalati et al., 2021). For product recommendations on social networking sites, key trust factors include perceived ability, goodwill/integrity, critical mass, and trust in the site. Researchers suggest e-retailers should reduce risk to boost customer trust and purchase intentions. A conceptual model of website quality includes four dimensions: design, reliability, security/privacy, and customer service. A quality website is accessible, informative, and attractively designed. Effective information, visual, and navigation design positively impact purchase intention through increased trust. Higher website quality leads to greater consumer trust in the online store.

*H7: Trust mediates the relationship between perceived web quality and online purchase intentions.*

### **RESEARCH METHOD**

This research employs a quantitative research method, following the positivist philosophy as described by Sugiyono (2013). Quantitative research involves studying specific populations or samples, collecting data through research instruments, and performing quantitative/statistical data analysis to test predefined hypotheses. The population for this research consists of Indonesian consumers who make online purchases using the Shopee application. The sample comprises individuals who have made online purchases via the Shopee application in Surakarta. The sampling technique

employed is non-probability sampling, specifically purposive sampling, which selects samples based on specific criteria. The criteria for this study include men and women aged 18-35 years who shop online. The sample size was determined using the formula by Hair et al. (2013), due to the unknown size of the research population. Hair et al. (2013), recommend a sample size of 100-200 respondents, adjusted based on the number of indicators in the questionnaire, with a suggested ratio of 5-10 times the number of indicators. For this study, with 20 indicators, 100 respondents were deemed appropriate.



**1 Research Model**

The data used in this research is primary data, collected through an online survey using Google Forms. Researchers distributed questionnaires to respondents, including statements or questions related to the research variables. Responses were measured using a Likert scale. The data analysis technique employed in this research is Partial Least Squares (PLS) using the SMARTPLS 3.0 application. PLS is a multivariate statistical technique that compares multiple dependent and independent variables. PLS-SEM analysis comprises two models: Outer Model and the Inner Model.

**RESULT AND DISCUSSION**

**Respondents Demographic Profile**

Table 1 presents the characteristics of the 129 respondents who participated in the survey by completing questionnaires via Google Forms. The

results show that female respondents constituted a majority, making up 75.2% of the total. Most respondents were aged between 22-25 years, representing 42.6% of the sample. Students comprised nearly half of the respondents at 41.9%. Additionally, 48.1% of participants were high school graduates. The majority of respondents reported an income in the range of IDR 1,000,000 - IDR 4,000,000, accounting for 46.5% of the sample. Furthermore, 53.5% of respondents shopped online more than four times within a six-month period.

**Table 1. Respondents' Demographic Profile**

Categories	Frequency	Percentage
<i>Gender</i>		
Male	32	24.8
Female	97	75.2
<i>Age</i>		
18-21	32	24.8
22-25	55	42.6
26-30	26	20.2
31-35	16	12.4
<i>Education</i>		
Junior High School	0	0
Senior High School	62	48.1
Diploma	20	15.5
Bachelor	44	34.1
Masters	3	2.3
Doctor	0	0
<i>Occupation</i>		
Students	54	41.9
Housewife	6	4.7
Employee	24	18.6
Government employees	15	11.6
Professional	2	1.6
Businessman	15	11.6
Doesn't work	1	0.8
Other	12	9.3
<i>Monthly Income</i>		
<1.000.000	27	20.9
1.000.000 – 4.000.000	60	46.5
4.000.000 – 7.000.000	33	25.6
7.000.000 – 10.000.000	4	3.1
>10.000.000	5	3.9
<i>Frequency of Shopping Online (in 6 months)</i>		
1x	4	3.1
2x	10	7.8
3x	24	18.6
4x	22	17.1
>4x	69	53.5

Source: Data processed by researchers (2024)

**Validity and Reliability**

Assessing the validity and reliability of a measurement model is crucial for ensuring the

accuracy and integrity of the constructs measured in PLS. The validity and reliability of the research were evaluated to assess the measurement model in terms of item reliability, convergent validity, and discriminant validity. Convergent validity indicates that items intended to measure the same construct exhibit a high correlation. Discriminant validity ensures that constructs expected to be distinct are indeed different (Hair et al., 2013). Table 2 shows that item loadings are greater than 0.7. All AVEs exceed 0.5, and all CRs exceed 0.7. Therefore, convergent validity is acceptable.

The results in Table 3 demonstrate several significant findings. Firstly, H1, which indicates a positive and significant influence of perceived web quality on perceived benefits, is supported by empirical evidence ( $\beta = 0.694$ ;  $p < 0.05$ ). Secondly, H2, stating a positive and significant relationship between perceived web quality and eWOM, is confirmed by PLS-SEM analysis ( $\beta = 0.793$ ;  $p <$

$0.05$ ). Thirdly, H3, predicting a positive and significant relationship between perceived web quality and trust, is validated by the analysis results ( $\beta = 0.616$ ;  $p < 0.05$ ). Additionally, H4, which shows a positive and significant influence of perceived web quality on online purchase intention, is supported by PLS-SEM analysis ( $\beta = 0.436$ ;  $p < 0.05$ ). Moreover, H5, which posits a positive and significant relationship between trust and perceived web quality with eWOM as a mediating variable, is backed by the research findings ( $\beta = 0.194$ ;  $p < 0.05$ ). H6, indicating a positive and significant relationship between perceived benefits and online purchase intention, is corroborated by the data ( $\beta = 0.232$ ;  $p < 0.05$ ). Finally, H7, which asserts a positive and significant relationship between perceived web quality and online purchase intention with trust as a mediating variable, is supported by the analysis results ( $\beta = 0.358$ ;  $p < 0.05$ ).

**Table 2. Validity and Reliability Analysis**

Items	Standardized loadings	Cronbach's Alpha	Composite Reliability	AVE			
<i>Perceived Benefit</i>							
I have privacy when shopping on Shopee.	0.701	0.790	0.865	0.616			
I can buy whenever I want.	0.790						
Shopping online makes it easier to compare prices.	0.830						
I get more choices and deals when shopping online.	0.811						
<i>Electronic Word of Mouth (eWOM)</i>							
I often read online recommendations about purchasing products at Shopee.	0.759	0.812	0.869	0.571			
I often respond to positive reviews online about Shopee products.	0.731						
I often read positive reviews online about Shopee products.	0.800						
My online community often posts online buying recommendations from Shopee.	0.717						
Online customer recommendations and reviews make me more confident in buying products from Shopee.	0.770	0.833	0.889	0.667			
<i>Perceived Web Quality</i>							
Internal navigation at Shopee meets my needs.	0.789						
The ordering process through Shopee is easy.	0.778						
The Shopee app can be accessed quickly.	0.840	0.897	0.928	0.764			
Shopee has a good web design.	0.856						
<i>Trust</i>							
I believe the financial transaction process at Shopee is safe.	0.857						
I believe my financial data is protected by Shopee.	0.855	0.838	0.903	0.755			
I think Shopee is protected because it uses a digital certificate.	0.897						
I trust Shopee to protect my personal information.	0.887						
<i>Online Purchase Intention</i>							
I intend to buy products on Shopee.	0.877						

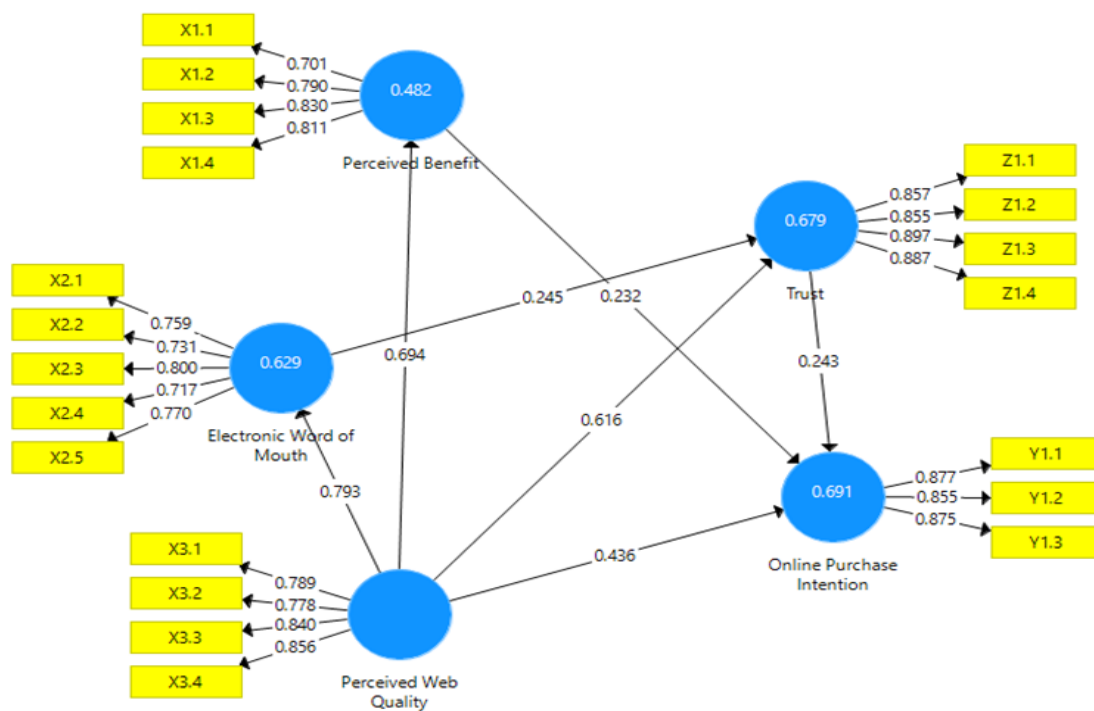
I will shop at Shopee if I have a need.	0.855
I recommend other people to make purchases at Shopee.	0.875

Source: Data processed by researchers (2024)

**Table 3. Research Hypothesis Testing Results**

Hypothesis	Hypothesized relationship	Path Coefficient	T-value	P Values	Result
H <sub>1</sub>	PWQ → PB	0.694	7.638	0.000	Supported
H <sub>2</sub>	PWQ → eWOM	0.793	13.266	0.000	Supported
H <sub>3</sub>	PWQ → TS	0.616	5.948	0.000	Supported
H <sub>4</sub>	PWQ → OPI	0.436	4.806	0.000	Supported
H <sub>5</sub>	TS → eWOM → PWQ	0.194	2.493	0.013	Supported
H <sub>6</sub>	PB → OPI	0.232	2.660	0.008	Supported
H <sub>7</sub>	PWQ → TS → OPI	0.358	4.343	0.000	Supported

Source: Data processed by researchers (2024)



**Figure 11 Final Model**

Source: Data processed by Smart PLS (2024)

**DISCUSSION**

**The impact of Perceived Web Quality on Perceived Benefit**

These findings confirm that Perceived Web Quality has a positive and significant effect on Perceived Benefit. This suggests that high website quality is associated with increased consumer perceived benefits. This correlation aligns with research by Giao et al. (2020), which showed a strong relationship between perceived web quality and perceived benefits, with consumers reporting

improved usability and overall quality. Furthermore, Al-Debei et al. (2015), highlighted the significant impact of perceived web quality on benefits such as convenience, cost reduction, and time savings.

Additionally, Setiyawan & Handayani (2022), reinforced this assertion, highlighting the significant influence of perceived app quality on benefits. The efficacy of an app, crucial for user acceptance, depends on its quality, ease of use, and efficient data processing. These factors are

vital for platforms like Shopee, which rely on internet connectivity and server responsiveness for data storage.

### **The impact of Perceived Web Quality on eWOM**

These findings indicate that Perceived Web Quality has a positive and significant effect on eWOM. This aligns with Aljabari et al. (2023), who found that higher web quality increases the likelihood of customers recommending products. For Shopee, this means that enhancing website quality boosts customer recommendations, consistent with the Theory of Planned Behavior, which links social reactions to behavior. Improved website quality encourages user engagement and positive feedback, as supported by Wicaksono & Ishak (2022), who also highlighted the impact of web quality on eWOM.

High-quality websites attract consumers through fast response times and fulfilling user needs, driving eWOM generation. Saleem et al. (2022), analyzed 789 online shoppers in China, confirming the positive relationship between website quality and eWOM. These studies underscore the crucial role of website quality in promoting eWOM practices and acquiring new consumers.

### **The impact of Perceived Web Quality on Trust**

The findings reveal that Perceived Web Quality has a positive and significant effect on Trust. Fransiska & Candy (2023) and Giao et al. (2020) both confirmed that high website quality significantly enhances electronic trust among shoppers. This highlights that superior website quality boosts consumer trust.

Consumer trust hinges on a website's ability to provide accurate information and a professional presentation. Attributes like attractive design, user-friendliness, comprehensive information, and other quality

indicators reflect Shopee's commitment to delivering optimal service. Cultivating consumer trust is crucial for success in online transactions.

### **The impact of Perceived Web Quality on Online Purchase Intention**

These findings confirm that Perceived Web Quality positively and significantly influences Online Purchase Intentions. Sujana & Suprapti (2016), also found that high-quality websites, featuring clear information, neat design, and easy navigation, boost users' purchase intentions. This indicates that companies offering superior website quality see increased consumer transactions.

However, Shahnaz & Wahyono (2016), found no significant impact of website quality on purchase intention, possibly due to incomplete and inaccurate product information that undermines consumer trust. Therefore, information quality ensuring content is current, accurate, complete, and supportive is crucial in shaping purchase intentions.

### **The relationship between Trust and Perceived Web Quality to mediated by eWOM**

This finding shows that Trust positively and significantly impacts Perceived Web Quality, with Electronic Word-of-Mouth (eWOM) acting as a mediating factor. Pahlawan (2021) confirmed that eWOM significantly mediates the relationship between trust and perceived web quality. This suggests that positive eWOM, influenced by perceived web quality, is crucial in building consumer trust. These dynamics highlight the importance of online reviews and recommendations in establishing trust in the online shopping environment.

### **The impact of Perceived Benefit on Online Purchase Intention**

These findings indicate that Perceived Benefit has a positive and significant effect on Online Purchase Intentions. Patria (2021), also found a significant influence of perceived benefits on purchase intentions, highlighting the convenience, time efficiency, and cost-effectiveness of online shopping compared to traditional methods. Online purchases often feature discounts, attracting consumers seeking lower prices and a seamless shopping experience, thereby boosting purchase intentions. This aligns with Al-Debei et al. (2015), who also noted the positive impact of perceived benefits on online purchase intentions.

However, these results contrast with studies by Nurhazizah (2023) and Astutik & Sunaryanto (2024), which found no effect or a negative effect of perceived benefits on online purchase intentions. These discrepancies may arise when online stores fail to fulfill orders promptly, causing delivery delays that undermine consumer trust and reduce purchase intentions.

### **The relationship between Perceived Web Quality and Online Purchase Intention to mediated by Trust**

The findings show that Perceived Web Quality has a positive and significant effect on Online Purchase Intentions, with Trust acting as a mediating variable. Qalati et al. (2021), observed that website quality significantly impacts purchase intentions through trust. Similarly, Sujana & Suprapti (2016), concluded that trust mediates the relationship between website quality and purchase intentions. These findings suggest that enhancing the quality of online shopping websites boosts consumer trust, which in turn increases their purchase intentions. A high-quality website instills consumer confidence in online transactions, driving interest in making purchases. Conversely, poor website quality can undermine consumer trust, reducing their likelihood of making

purchases and prompting them to seek out more trustworthy online stores.

### **CONCLUSION**

The results of this research highlight that online purchasing intentions are crucial for the success and sustainability of a company. To boost consumer purchasing intentions, companies should focus on enhancing perceived benefits, eWOM, and perceived web quality. Satisfying consumer needs through high-quality web design and ease of use builds trust and encourages online purchases. Additionally, a quality website promotes positive reviews and experiences, reinforcing eWOM's role in providing valuable product information and further increasing purchase intentions.

There are several limitations to this research that warrant consideration. Firstly, the study's focus on a single e-commerce platform in Indonesia, specifically Shopee, restricts the generalizability of its findings to other e-commerce platforms. Future research should encompass a broader range of e-commerce websites in Indonesia to enhance the applicability of conclusions drawn. Secondly, the study used a sample of respondents concentrated in one region, with a relatively small sample size. To improve future studies, it is recommended to broaden the geographic scope and increase the sample size to obtain more diverse and representative data.

In light of these limitations, the authors acknowledge the potential for future research to refine methodologies and achieve more precise results. Expanding the scope and scale of research objects can enhance the relevance and validity of findings across broader research contexts. Thus, it is suggested that future studies adopt a more comprehensive approach to achieve robust and widely applicable outcomes.

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