

# **THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON CONSUMER TRUSTWORTHINESS AND PURCHASE INTENTION**

**(Survey on Followers Instagram of @Zaloraid)**

**UNDERGRADUATE THESIS**

**Proposed to Pursue Undergraduate Thesis Examination at Faculty of Administrative Science of Brawijaya University**

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## APPROVAL SHEET

Title : **The Influence of Electronic Word of Mouth on Consumer Trustworthiness and Purchase Intention**  
(Survey on Followers Instagram of @Zaloraid)

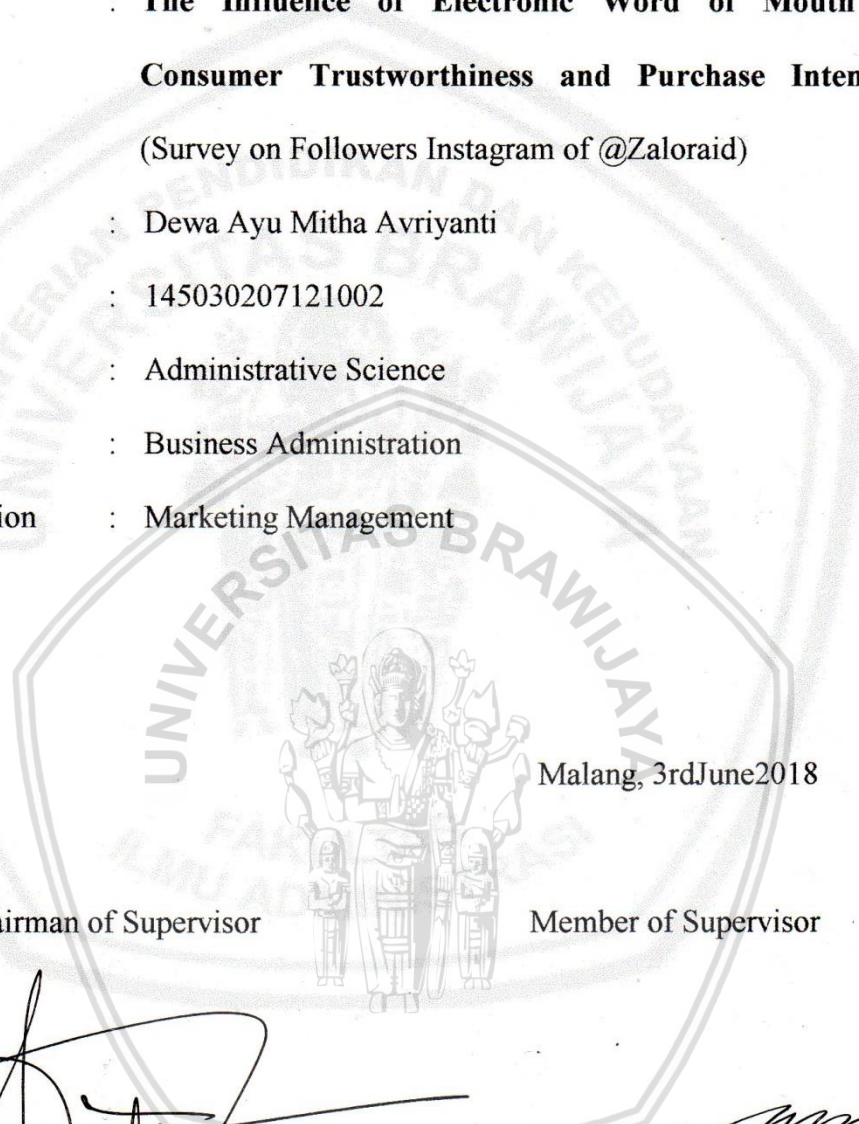
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## SUMMARY

Dewa Ayu Mitha Avriyanti, 2018. The Influence of Electronic Word of Mouth on Consumer Trustworthiness and Purchase Intention (Survey on Followers Instagram of @Zaloraid). Supervisor, Andriani Kusumawati, S.Sos., M.Si., DBA, Inggang Perwangsa Nuralam, SE., MBA 185 pages + xv.

This research aimed to (1) explaining the influence of Electronic Word of Mouth on Consumer Satisfaction (2) explaining the influence of Electronic Word of Mouth on Purchase Intention (3) explaining the influence of Consumer Satisfaction on Purchase Intention.

The type of this research is explanatory research with quantitative approach. The variables of the research are Electronic Word of Mouth, Consumer Trustworthiness, and Purchase Intention. The criteria of population in this research are (1) Respondent are aged 18-35 years old, (2) Respondent who ever read the review from other's consumer and visit Zalora's Website, and (3) Respondent who ever purchase product in Zalora. The sampling technique for this research was using purposive sampling and the data collection method by distributing online questionnaire to 116 respondents according to population criteria. Data analysis used descriptive analysis and path analysis.

The results showed that Electronic Word of Mouth significant influence on Consumer Trustworthiness, Electronic Word of Mouth has significant influence on Purchase Intention, and Consumer Trustworthiness has significant influence on Purchase Intention. Based on the results of this research, Zalora should improve the information throughout Zalora's Social Media evenly and improve the quality of service, so the activities of Electronic Word of Mouth (eWoM) such as consumer reviews are increasing and it affect to increas the new member of Zalora's consumer. Because, the more information spreads, it can more increasing Consumer Trustworthiness and have a big influence in increasing Purchase Intention on Zalora consumers.

**Keywords:** Electronic Word of Mouth, Consumer Trustworthiness, Purchase Intention, Online Shopping.



### VALIDATION SHEET

This undergraduate thesis has been examined in front of the board of examiners, Faculty of Administrative Science Brawijaya University at:

Day : Friday

Date : 13<sup>rd</sup> Juli 2018

Time : 08.00 WIB

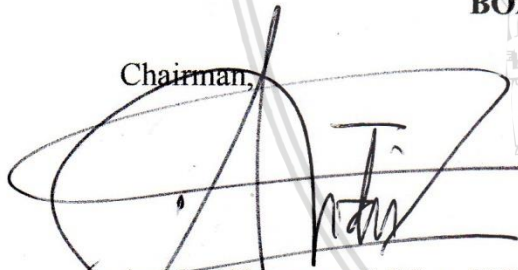
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And declared  
**PASSED**

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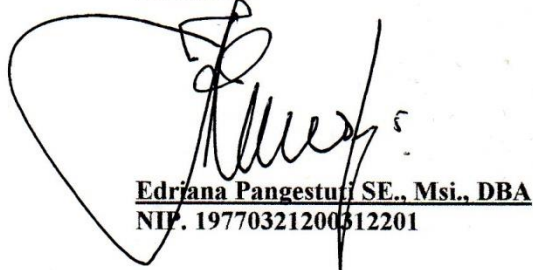
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## RINGKASAN

Dewa Ayu Mitha Avriyanti, 2018. **The Influence of Electronic Word of Mouth on Consumer Trustworthiness and Purchase Intention** (Survey on Followers Instagram of @Zaloraid). Supervisor, Andriani Kusumawati, S.Sos., M.Si., DBA. Inggang Perwangsa Nuralam, SE., MBA 185 halaman + xv.

Penelitian ini bertujuan untuk (1) menjelaskan pengaruh *Electronic Word of Mouth* terhadap *Consumer Trustworthiness*, (2) menjelaskan pengaruh *Consumer Trustworthiness* terhadap *Purchase Intention*, (3) menjelaskan pengaruh *Electronic Word of Mouth* terhadap *Purchase Intention*.

Jenis penelitian ini adalah eksplanatori (*explanatory research*) dengan pendekatan kuantitatif. Variabel pada penelitian ini terdiri dari *Electronic Word of Mouth*, *Consumer Trustworthiness*, *Purchase Intention*. Kriteria populasi dalam penelitian ini adalah konsumen dengan usia 18-35 tahun, respondent yang sudah membaca review dari konsumen lain di Internet dan mengunjungi Website Zalora, dan telah melakukan pembelian produk di Zalora, . Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dan metode pengumpulan data melalui kuesioner secara *online* kepada 116 responden yang sesuai dengan kriteria populasi. Analisis data yang digunakan adalah analisis deskriptif dan analisis jalur (*path analysis*).

Hasil penelitian menunjukkan bahwa *Electronic Word of Mouth* berpengaruh secara signifikan terhadap *Consumer Trustworthiness*, *Electronic Word of Mouth* memiliki pengaruh yang signifikan terhadap *Purchase Intention*, *Consumer Trustworthiness* berpengaruh signifikan terhadap *Purchase Intention*. Berdasarkan hasil penelitian, sebaiknya Zalora meningkatkan kembali informasi pada seluruh Social Media Zalora secara merata dan meningkatkan kualitas pelayanan, agar kegiatan *Elektronic Word of Mouth* (eWoM) seperti review dari konsumen semakin meningkat karena hal itu berpengaruh dalam meningkatkan jumlah konsumen baru Zalora. Karena semakin banyak informasi yang tersebar, maka semakin meningkat kepercayaan konsumen dan berpengaruh besar dalam minat beli dari konsumen Zalora.

**Kata kunci:** *Electronic Word of Mouth*, *Consumer Trustworthiness*, *Purchase Intention*, *Online Shopping*.

## PREFACE

Thanks God for the blessing of God's blessings and blessings, the thesis entitled "The Influence of Electronic Word of Mouth on Consumer Trustworthiness and Purchase Intention (Survey on Followers Instagram @ ZaloraId)" can be resolved. This thesis is the final task proposed to qualify in obtaining a Bachelor degree in Business Administration Science at the Faculty of Administration Universitas Brawijaya.

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2. Mr. Mochammad Al Musadieq, MBA as Chairman of the Department of Business Administration, Faculty of Administrative Sciences, Universitas Brawijaya.
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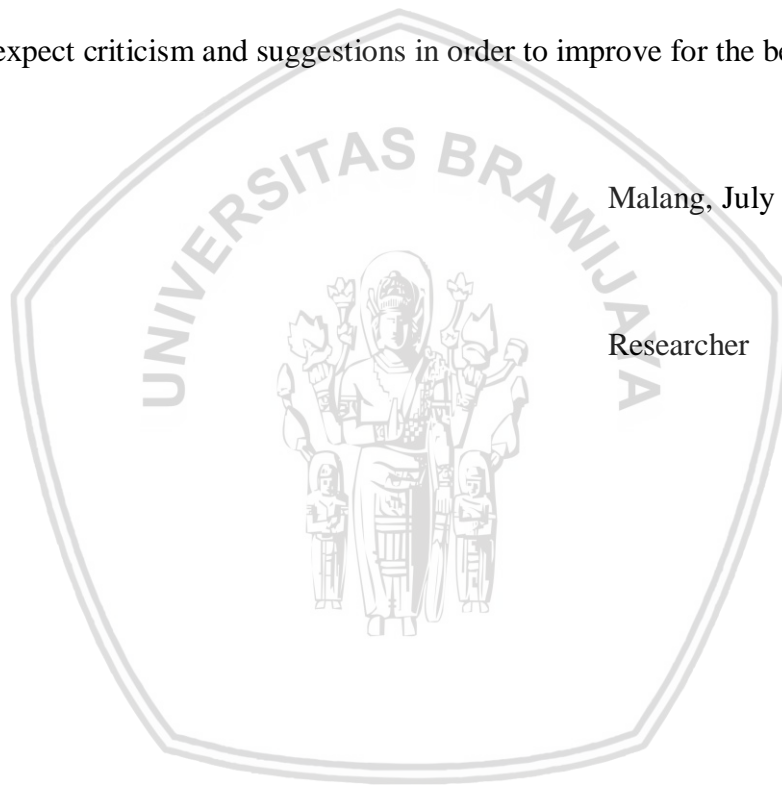
5. All Lecturers and Staff Employees of Faculty of Administrative Sciences, Brawijaya University who has provided science and facilities to researchers.
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Malang, July 2<sup>nd</sup> 2018

Researcher



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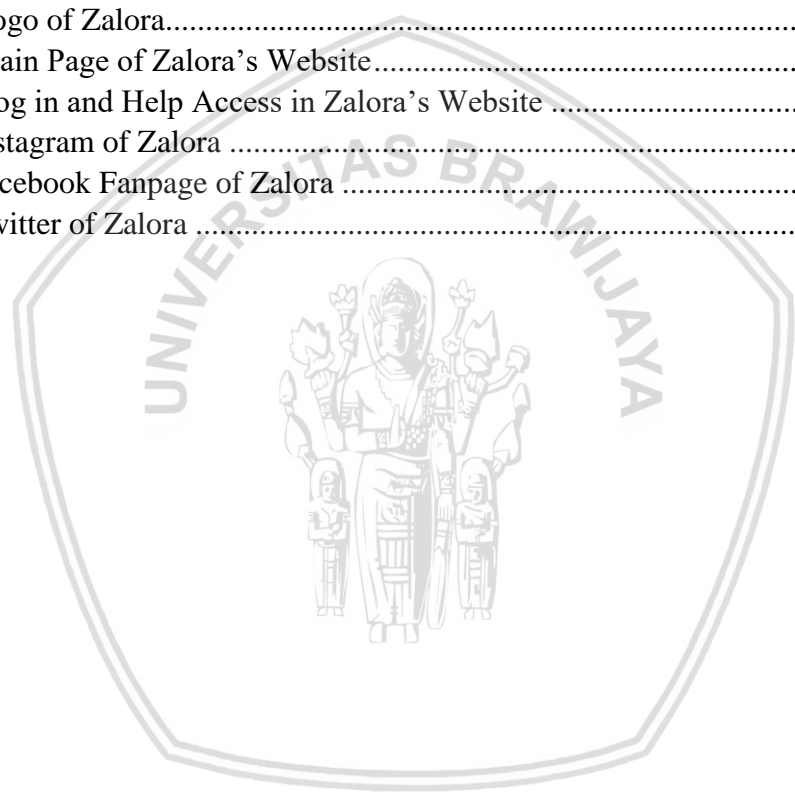
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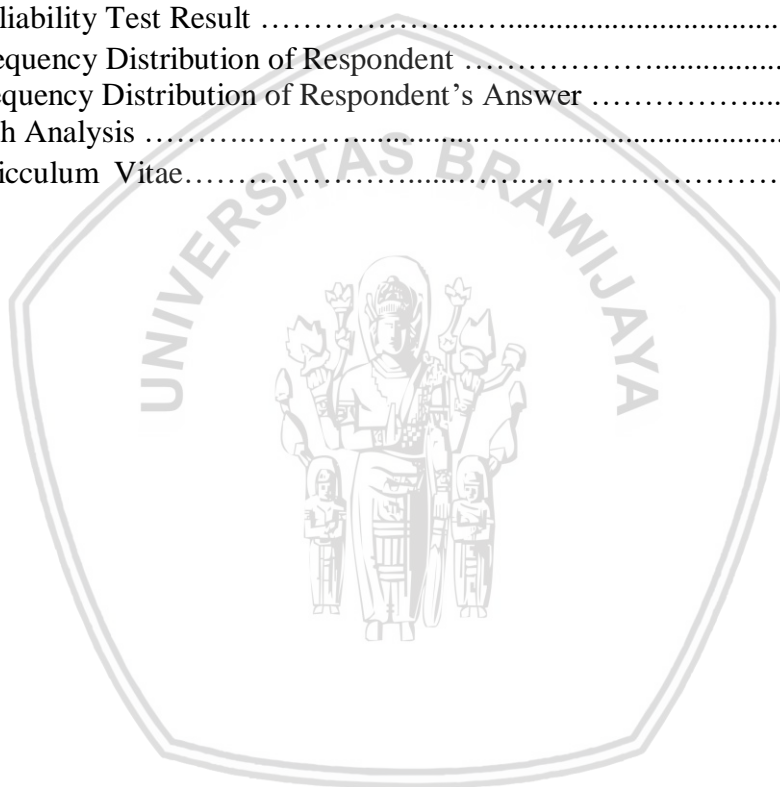
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## CHAPTER I

### INTRODUCTION

#### A. Background

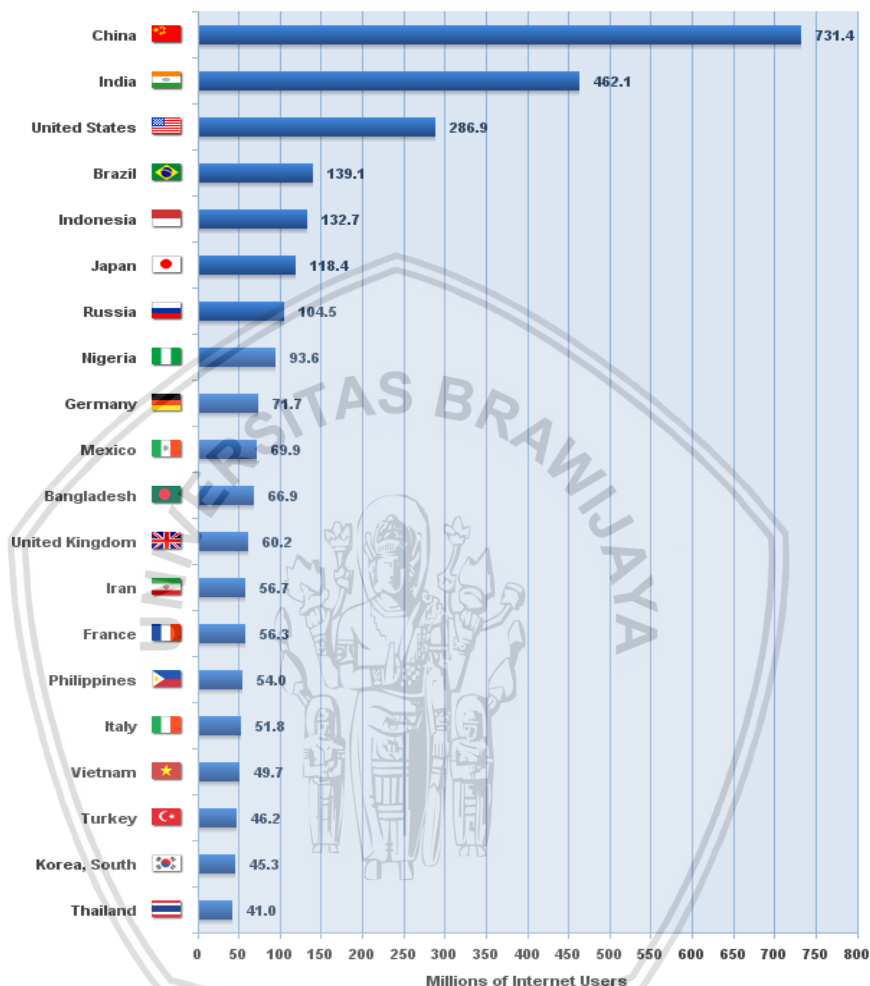
Technology is an important role in improving the economy of a country. Today, technology is a primary factor in the growth of the country, not only bringing drastic changes to the economy but also changing the mindset and lifestyle of society. According in Jalilvand (2012) countries around the world have devoted greater resources to technological development that encourage the emergence of electronic trading activities.

The example of the technology that popular in this era is Internet. Internet is a very influential technology in the world of marketing in the current era because the Internet can be accessed easily, quickly, dynamically and interactively and can receive and give a response directly to the internet users. Suggestion or message delivered by WoM to make the source of information faster delivered because it is easier in the process of delivering it.

According to data from the web of Internet World Stats said that Indonesia is the top 20 internet countries. Indonesia in the fifth position with the number of internet users as much as 132.7 million people in 2017 in the world. Figure 1 showed that China is the first position that have more than 500.



### TOP 20 INTERNET COUNTRIES - 2017 With the Highest Number of Internet Users



Source: Internet World Stats - [www.internetworldstats.com/top20.htm](http://www.internetworldstats.com/top20.htm)  
2,738,949,556 Internet users in the Top 20 countries as of March 31, 2017  
Copyright © 2016, Miniwatts Marketing Group

**Figure 1: Top 20 Internet Countries**  
Source : Internet World Stats (2017)

Utilization of technology and information in improving the economy in the company's business can be used as a strategy to market its products and attract consumers. The phenomenon that exists in today's consumer more considering a product offered through the recommendations obtained from

consumers who have been buying and using. Companies must know the desires of consumers and consumer needs in a way closer to the consumer through the medium of communication from mouth to mouth or can be called WoM.

According to Kotler and Keller (2009:172) Word of Mouth (WoM) is a communication between consumers made through verbal, written, and electronic connecting to the buying experience. Companies must position the product to be informed consumers to other consumers and is a valuable product to keep informed. WoM in nowadays can be done in cyberspace, with the benefits of wider coverage and in seconds what can be shared in the internet is visible of millions people in the world. This paradigm makes WoM in internet called Electronic WoM (EWoM).

The number of internet users today can make other people easy to find the product they are looking for, unconsciously bring up the EWoM is a positive or negative statement formed from the opinion of consumers, both prospective and former consumers of a product that can be accessed by a wide audience in cyberspace (Thurau, 2004). EWoM into a medium that can be used to inform the company's products to be more able to become important information that can be disseminated to consumers to be the subject of conversation and easy to accept consumers through internet access.

Research conducted by Chinho *et al.* (2013) shows consumers who feel dissatisfied with the product tend to seek outside comment, by reading online comments can help consumers feel more confident in their interest to buy.

Nowadays consumers are increasingly critical to seek information about a product before making a purchase intention. The experiences or reviews that others give to a sale and a service or product make the consumer trustworthiness.

Consumers get all the information about a product, consumers will increase in their buying interest to make a purchase, consumers can consider by evaluating all knowledge of some choices about the product whether in accordance with expected to be able to meet their needs. According to Syafaruddin (2016) EWOM had a big influence on consumers in affecting their purchase intention and purchase intention they affect the trust that will help companies improve their companies.

With the large number of internet users who feel attached to the technological sophistication change their living habits in shopping. Modern society is beginning to abandon traditional shopping and switch to more effective and efficient shopping models such as online shopping. Starting from a product that is exploding in the market until a product that is difficult to get now available. The increasingly fierce competition in the sale of online shop products, especially in the field of fashion, making each seller ranging from wholesale or retail sellers provide a variety of attractive offers to those who often do web browsing. Ranging from offering low prices on certain items to discounted vouchers. Differences in price, design and service to be a benchmark of prospective buyers to choose an online shop that would captivate them. In addition to pricing, design, and service, reviews from

others become one of the factors that most influence the purchase intention of potential customers.

Higher ranking and review characteristics are an effective factor for making purchase intention. Special, consistency, number of online reviews, and review updates are an important factor on purchase intention (Abdulrahman, 2013:30). Opinions, reviews, and comments from satisfied or unsatisfied customers sometimes become a benchmark of a prospective consumer to choose an online shop in getting the product they want or need.

EWoM is also more effective in helping companies get the spotlight of potential customers. This is now widely used company or online shop in marketing its products. With just a few words and recommendations from consumers who feel comfortable with their product, they will get new customers coming and get consumer trustworthiness. With the help of the times, comes the EWoM its range is broader than WoM. Marketers use internet media for electronic commerce as the provision of consumer needs and build their business through online interaction. And with a review or recommendation from consumers who want to share, it is able to affect the purchase intention of prospective customers.

Fashion has brought great influence to globalization and lifestyle because from International Labour Organization's Website said fashion is not just about clothes but includes the role and meaning of clothing in a social action. Although said to change, fashion is not entirely changed. This can be seen from the design in the past that re-adapted into a new form to keep up with

the times. Talk about the times, information about the development of fashion can we know easily in the internet.

The rise of internet users affects several local companies and branches from abroad to offer their products and steal the attention of consumers and prospective customers. It should provide a store inside the computer screen or mobile phone, Zalora have started to sound familiar in our ears. Zalora is one of the many fashion online that offer their products through the sophistication of the internet

Zalora have a personal website that still operates in order to continue to establish relationships with consumers. According to Figure 2 Asosiasi Penyelenggara Jasa Internet Indonesia ([APJII](#)) said that Indonesian people prefer shopping online for fashion products rather than non-fashion products.



**Figure 2: The most popular goods purchased online in Indonesia**  
Source : Asosiasi Penyelenggara Jasa Internet Indonesia ([APJII](#)) (2017)



Zalora's Indonesia Website said Zalora Indonesia is an online store is the largest online fashion shopping center in Indonesia that can answer the needs of men's fashion and women's fashion by offering leading brands both locally and internationally. Zalora Indonesia founded in 2012 by Catherine Sutjahyo, is part of Zalora Group in Asia which consists of Zalora Singapore, Zalora Malaysia, Zalora Vietnam, Zalora Taiwan, Zalora Thailand and Zalora Philippines. They provide the products that always follow the latest fashion trends that provide many options to perfect the appearance of consumers. They provide a variety of fashion models ranging from shoes, clothing such as dresses, jumpsuits, daily clothing, tops, pants, skirts, outerwear, bags, accessories, batik and sports to beauty & grooming products for men and women can be obtained easily. Various ease in choice, color, and size are provided. By providing the latest items every day, sales, special promotions and free shipping to meet customer satisfaction in online shopping.

In addition to give many advantages to marketers, in online shopping as well as brings benefits to buyers. Advantages for online consumers are given convenience. Customers need not get involved with traffic, no need to search for parking spaces and walk from store to store. Consumers can compare brands, check prices and order a product 24 hours a day from anywhere. Online shoppers find it easy without having to encounter a few bickering when buying. Online purchasing offers several additional advantages. Online commercial and internet services give consumers access to abundant

benchmarking information mainly through reviews and recommendations from other consumers.

Based on the background and the results of previous research, in this research are interested to conduct the research entitled "The Influence of EWoM on Consumer Trustworthiness and Purchase Intention" and survey on followers Instagram @Zaloraid.

## **B. Problem Formulation**

Based on the background then the formulation of the problem in this research are:

1. Does the Electronic Word of Mouth has significant influence on Consumer Trustworthiness?
2. Does the Electronic Word of Mouth has significant influence on Purchase Intention?
3. Does the Consumer Trusworthiness has significant influence on Purchase Intention?

## **C. Research Objective**

Based on the problem formulation, the objectives that achieved in this research are:

1. Identifying and explaining the influence of Electronic Word of Mouth on Consumer Trustworthiness

2. Identifying and explaining the influence on Electronic Word of Mouth on Purchase Intention
3. Identifying and explaining the influence of Consumer Trustworthiness on Purchase Intention

#### **D. Research Contribution**

The benefits of this study are expected to provide benefits of the theoretically and practically as follows:

1. Academic Contribution

This research is expected to be utilized as an additional knowledge in the field of marketing science, especially consumer behavior, and become a reference material for further research, especially for focusing its research on the influence of EWoM on Consumer Trustworthiness and Purchase Intention. Many phenomena in EWoM that can be researched and utilized for the development of knowledge marketing world and can be used additional information and references to the reader through theory marketing management.

2. Practical Contribution

This research is expected to provide an overview of information, view, and suggestion in preparing the EWoM marketing strategy. Consumer Trustworthiness becomes one of the aspects that must be studied to determine Purchase Intention, so hopefully this research can

also provide lessons to achieve these goals of the company through the proper way of interacting.

#### **E. Minor Thesis Proposal Structure**

In order to clarify this study, the formulated a systematic writing is general overview of the discussion and the reasearch chapter as the outline.

The structure is a follows :

##### **CHAPTER I**

##### **INTRODUCTION**

This chapter contains the explanation of background, research problems, research objectives, contribution of research and systematic discussion

##### **CHAPTER II**

##### **LITERATURE REVIEW**

This chapter contains the explanation of theoritical basis of the research. This chapter discusses the theories used in this research include celebrity endorser and purchase intention.

##### **CHAPTER III**

##### **RESEARCH METHODS**

This chapter contains the description of techniques used in this research. The research techniques include the type of research, variables, indicators, and ite,s, population and sample, sampling

techniques, data collecting technique, instrument testing, and data analyzing technique.

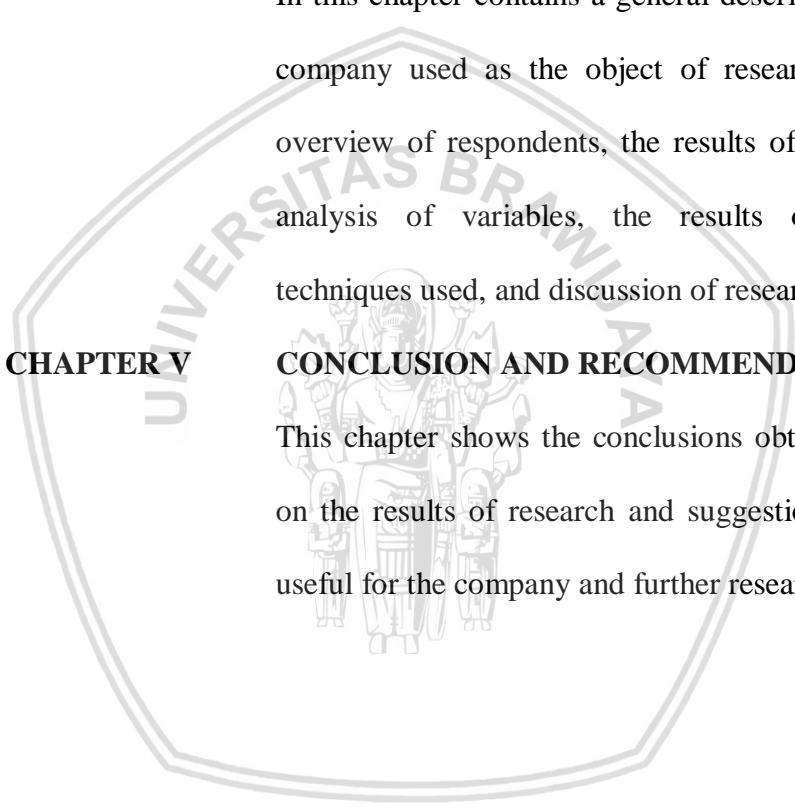
study and the analyzed and interpreted to be able answer the purpose of the research.

#### **CHAPTER IV RESULTS AND DISCUSSIONS**

In this chapter contains a general description of the company used as the object of research, general overview of respondents, the results of descriptive analysis of variables, the results of analysis techniques used, and discussion of research.

#### **CHAPTER V CONCLUSION AND RECOMMENDATION**

This chapter shows the conclusions obtained based on the results of research and suggestions that are useful for the company and further research.



## CHAPTER II

### LITERATURE REVIEW

#### A. Empirical Review

To give empirical review of this research, there are several studies discussed in this chapter.

##### 1. Previous Research

###### a. Research by Thurau et al, (2004)

Research conducted by Hennig Thurau, Gwinner, Walsh, and Gremler (2004) entitled "eWoM via Consumer Opinion Platform: What Motivates Consumer to Articulate Themselves on the Internet" This study aims to determine the motivation that can affect consumers in membantu eWoM deployment through social networking. The approach of this research is quantitative by spreading questionnaires to the respondents of approximately 2000 people. Methods of data analysis using regression analysis.

The results of this study is that consumers want social interaction, intensive economy, attention to other consumers, and the potential for increasing self-worth. This research determines eight dimensions of eWoM: Platform assistance, venting negative feeling, concern for other consumer, positive self-enhancement extension, social benefits, economics incentives, helping the company, and advice seeking.



**b. Research by Ferrin and Rao (2008)**

Research conducted by Kim Ferrin and Rao (2008), entitled "A trust based consumer decision making model in electronic commerce: The role of trust, perceived risk, and their antecedents" This study defines the influence of trust, risk and profit in making consumer purchasing decisions on the internet. The approach used in this research is quantitative by spreading kuisonerke 468 people and using nonprobability sampling method that is purposive sampling.

This research uses Partial Least Squares and Regretion Analysis method. This study consists of independent variable and dependent variable, which include independent of Customer Trust, Perceived Risk, Perceived Benefit and in dependent variable that is Purchase Decission. From the research it can be seen that the confidence and perceived risks of consumers making online purchases have a strong impact on their purchasing decisions. Consumer dispositions for trust, reputation, quality information from websites, security and corporate reputation, have a strong effect on consumer confidence on the internet.

**c. Research by Yu Chang and Je Lee (2010)**

Research conducted by Lung Yu Chang, Yu Je Lee (2010) entitled "The Influence of E-WOM of the mouth on the consumer's Purchase Decision: a case of Body Care Products". Aims to examine the causal

relationship between e-wom and its impact on purchasing decisions. This study uses quantitative and uses 300 respondents users of skin care products using purposive sampling.

In this study, the author used Path Analysis, Structural Equation Model (SEMs) for data analysis methods. The result of this research is show that the expertise of the sender, the recipient of the information and the experience itself has the influence on the decision of the message submitted.

**d. Research by Milad (2012)**

This research was conducted by Kamadin Milad (2012) entitled "The Effect of EWoM, Trust and Perceived Value on Behavioral Intention from the Perspective of Consumers". The purpose of this study is the examine factors that affecting the formation of Behavioral Intention in Internet Shopping.

This study uses 180 questionnaires with purposive sampling technique. In this study there are independent and dependent variables, in the independent variables of EWoM and the Dependent Variable of Brand Image and Purchase Intention. The method used in this research is Structural Equation Modeling (SEM). Then the results provide valuable insights into understanding the factors that affect the behavioral intention ininternetshoppin.

**e. Research by Jalilvand and Samiei (2012)**

The research was conducted by Jalilvand and Samiei conducted in 2012 entitled "The Effect of EWoM on Brand Image and Purchase Intention An Empirical Study in Automobile Industry in Iran". This research intends to know the effect of eWom on brand image and purchase intention in automobile industry.

This study used a sample of 205 repondents. This study consists of Independent Variable of EWoM and Dependent Variable of Brand Image and Purchase Intention. The method of analysis used in this research is Structural Equation Modeling (SEM). In this study, the results show that eWom is the most effective factor affecting brand image and purchase intention.

**f. Research by Minh Pham (2014)**

Research conducted by Ly Thi Minh Pham (2014) entitled "The Impact of EWoM to The Purchase Intention for Cosmetic Products of Online Consumer". The purpose of this study is to investigate the impact of electronic world-of-mouth (eWOM) to Ho Chi Minh City, specifically in terms of cosmetic product experience.

In this study the researchers distributed 300 questionnaires and used purposive sampling, and using the analysis method of Quantified Methode. After doing this research, the researcher got the result of this research is a research foundation for the introduction of some important

suggestions to increase the impact of eWOM on online customers' purchase intention in Vietnam, people are very busy and they need products which are convenient and timesaving and online purchase is such an effective tool to satisfy the high-pacing customer.

**g. Research by Chih Lee and Li Wu (2014)**

The study conducted by Yi-Chih Lee, Wei-Li Wu (2014), entitled "The Effect of WoM Knowledge and Promotion on Purchase Intention of Medical Cosmetics" in this study using a sample of 209 user questionnaire of medical cosmetic products with using purposive sampling method.

This research consists of several variables such as Online WoM, Purchase Intention, Promotion and using Variance Analysis and SPSS version 18 for analytical methods. The result of this research is show that online WoM influence and the level of consumer knowledge about medical cosmetic products have an influence on buying interest.

**h. Research by Cheung (2014)**

The study conducted by Ronnie Cheung (2014) entitled "The Influence of Electronic Wordof-Mouth on Information Adoption in Online Customer Communities" in this study, the researchers wanted to show on the information adoption behaviors in online communities, and investigate how such behaviours affect the purchase intention of consumers. The researcher used a sample of 100 respondents and a partial least squares

approach was used to validate the research model with probability sampling.

The researcher uses Structural Equation Modeling (SEM), Partial Least Square (PLS), Linear Structural Relationship (LISREL) for the analysis method in this research, and the results shown in this research are concluded that trustworthiness, timeliness and comprehensiveness, and quality of information have a positive influence on information usefulness. Furthermore, consumer purchase intention is predicted by the usefulness of information in online customer communities.

**i. Research by Vineyard (2014)**

Research conducted by Cassidy L. Vineyard (2014) on the influence of Electronic WoM and entitled "The Relationship Between Fashion Blogs and Intentions to Purchase and WoM Behavior". This study aims to examine the relationship between intention to browse products via blogs and purchase intentions and / or sharing product or brand information (WoM) with friends, family, and acquaintances.

Researchers used a sample of 160 college students at Midwestern University and used Institutional Review Board (IRB) analysis methods. After doing this research for several months, then the results of this study is the results showed that there was no significant effect of fashion blog on consumers' purchase intention. This indicates that the influence of vlogger

may not exceed it is the traditional celebrities on consumer purchase intentions.

**j. Research by Wang and Eastin (2015)**

Research by Sai Wang, Nicole R. Cunningham and Matthew S. Eastin (2015) entitled "The Impact of eWOM Message Characteristics on the Perceived Effectiveness of Online Consumer Reviews". This study focuses on the influential online consumer review of EWoM. This research broadens the understanding and importance of message characteristics to the persuasiveness of online consumer reviews. Specifically, this study investigates how consumers process online consumer reviews. Using a sample of 251 students (69% female, 31% male) from a large Southwest University in the United States.

This research consists of several variables, namely valence of information in the review and types of review. Researchers use the method of analysis of Confirmatory Factor Analysis (CFA). The result of this research is the study of consumer reviews but also provide implications for other eWOM contexts such as online discussion forums, social networking sites, and online travel review sites. This study provides a potentially important step in gaining a better and deeper understanding of how eWOM works as a powerful and influential tool.

**k. Research by Syafaruddin (2016)**



The study conducted by Syafaruddin (2016) entitled The Effect of EWoM Communication on Trust and Purchase Intention and its impact on purchasing decisions. Aiming to know the influence of EWoM communication form using explanatory research method with quantitative approach and analysis used is GSCA analysis (generalized structured component analysis).

The results of this study are electronic communication of WoM has a significant influence on trust, electronic communication WoM has an influence on the intention to buy, trust has a significant effect on buying intentions and buying intentions have a significant effect on purchasing decisions.

The previous research that support in this research is form the behavioural aspect of EWoM. There are similarities and differences between this research and previous research. The result of previous research and models may have different in conclusion to apply to the latest condition in Indonesia.

Previous research and other research are different in location, object, subject, time, method or analysis, and generally conducted in foreign countries that have different economic, law, and cultural environment from Indonesia. This research traces to examine the influence effect of EWoM on Customer Trustworthiness and Purchase Intention.

## 2. Mapping for Prior Research

For more details, the prior research mapping can be found in the Table 1 in the next page.



**Table 1 Previous Research Mapping**

	Authors	Title	Purpose	Research Methods			Result
				Sample	Variables	Analysis Method	
a.	Lung Yu Chang, and Yu Je Lee (2010)	The Influence of E-WOM of mouth on the consumer's Purchase Decision : a case of Body Care Products	The Purpose is to examine the causal relationship between e-wom and its impact on purchasing decisions.	300 respondents users of skin care products with purposive sampling	<ul style="list-style-type: none"> <li>- E- WoM</li> <li>- Purchase Decision</li> <li>- Information Search</li> <li>- Trustworthiness</li> </ul>	Path Analysis, Structural Equation Model (SEMs)	The results of the study show that the expertise of the sender, the recipient of the information and the experience itself has had an influence on the decision of the message submitted.
b.	Ly Thi Minh Pham (2014)	The Impact of EWOM to The Purchase Intention for Cosmetic Products of Online Consumer	This study aims to investigate the impact of electronic world-of-mouth (eWOM) to the online consumers' purchase intention in the cosmetic products in Ho Chi Minh City, specifically in terms of product	300 questionnaire with purposive sampling	<ul style="list-style-type: none"> <li>- E-WoM</li> <li>- Purchase Intention</li> <li>- Products of Online</li> </ul>	Quantified method	This research's results contribute a strong foundation for initiating some important suggestions to increase the impact of eWOM on online customers' purchase intention in Vietnam, people are highly busy and they need products which are convenient and timesaving and online purchase is such an effective tool to satisfy the high-pacing customers.

Continued from Table 1

	Authors	Title	Purpose	Research Methods			Result
				Sample	Variables	Analysis Method	
c.	Yi-Chih Lee, Wei-Li Wu (2014)	The Effect of WoM Knowledge and Promotions on Purchase Intention of Medical Cosmetics	To investigate the relationship between online WoM and consumer knowledge will influence consumer buying behavior.	209 user questionnaire of medical cosmetic products with purposive sampling	<ul style="list-style-type: none"> <li>- Online WoM</li> <li>- Purchase Intention</li> <li>- Promotion</li> </ul>	Variance Analysis, SPSS version 18	The results of the study show that online WoM influence and the level of consumer knowledge about medical cosmetic products have an influence on buying interest.
d.	Ronnie Cheung (2014)	The Influence of Electronic Wordof-Mouth on Information Adoption in Online Customer Communities	This study focuses on the information adoption behaviours in online communities, and investigates how such behaviours affect the purchase intention of consumers	100 respondents and a partial least squares approach was used to validate the research model with probability sampling	<ul style="list-style-type: none"> <li>- Information Usefulness</li> <li>- Purchase Intention</li> </ul>	Structural equation modelling (SEM), Partial least square (PLS), Linear Structural Relationship (LISREL)	The research results concluded that trustworthiness, timeliness and comprehensiveness, and quality of information have a positive influence on information usefulness. Furthermore, consumer purchase intention is predicted by the usefulness of information in online customer communities.

Continued from Table 1

	Authors	Title	Purpose	Research Methods			Result
				Sample	Variables	Analysis Method	
e.	Sai Wang, Nicole R. Cunningham and Matthew S. Eastin (2015)	The Impact of eWOM Message Characteristics on the Perceived Effectiveness of Online Consumer Reviews	This research broadens the understanding and importance of message characteristics to the persuasiveness of online consumer reviews. Specifically, this study investigates how consumers process online consumer reviews	251 students (69% female, 31% male) from a large Southwest university in the United States.	<ul style="list-style-type: none"> <li>- valence of information in the review</li> <li>- types of review</li> </ul>	Confirmatory Factor Analysis (CFA)	The findings of this study not only increase the understanding of online consumer reviews but also provide implications to other eWOM contexts such as online discussion forums, social networking sites, and online travel review sites. This study provides a potentially important step in gaining a better and deeper understanding of how eWOM works as a powerful and influential tool.
f.	Cassidy L. Vineyard (2014)	The Relationship Between Fashion Blogs and Intention to Purchase and WoM Behavior	The final purpose was to examine the relationship between intention to brand intention	160 college students at Midwestern University	<ul style="list-style-type: none"> <li>- Fashion Blogs</li> <li>- Purchase Intention</li> <li>- E-WoM</li> </ul>	Institutional Board (IRB) Review	The results showed that there was no significant effect of fashion blog on consumers' purchase intention. This indicates that the influence of vlogger might not exceed it is of traditional celebrities on consumer purchase intentions.

Continued from Table 1

	Authors	Title	Purpose	Research Methods			Result
				Sample	Variables	Analysis Method	
g.	Syafaruddin (2016)	The Influence of EWoM Communication on Trust and Buying Intention and Purchase Decision	To know the effect of electronic of mouth on trust, buying intention, and purchase decision	97 respondents with purposive sampling technique	Independent Variable : - EWoM Dependent Variable : - Trust - Buying Intention - Purchase Decision	GSCA Analysis (generalized structured component)	<ul style="list-style-type: none"> <li>- Electronic communication of WoM has a significant influence on trust</li> <li>- Electronic communication WoM has an influence on the intention to buy</li> <li>- Trust has a significant effect on buying intentions</li> <li>- Buying intentions have a significant effect on purchasing decisions</li> </ul>
h.	Kim Ferrin and Rao (2008)	A Trust-based consumer decision making a model in Electronic commerce : The Role of trust, perceived risk, and their antecedents	To determine the influence of trust, risk and profit in making consumer purchasing decisions on the internet	Using 468 respondents with purposive sampling technique	Independent Variable : - Customer Trust - Perceived Risk - Perceived Benefit - Intention of Purchase Dependent Variable : - Purchase Decision	Partial Least Squares and Regretion Analysis	The confidence and perceived risks of consumers making online purchases have a strong impact on their purchasing decisions. Consumer dispositions for trust, reputation, quality information from websites, security and corporate reputation, have a strong effect on consumer confidence on the internet.

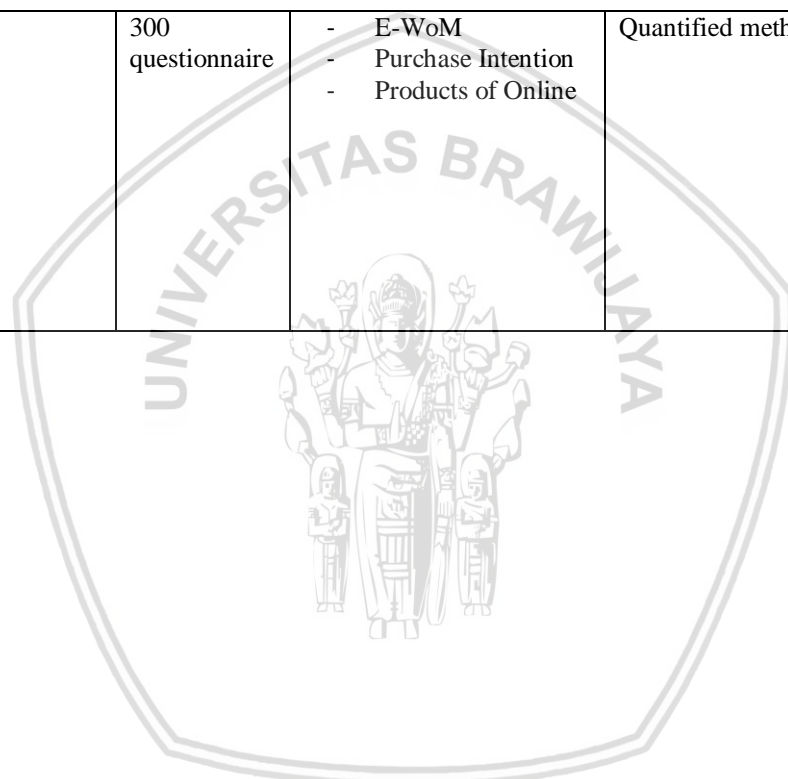


Continued from Table 1

	Authors	Title	Purpose	Research Methods			Result
				Sample	Variables	Analysis Method	
i.	Milad Kamtarin (2012)	The Effect of EWoM, Trust and Perceived Value on Behavioral Intention from the Perspective of Consumers	The aim of present study is to examine factors that affecting the formation Behavioral Intention in Internet Shopping	Using 180 questionnaire s with purposive sampling technique	Independent Variable : - Behavioral Intention Dependent Variable : - E-Wom - Trust - Perceived Intention	Structural Equation Model (SEM)	The results provide valuable insights into understanding the factors that affect the behavioral intention in internet shopping.
j.	Jalilvand and Samiei (2012)	The Effect of EWoM on Brand Image and Purchase Intention An Empirical Study In Automobile Industry in Iran	To know the effect of eWom on brand image and purchase intention in automobile industry	205 repondents.	Independent Variable : - EWoM Dependent Variable : - Brand Image - Purchase Intention	Structural equation modelling (SEM)	In this study, the results show that eWom is the most effective factor affecting brand image and purchase intention

Countiued from Table 1

k	Hennig Thureau et al. (2004)	EWoM Via Consumer Opinion Platforms : What Motives Consumer to Arculate Themselves on The Internet		300 questionnaire	<ul style="list-style-type: none"> <li>- E-WoM</li> <li>- Purchase Intention</li> <li>- Products of Online</li> </ul>	Quantified method	This research's results contribute a strong foundation for initiating some important suggestions to increase the impact of eWOM on online customers' purchase intention in Vietnam, people are highly busy and they need products which are convenient and timesaving and online purchase is such an effective tool to satisfy the high-pacing customers.
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## **B. Theoretical Review**

### **1. Electronic Word of Mouth (eWoM)**

#### **a. Definition EWoM**

In general, prospective customers will seek information about products to ensure that the product is precise and in accordance with that they need. The necessity to meet this need is compelling consumers to look for such information to previous people never use the product and usually the main person is the main person who are trusted, like friends, family or close relatives, this communication commonly called by mouth to mouth communication or WoM. However with distance, time or even different usage of product to each people, then the information becomes difficult to obtain. Internet that was originally used for data storage is now an important tool in the world of communication International.

With the Internet emerges a new paradigm in Word communication of Mouth which later became the prefix of the term EWoM (eWOM). According to Thureau et al. said EWoM as "Negative or positive statements made by the actual consumer, potential or previous consumer about a product or company where this information is available to people or institution through via internet"



EWoM is considered to be the evolution of communication traditional face-to-face becomes more modern with the help of cyberspace, or an electronic media in a computer network that is widely used for both one-way and reciprocal communication purposes online. "EWoM becomes a venue or a very important place for consumers to give their opinions and be considered more effective than WoM because of its wider accessibility and coverage levels than

Traditional WOMs that are offline offline "(Jalilvand and Samiei, 2012).

Thurau et al. (2004: 42) argues that, "EWoM communication on Web-based opinion platforms can be initiated by the desire to help other consumers with their purchasing decisions, to save others from negative experiences, or both". Thus, such communications may include positive and negative consumer experiences with the product or company. Thurau (2004) marked EWoM as a form easy communication that has anonymity, as well as freedom from restrictions which is imposed by space and time. EWoM can bring that results different according to the means used. From some of the above definitions can be concluded that EWoM is a new phenomenon in the world of communication, especially marketing communications today where each individual exchange information and positive or negative experiences about





something they have or others previously experienced through online media.

a.) The Difference between WoM and EWoM

eWOM is different from traditional WOM in many ways that is :

- 1) EWOM communication involves multi-way exchanges information in asynchronous and with various modes sorts of technologies such as online discussion forums, electronic bulletin boards, newsgroups, blogs, site reviews, and social networking is able to facilitate the exchange of information among communicators.
- 2) Communication eWOM more accessible and available continue. Continually rather than Traditional WOM because of that message presented text-based so theoretically the message available for an unlimited time
- 3) EWOM communication is easier to measure than Traditional WOM. With presentation format, quantity, and persistant from eWOM makes eWOM messages easier observed.
- 4) Last in eWOM, the message recipient has obstacles in assessing whether the sender of messages and messages provided they are trustworthy or credible the message is high. Because in the online environment, people can only assess the

credibility of a communicator based on an online reputation system such as an online rating, or website credibility

- 5) WOM acceptance level of WOM information is higher because it is supported by body language and voice intonation, while eWOM is not.

#### b.) The Factors Affecting Consumers in Communication EWoM

Electronic Communication WoM usually begins with a variety certain motives so that consumers are willing to express their opinions to others. According to Hennig Thureau, et.al (2004: 44) there are eleven which may be the consumer's motivation to engage in eWOM communication on Web-based opinion platforms:

- 1) Concern for other consumers,
- 2) The desire to help the company,
- 3) Social benefits received,
- 4) Power over the company,
- 5) After seeking advice,
- 6) Self-improvement,
- 7) Economic benefits,
- 8) Comfort in seeking redress,
- 9) Hope that the platform operator will serve as a moderator

10) Expressions of positive emotions, and

11) Ventilation of negative feelings.

c.) The EWoM Indicators

Based on research Jalilvand and Samiei (2012), indicators EWoM is as follows:

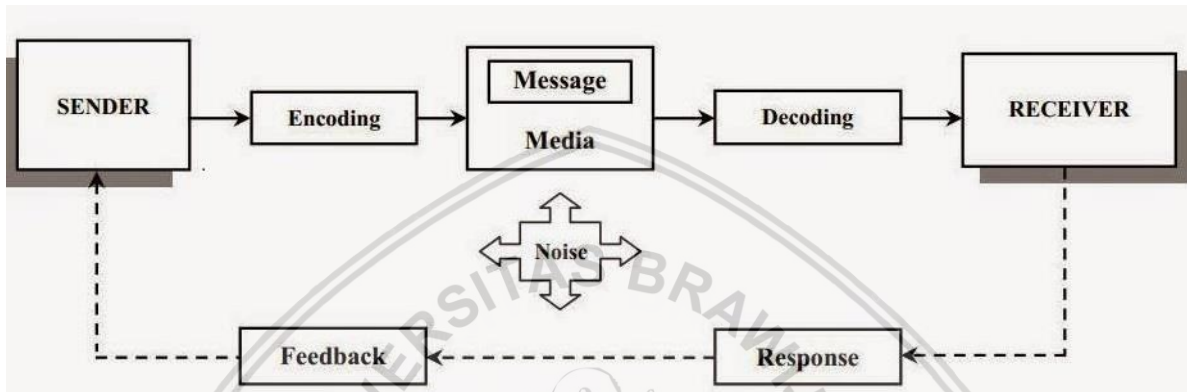
- 1) Read online reviews of other consumer products.
- 2) Gathering information from consumer product reviews via the internet.
- 3) Consult online
- 4) Feeling worried when someone does not read online reviews before purchase.
- 5) Increased confidence after reading online reviews.

EWoM relationship with a person's behavior can be seen in the indicator above that someone will feel more confident when reading online reviews and vice versa, so this can be cultivated as a belief or learning in that person that the information in this review is correct and Purchase Intention is increasing



b. The process of Marketing Communication in EWoM

**Figure 3: The Process of Marketing Communication**



Source : Kotler (2000:551)

Based on the chart or image of the communication process, a message, before it is sent, is first encoded into symbols that can use the actual message the sender wishes to convey. Regardless of the symbol used, the primary purpose of the sender is to provide the message in a way that maximizes the likelihood that the recipient can interpret the intended intent of the sender in a proper way. Messages from the communicator will be sent to the recipient via a certain channel or media. The message received by the receiver through symbols, will then be transformed (decoded) into a language that is understood in accordance with the mind of the receiver so that it becomes a perceived message.

The expected end result of the communication process ie so that the action or any change in the attitude of the recipient in accordance with

the wishes of the sender. But the meaning of a message is influenced how the recipient perceives the message in context. Therefore, action or attitude change is always based on perceived message.

The existence of feedback indicates that the process of communication occurs two ways, meaning that individuals or groups can function as both sender and receiver and each interact. This interaction allows the sender to monitor how well the messages sent are received or whether the messages conveyed are correctly interpreted as intended.

In this connection is often used the concept of noise (noise) to indicate that there is a kind of obstacle in the communication process that could happen to the sender, channel, receiver or feedback. In other words, all elements or elements of the communication process potentially hinder the occurrence of effective communication. The barriers are described in the barriers to communication.

That is the explanation of the communication process along with the chart of the communication process. Also observe the forms and types of communication. Hopefully can be understood matters relating to the interaction of each element in communication.

## **2. Consumer Trustworthiness**

- a. Definition of Consumer Trustworthine



According Suhardi (2006:51) defines trust as a condition when one party involved in the exchange process is confident with the reliability and integrity of the other. The province explains that trust is a willingness or willingness to rely on a partner involved in a trusted exchange. The willingness is the result of a belief that the parties involved in exchange will provide consistent quality, honesty, responsibility, light hand and good heart. This belief creates a close relationship between the parties involved in the exchange.

In Suhardi (2006:51-52) beliefs are defined as perceptions of reliability from the point of view of consumers based on experience, or more on the order of transactions or interactions characterized by the fulfillment of expectations of product performance and satisfaction. The main characteristic of trust is the positive perception formed by experience. Robbins (2003:336) states that trust is a positive hope that others will not act opportunistically. From these definitions it can be explained that belief is a common hope maintained by an individual whose speech from one party to another can be trusted. Trust is the most important variable in building long-term relationships between on party and the other.

b. Measurement of Consumer Trustworthiness

Measurement of trust according to Zulfanef (2002:103) is the performance of the company overall satisfy the expectations, the service provided by the company consistently maintained its quality, believe that the company will last long.

According (Maharsi, 2006:37), beliefs can be measured through:

#### 1) Technology Orientation

The amount of consumer confidence in a company and product or service which are "sold" with respect to the extent of their belief in that system used the company.

When consumers estimate the confidence factor, some issues arise in their minds and one of those problems is the suitability of the ability of the system with consumer expectations. Consumers use several measures such as speed, accuracy, capability overcoming problems and resilience to specific situations.

#### 2) Reputation

Reputation can be interpreted as "the whole quality or character that can be seen or assessed in general by society". When consumers intend to deal with a company, they will consider the company's reputation where when a

consumer feels a company has a bad reputation, they will be lazy to use the services or products of the company.

### 3) Perceived Risk

The magnitude of consumer perceptions of risk affects the amount of their trust in the company so that when they want to use the product or service the company, consumers often assume that there is a high risk. Consumers who have experience will certainly have more information about the company and the products or services it sells so that they assume lower risk and therefore they have a higher trust in the company.

#### c. Elements of Consumer Trustworthiness

According to Barnes (2003:149), some important elements of trust are:

- 1) Trust is the development of past experiences and actions.
- 2) The expected character of the partner, as reliable and reliable.
- 3) Trust involves a willingness to put yourself at risk.
- 4) Trust involves feeling secure and confident in the partner.

From a marketing point of view, it states that the development of beliefs, especially beliefs, should be a fundamental component of marketing strategy aimed at leading to the creation of

true customer relationships. The customer must be able to feel that they can feel that they can rely on it company. But building trust takes a long time and only develops after repeated meetings with customers. More importantly, trust grows after an individual takes risks in dealing with his partner. This suggests that building credible relationships is more likely to occur in certain industrial sectors, especially ones involves taking risks by customers in the short or long term (Barnes, 2003: 149).

d. Type of Consumer Confidence

According to Mowen and Minor (2002:312-313) there are three types of beliefs:

1) Trust object attributes

Knowledge of an object has a special attribute called trust object attribute. The object attribute trust connects an attribute with an object, such as a person, a good or service.

Through the object attribute trust, consumers state what is known about something in terms of its attribute variations.

2) Trust the benefits of attributes

A person looking for products and services that will solve problems and fulfill his needs in other words has attributes that will provide recognizable benefits. The

relationship between these attributes and benefits illustrates the second type of trust. Trust attribute benefit is consumer perception about how far a certain attribute produce, or give, certain benefit.

### 3) Trust the benefits of the object

The third kind of belief is formed by connecting objects and benefits. The trust of the benefit of the object is the consumer's perception of how far a certain product, person or service will provide certain benefits.

## 3. Purchase Intention

### a. Definition of Purchase Intention

Purchase Intention is derived from a process of learning and thought processes that form a perception. The interest that comes in making a purchase creates a motivation that is constantly recorded in his mind and becomes a very powerful activity that in the end when a consumer has to fulfill his need to actualize what is in his mind. Thus, Purchase Intention will arise when in the decision-making process.

The definition of purchase intention according to Thamrin, (2003:142) is a part of the component of consumer behavior in the attitude of consuming, the tendency of respondents to act before buying decisions actually implemented. Purchase Intention is a



consumer's tendency to buy a brand or take action related to the purchase as measured by the level of likelihood of the consumer making a purchase. Consumer behavior in taking a buying decision consider what goods and services will be purchased, where, when, how, how much and why

buy the product.

According Effendy cited by Herlina (2011: 49-65) Purchase Intention is as follows: "Use or purchase continuation of attention which is the starting point for the emergence of desire to perform an activity that is expected communicator."

Meanwhile, Purchase Intention by Irawan, Pane (2011: 66-79) is: "A strong desire of passionate tendency of the heart is very high forget something by way of sacrifice, get something by paying money. "

#### b. The Factors Forming Purchase Intention

According to Bearman in Semuel, Wijaya (2008: 35-54), the growth of purchase intention is caused by elements consisting of three stages:

##### 1) Stimulation

It is a condition intended to encourage or cause someone acted.

##### 2)Awaranness





It is something that enters one's thinking and is influenced by the products and services themselves.

### 3) Search information

Internal information sourced from the consumer's own self within choose a product or service that can satisfy itself, information externally obtained from outside the consumer, for example through advertising or social sources (friends, family, and colleagues).

## **C. Relationship between Variables**

### **1. EWoM and Consumer Trustworthiness (H<sub>1</sub>)**

Social influences that occur in attitude or behavior change due to EWoM activity. The marketing strategy undertaken to communicate EWoM in social networking can make it easier for consumers to find information. Syafaruddin (2016) Electronic communication of WoM has a significant influence on trust. Consumers can directly assess the products offered through the internet and into consideration to buy a product through social networking. EWoM given by an unknown person allegedly still able to influence the perception of Consumer Trustworthiness.

In the results of research conducted Syaffaruddin (2016) showed that EWoM has a significant influence in the process of

consumer confidence and create consumers on the desire to buy that impact on consumer buying interest. Therefore, the company must be able to provide trust to consumers so that consumers are interested to buy the products offered.

## **2. EWoM and Purchase Intention (H<sub>2</sub>)**

EWoM (eWoM) has a close relationship with purchase intention of a consumer, because EWoM is able to recommend and influence other consumers. The concept of marketing that comes with the existence of EWoM can influence the welding audience through interpersonal network in promotional activities. In Jalilvand (2012) showed that EWoM is the most effective factor affecting on purchase intention

The concept of EWoM is an effective means of influencing consumer purchase intention. Supported also with the current technological advances that facilitate every consumer to share information that can be accessed by all users.

## **3. Consumer Trustworthiness and Purchase Intention (H<sub>3</sub>)**

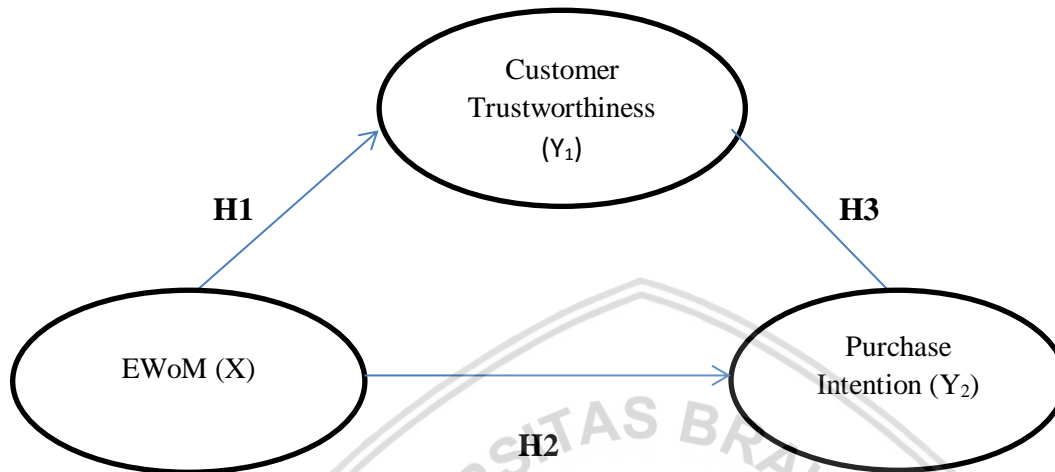
Purchase products indirectly or online lies in the number of followers of these social networks. Customer trust is related to the security of transacting and ensuring the transaction process is done after payment.

The positive brand image provides benefits for producers to be better known to consumers, in other words consumers will decide the choice to buy products that have a good image. Vice versa, if the negative image of consumers tend to consider even further when going to buy the product (Sangadji, 2013:338). In most people, purchase intention often begins and influenced by the number of stimuli from outside of consumer, whether it be a stimulus marketing and stimulation of the environment. This means that purchase intention is actions and social relationships conducted by individual consumers, groups or organizations to assess, obtain and use goods or services through an exchange or purchase process that begins with the decision-making process that determines the action. Viewed from the consumer's perspective based on the experience of the transaction or the interaction of the consumer will decide their buying interest when the consumer cultivate trustworthiness a product.

#### **D. Research Model Hypothesis**

Research model will help researchers understand the interrelatedness of research variable and minimize the occurrence of errors in research Cozby (2009:25). According Kerliger (2000) suggest that the hypothesis is alleged, proposition regarding the relationship association between two variables or phenomena. The hypothesis is a conjecture or a temporary answer to the proposed problem. Maholtra (2009: 56) explain

the hypothesis is a statement or proposition that has not been proven about the factors or phenomena that the researchers concerned. Below Figure 4 is a model of hypothesis that is done in this research :



**Figure 4: Research Model Hypothesis**

Source : Data Diolah (2016)

From the relationship between variables as shown in Figure 4 formulated the following hypothesis:

H<sub>1</sub> : EWoM have a significant effect on Consumer Trustworthiness

H<sub>2</sub> : EWoM have significant effect to Purchase Intention

H<sub>3</sub> : Consumer Trustworthiness have a significant effect on Purchase Intention

## CHAPTER III

### RESEARCH METHOD

#### A. Type of Research

The type of research is using an explanatory research and using a quantitative approach. This study measures social phenomena, develops concepts, and collects facts, and explains the causal relationships between variables through hypothesis testing (Singarimbun and Effendi, 2006: 5). Bungin (2007: 38) explains that, explanatory research is intended to explain a generalization of the sample of the population to explain the relationship, the difference or the influence of one variable with another variable. The reason for using of this type of explanatory research because in this study will explain in full the influence of EWOM on Consumer Trustworthiness and on the Purchase Intention.

According to Malhotra (2009:161) Quantitative research is a research methodology that attempt to quantify data and usually describes a particular analysis. This quantitative approach occurs when the process of simplification into a form that is easier to read and interpret. This process starts from a theory that is derived into a hypothesis. Retraction of the hypothesis is done so that the conclusion of the required sample of the whole population is done correctly by the researchers (Malhotra, 2009:161)

## **B. Research Location**

The location of the research is where the research took place and conducted by researchers in order to collect data as a reinforcement base as well as a real evidence in writing. This research was conducted on the consumer on Zalora Online Shopping based on the followers on instagram @Zaloraid because from PortCalls Asia's website the Managing Director in Zalora named Constantin Roberts said that Zalora is one of "The Fastest Growing e-commerce" and according to Trusted Company's website show that Zalora always get nearly 350 reviews from consumers in a week.

## **C. Variables, Definition of Operational Variables, and Measurement Scale**

### **1. Variable**

Sekaran (2007:115) defines the variable is anything that distinguishes or brings variations on the value. Indriantoro and Supomo (2012:63) states that the independent variable or commonly called the free variable is a variable that explains or affects the dependent variable or bound. The independent variable in this research is EWOM (X). While the dependent variable or commonly called dengan dependent variable of a variable that becomes the result or which is influenced by independent variables. The dependent variables in this study are Consumer Trustworthines ( $Y_1$ ) and Purchase Intention ( $Y_2$ ).



## 2. Definition Operational Variable

According Singarimbun and Effendi (2012:51) states that the definition of operational variables is the element of research that tells how to measure a variable. It can be deduced that the definition of operational variables is a scientific information that is very helpful to other researchers who want to use the same variable in his research. The operational definitions of the variables in this study are:

### a. Independent Variable

#### 1) EWoM (X)

EWoM is the interaction that consumers make to marketers or to other consumers about positive or negative statements in the Internet on Zalora Online Shopping.

The indicators used in EWoM (Thurau 2004) are :

##### a) Platform Assistance (X.1.1)

Platform assistance is a consumer visit on the opinion platform and frequency of consumers in writing their opinions on the opinion platform.

In this Platform Assistance consumer who initially did not know about Zalora Online Shopping can gather some information.

Platform Assistance has several items :

- 1) Make it easy to get information about Zalora
- 2) Effective as an information tool to exchange opinion

3) Helps interact with other users to interact with other Zalora's Consumer

b) Concern for Other (X.1.2)

Concern for Other is a desire to help other consumers in taking purchasing decision, thus saving potential customers from bad experiences. Here the internet users can provide suggestions from experiences they have ever felt to be told to others in order to avoid the same experience.

Concern for Other has several items :

- 1) Obtain information about the Zalora's product
- 2) Obtain recommendations about the Zalora's product
- 3) Feel the interaction and concern of others about the Zalora's product

c) Economic Incentives (X.1.3)

Economic Incentives or economic awards are the drivers of human behavior as a mark of appreciation from the opinion platform operator for EWoM communications. In this section consumers who will shop at Zalora Online Shopping can find out more info about the price through reviews or statements from other consumers.

Economic Incentives has several items :

- 1) Information about the price and discounted price related the Zalora's product

d) Helping the Company (X.1.4)

Helping the Company is the result of customer satisfaction with the desired product so that consumers are encouraged to engage in EWOM communication based on good experience as the company's imitation of a product or product that gives satisfaction.

Helping the Company has several items :

- 1) Helping to publish or promote the Zalora
  - 2) Helping companies to see criticism and suggestion by other users for service improvements
- e) Expressing Positive Feelings (X.1.5)

Expressing Positive Feelings is a positive feeling expression and self improvement after using the product. The consumers who have been shopping first in advance on Zalora Online Shopping can give a positive statement what they feel when shopping until purchased goods come into their hands.

Expressing Positive Feelings has several items :

- 1) Inform about the Zalora is the trusted online shop
- 2) Feel not afraid when purchase in Zalora
- 3) Get information about the positive experience while shopping in Zalora

#### **b. Dependent Variable**

The dependent variable in this study there are two variables namely Consumer Trustworthiness ( $Y_1$ ) and Purchase Intention ( $Y_2$ ).

##### **1) Consumer Trustworthiness ( $Y_1$ )**

Consumer Trustworthiness are all consumer knowledge and are evaluated by consumers about the objects, attributes, and benefits of a product obtained in the statements in the Internet especially on Zalora Online Shopping. In Consumer Trustworthiness contains statements and information that make new consumers believe in Zalora Online Shopping.

The indicators used are:

a) Competence (Y.1.1)

Competence is the perception of knowledge, ability to solve problems, and ability to meet the needs of others owned. (Flavian (2007)). The items of competence is :

- 1) Provide information that open for Zalora's consumer
- 2) Available information can help solve problems for Zalora's consumer

b) Honesty (Y.1.2)

Honesty is believing in the words of others, believing that they will keep their promises (Flavian and Giunaliu (2007)). The items of honesty are :

- 1) Information in Zalora's Website honest for the consumer

c) Benevolence (Y.1.3)

Benevolence is the act of putting importance first public rather than personal interest. (Flavian and Giunaliu (2007)). The items of benevolence are:

- 1) The information in Zalora never dissapointed the consumer
- 2) Zalora always provides very clear information

## 2) Purchase Intention (Y<sub>2</sub>)

Purchase Intention is the tendency of consumers to buy a product or action related to the purchase of a product. Purchase Intention is also a re-purchase interest indicating the customer's desire to make a purchase (Assael, 1998)

Purchase Intention in this research will be measured using three indicators adopted from Milad and Kamtarin (2012) they are:

### a) Transactional (Y.2.1)

It is an encouragement that causes a person to have a liking for a product or service (Ferdinand, 2002). The items from transactional are :

- 1) Feelings of interest to buy a product in Zalora Online Shopping
- 2) Products offered as expected like in Zalora's Website

### b) Research Information (Y.2.2)

The behavior of a person who is looking for information about the product he is interested in and seeking information to support the positive nature of the product. (Ferdinand (2002). Information seeking action conducted before the consumer made an actual purchase, as for items from research information is:

- 1) Looking for information about Zalora Online Shopping before buying their products.

Table 2 Operational Variable Definition

Variable	Indicator	Item
<b>EWoM (eWoM)</b> (X)	Platform Assitance (X.1.1) <b>Lung Yu Chang, Yu Je Lee</b> (2010)	<ol style="list-style-type: none"> <li>1. Make it easy to get information about Zalora</li> <li>2. Effective as an information tool about Zalora's Website</li> <li>3. Helps interact with other users about Zalora</li> </ol>
	Concern for Other (X.1.2) <b>Lung Yu Chang, Yu Je Lee</b> (2010)	<ol style="list-style-type: none"> <li>1. Obtain information about the Zalora's product</li> <li>2. Obtain recommendations about the Zalora' product</li> <li>3. Feel the interaction and concern of others about the Zalora</li> </ol>
	Economic Incentives (X.1.3) <b>Lung Yu Chang, Yu Je Lee</b> (2010)	<ol style="list-style-type: none"> <li>1. Information about the price or discounted price related the Zalora's product</li> </ol>
	Helping the Company (X.1.4) <b>Lung Yu Chang, Yu Je Lee</b> (2010)	<ol style="list-style-type: none"> <li>1. Helping to publish and promote Zalora</li> <li>2. Helping companies to see criticism and suggestion by other users for service improvements.</li> </ol>
	Expressing Positive Feelings (X.1.5) <b>Lung Yu Chang, Yu Je Lee</b> (2010)	<ol style="list-style-type: none"> <li>1. Inform about the product excellence or trusted online shop</li> <li>2. Feel not afraid purchase Zalora</li> <li>3. Get information about the positive experience while shopping in Zalora</li> </ol>
<b>Consumer Trustworthiness</b> (Y <sub>1</sub> )	Honesty (Y.1.1) <b>Kim Ferrin and Rao</b> (2008)	<ol style="list-style-type: none"> <li>1. Information in Zalora's Website honest for the consumer</li> </ol>
	Benevolence (Y.1.2) <b>Kim Ferrin and Rao</b> (2008)	<ol style="list-style-type: none"> <li>1. The information in Zalora never dissapointed consumer</li> <li>2. Zalora always provide very clear information</li> </ol>
	Competence (Y.1.3) <b>Kim Ferrin and Rao</b> (2008)	<ol style="list-style-type: none"> <li>1. Provide information that open in Zalora's Website</li> <li>2. Available information can help Zalora's consumer</li> </ol>
<b>Purchase Intention</b> (Y <sub>2</sub> )	Transactional (Y.2.1) <b>Milad Kamtarin</b> (2012)	<ol style="list-style-type: none"> <li>1. Feelings of interest to buy a product in Zalora Online Shopping</li> <li>2. Products offered as expected like in Zalora's Website</li> </ol>
	Research Information (Y.2.2) <b>Milad Kamtarin</b> (2012)	<ol style="list-style-type: none"> <li>1. Looking for information about Zalora Online Shopping products before buying</li> </ol>

### 3. Measurement Scale

The important stage in the process of scientific research is to develop research measuring tool as a guide to measure research variables. Scale of measurement in this study using Likert scale. The Likert scale is designed to assess the extent to which the subject agrees or disagrees with the claim filed (Fauzi, 2009:117). Likert scale is used to find out how the subject agrees or disagrees with the statement on a 5-point scale with the order of response to the number of items or grains associated with a particular variable then presented to each respondent (Sekaran, 2006:32).

Research instruments using Likert scale can be made in the form of checklist or multiple choice. Data obtained from the Likert scale in the form of interval data that can later be analyzed by calculating the average answer based on each score of the respondent answer. Research type of quantitative research, then the answer of the question of independent variables and dependent variable in research kuisoner research can be scored as follows

**Table 3 Likert Scale**

Alternatif	Score
Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

Source: Sugiyono (2012:133)



## **D. Population, Sample, and Decision Making Technique**

### **1. Population**

The population is the whole subject of the study (Arikunto, 2013:173). Indriantoro and Supomo (2011:115) describes the population is a group of people, events or anything that has certain characteristics. Every research is first set target population. Target populations are specific populations relevant to research objectives and problems. The target population can be a set of objects determined by certain criteria that can be categorized into the object. Population in this research is a consumer of Zalora Online Shopping in Malang. The criteria of the target population are as follows:

- a. Respondent that have been read the review from other consumers in Internet and visit Zalora's Website.
- b. Respondent that have been purchase the product in Zalora.
- c. Respondents aged 18-35 years old, according to Robert Martin & Tulgan (2002) millennial age was born in 1978-2000 because millennial generation is considered capable of making purchasing decisions.

### **2. Sample Size**

According to Malhotra (2009: 364) the sample is a subgroup of selected population elements to participate in a study. Sampling aims to facilitate researchers to collect data, because if the number of population with reasons

such as limited funds, time, and energy. The samples taken should be representative of the population and become a reflection of the population.

Malhotra (2009:364) said sample is subgroup elements of the population that elected to participate in the research. Sugiyono (2011: 64) suggested the sample is part of the amount and characteristics possessed by that population. Due the number of population in this research is not known, then the determination of the number of samples using the formula of Machin and Campbell (1997:168-169) as follows:  $Z_1$

For the first iteration:

$$U'_\rho = \frac{1}{2} \ln \left( \frac{1+\rho}{1-\rho} \right)$$

$$n = \frac{(z_{1-\alpha} + z_{1-\beta})^2}{(U'_\rho)^2} + 3$$

Second and third iteration

$$U_\rho = \frac{1}{2} \ln \left( \frac{1+\rho}{1-\rho} \right) + \frac{\rho}{2(n-1)}$$

Description

- $U_\rho$  : Standard normal random variable corresponding to particular value of the correlation coefficient  $\rho$
- $U'_\rho$  : Initial estimate of  $U_\rho$
- $n$  : Sample size
- $Z_{1-\alpha}$  : Prices obtained from the standart normal distribution table with the spesification alpha,  $\alpha = 5\%$
- $Z_{1-\beta}$  : Prices obtained from the standart normal distribution

table with the specified beta,  $\beta = 10\%$

$\rho$  : The correlation coefficient of the smallest which is expected to be detected significantly

Based on the consideration above that when the lowest estimated value of  $r$  will be obtained through this research is  $r = 0.30$  ;  $\alpha = 0.10$  on testing two way and  $\beta = 0.05$  then obtained the minimum  $n = 116$  samples. So, the sample involved in this study will be 116 respondent

### **3. Sampling Technique**

Sampling technique in this research use purposive sampling, that is part of nonprobability sampling. According to the Sekaran (2016:135) design of retrieval by non-probability means that the possibility of each member of the population not getting equal opportunity to be a sample means that the findings from the study of the sample can not be convincingly generalized to the population, that the purposive sampling is this sampling takes into consideration certain characteristics that are considered relevant or may represent the object under study.

## **E. Data Collection Technique**

### **1. Data Type**

The data source in the study is the subject from which data can be obtained (Arikunto, 2013:172). This study uses only primary data. Azwar (2014: 91) describes the primary data is data obtained directly from the

subject of research with a direct retrieval tool on the subject as a source of information . Furthermore, Indriantoro and Supomo (2011:146) explain the primary data is the source of research data obtained directly from the original source. In this study, researchers obtained primary data from respondents' answers through questionnaires distributed in the Followers on Zalora's Insatgram.

## **2. Data Collecting Methods**

Data Collection Methods in this study were obtained from the field by distributing questionnaires to the respondents. Maholtra (2009:325) describes bakerster is a structured technique for obtaining data. The questionnaires was distributed with the aim of obtaining response data from the sample specified in the study. Questionnaire is a technique of data collection conducted by giving a set of questions written to the respondent to answer (Sugiyono, 2009:142).

The questionnaire in this study was made in online with Google Form, because through online is more easily to find a suitable sample according to the criteria and then distribute the questionnaire to the followers on Zalora's Instagram . First, see from the tag photo in Zalora's Instagram, there are so many followers taking a picture to see the outfit that they buy in the Zalora and all of them is part of reviewers and then send the questionnaires to the direct message on their Instagram.

### 3. Research Instruments

Research instruments are tools or facilities used by researchers in collecting data to make easier and the results better, accurate, complete and systematic so easy to process (Arikunto, 2013:203). The research instrument used in this research is a questionnaire. The instrument used in this study is online questionnaire. In the preliminary of the questionnaire will be given the description of the criteria requirements. A description of the terms as a respondent will provide clear terms regarding the criteria of respondents who are entitled to fill the questionnaire. The questionnaire will be designed into two section, there are questionnaire statement to obtain information about the identity of respondents and questionnaires to obtain responses of respondents about the variables research. In the preliminary of the questionnaire, the question is made open to free respondents in answering questions.

## F. Validity and Reability

### 1. Validity Testing

According to Simamora (2014:172) validity is a measure that shows the level of validity and an instrument used to measure the data obtained from the variables studied. Test validity is important in a study using a questionnaire, as it may indicate a questionnaire is valid or invalid. Questionnaire is valid if the questions or statements are able to reveal something that will be measured

in the questionnaire. The high validity of the measuring instrument indicates the extent to which the data collected does not deviate from the description of the variable. Testing validity is the process of testing the items of questions in the questionnaire.

The validity of the question items is determined by correlating between the scores obtained by each question item using Pearson Product Moment correlation or comparing the correlation coefficient of the moment product of  $R_{\text{calculate}}$  with its critical value which  $R_{\text{calculate}}$  is achieved by the following formula (Arikunto, 2013:213).

$$r = \frac{n \sum XY - (\sum X) \cdot (\sum Y)}{\sqrt{[(n \sum X^2 - (\sum X)^2) [n \sum Y^2 - (\sum Y)^2]}}$$

Information :

$r$  = Correlation Coefficient

$n$  = Number of Samples

$X$  = Item X score

$Y$  = Item Y score

If the value of  $r$  is more or equal with 0,3 so the instrument is valid, otherwise if  $r$  less than 0,3 so the instrument is not valid. If in the calculation found that there are statement that not valid or not significant can be cause of the wording of the statement is poorly understood, so it will be giving a different interpretations.

## 2. Reability Testing

Sugiyono (2008:176) states reliability is a reliable instrument, meaning if there is similarity of data in different time. According Sunyoto (2009:67) Reliability is a tool to measure a questionnaire which is an indicator of the variable or construct. A questionnaire must not only be valid but reliable. If a kuisoner is tried repeatedly to the same group and produces the same data, then the questionnaire is said to be a reliable questionnaire.

Reliability test are the process of testing the items in the questionnaire (reliable or not). If any of these questions are replaced by another question. This research uses reliability test through Alpha Cronbach approach formula as follows:

$$r_{11} = \left( \frac{k}{(k-1)} \right) \left( 1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Information :

$r_{11}$  = Instrument Reliability

$k$  = The number of questions

$\sum \sigma_b^2$  = Number of grain variance

$\sigma_t^2$  = Total Varians



### 3. The Results of Validity Test

The validity of test results for each of the item variable from 116 respondents in this study show in Table 4 as follows :

**Table 4 Research Instrument of Validity Test**

Variable	Item	Pearson Correlation	Valid Correlation Terms	Description
EWoM	X.1.1.1	0.684	0.3	Valid
	X.1.1.2	0.614	0.3	Valid
	X.1.1.3	0.584	0.3	Valid
	X.1.2.1	0.636	0.3	Valid
	X.1.2.2	0.622	0.3	Valid
	X.1.2.3	0.565	0.3	Valid
	X.1.3.1	0.581	0.3	Valid
	X.1.4.1	0.599	0.3	Valid
	X.1.4.2	0.615	0.3	Valid
	X.1.5.1	0.672	0.3	Valid
	X.1.5.2	0.735	0.3	Valid
	X.1.5.3	0.688	0.3	Valid
Consumer Trustworthiness	Y1.1.1	0.756	0.3	Valid
	Y1.2.1	0.843	0.3	Valid
	Y1.2.2	0.915	0.3	Valid
	Y1.3.1	0.925	0.3	Valid
	Y1.3.2	0.920	0.3	Valid
Purchase Intention	Y2.1.1	0.941	0.3	Valid
	Y2.1.2	0.026	0.3	Valid
	Y2.2.1	0.934	0.3	Valid

Source : Appendix 5

### 4. The results of Reliability Test

The results of reliability testing on variable EWoM, Consumer Trustworthiness and Purchase Intention shown in Table 5 as follows :

**Table 5 Research Instrument of Reliability Test**

No	Variable	Cronbach's Alpha	Reliability Correlation Terms	Description
1	EWoM	0.976	0.6	Reliable
2	Consumer Trustworthiness	0.821	0.6	Reliable
3	Purchase Intention	0.872	0.6	Reliable

Source : Appendix 6

## G. Data Analysis

To be able to process the data on the research result of data analysis is required. The process of data, analysis will be obtained accurate and reliable data. Analysis of the data used in this study are as follows:

### 1. Descriptive Analysis

According Arikunto (2006:239), descriptive analysis is a quantitative data which collected in a correlational study, comparative or experimental processed with statistical formula that has been provided, either manually or by using computer. Descriptive statistical analysis is the analysis of raw data information into a form that is easily understood or easily interpretable. The main purpose of this statistical analysis was to determine the factors causing a problem and then create a program to resolve the problems found in the field. Descriptive analysis result is useful fatherly supports the interpretation or the interpretation of analytical results with other methods.

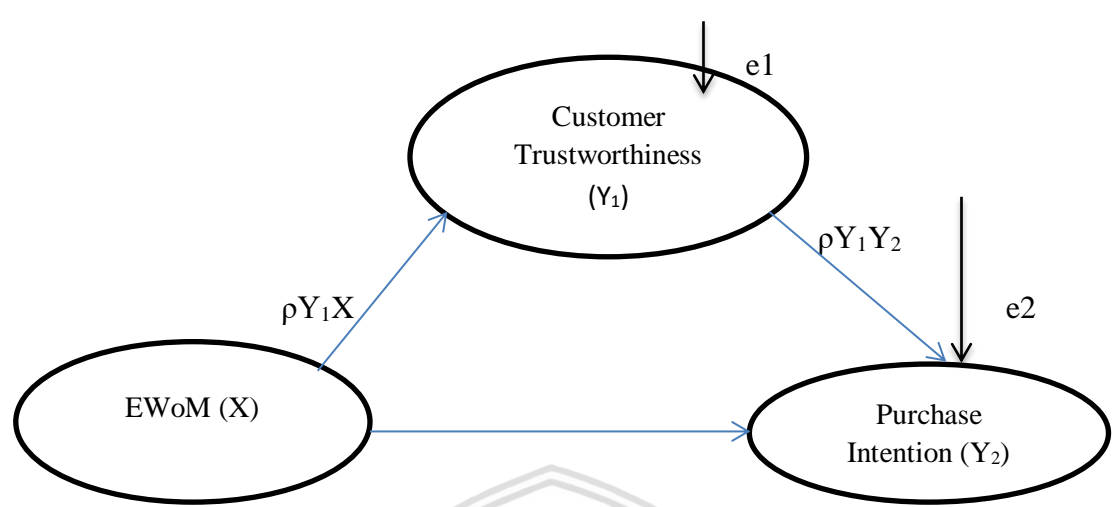
## 2. Path Analysis

The aim of path analysis is explaining the direct and indirect consequences of a set of variables, as causal variables, against a set of other variables that are the result variables, in Muis (2009:195). To test the intervening variable used Path Analysis model. Path Analysis is the extension of multiple linear regression, or Path Analysis is the use of regression analysis to estimate the causality relationship between predefined variables based on theory.

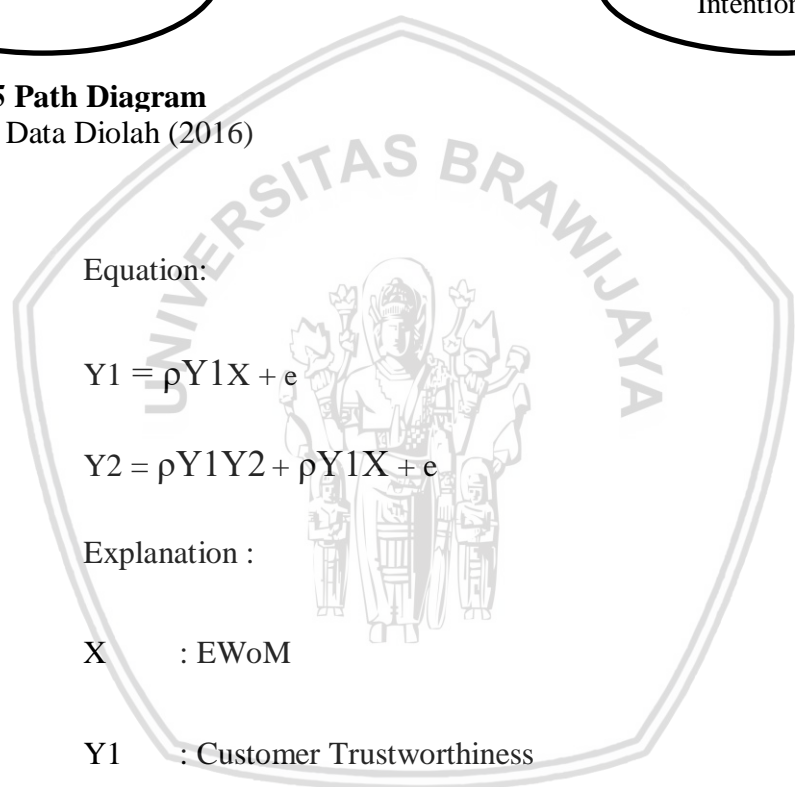
Analysis on this research using Path Analysis. Sarwono (2007:

1) Suggests Path Analysis is an analytical technique used to analyze the causal relationships that are aligned between variables that are arranged based on the temporary sequence by using the path coefficient as the amount of value in determining the magnitude of the effect of the independent variable to the dependent variable. According to Solimun (2002:47) the steps of path analysis are :

1. Designing a model based on the concepts and theories :



**Figure 5 Path Diagram**  
 Source : Data Diolah (2016)



Equation:

$$Y_1 = \rho_{Y_1X}X + e_1$$

$$Y_2 = \rho_{Y_1Y_2}Y_1 + \rho_{Y_2X}X + e_2$$

Explanation :

X : EWoM

Y<sub>1</sub> : Customer Trustworthiness

Y<sub>2</sub> : Purchase Intention

$\rho$  : Coefficient

e : Residual

2. Assumptions that underlying the path analysis are:



- a) In path analysis model, the relationship between variables is linear and additive
  - b) Only recursive models that can be considered, which only causal system flow in one direction
  - c) The dependent variable at least a measuring scale interval
  - d) Valid and reliable measurement instrument
  - e) The model that specified analyzed (identified) correctly based on relevant theories and concepts
3. For one-way  $\longrightarrow$  utilized institutionalize relapse computations, incompletely in every condition. From this computation way coefficient got immediate impact. Parameter estimation performed utilizing SPSS programming and ascertained through relapse examination, which is done on every incomplete condition.
  4. Examination of the validity model  
There are two pointers of legitimacy demonstrate in way investigation, the coefficient of assurance of aggregate markers coefficient of assurance.
  5. Interpretation of analytical results  
With regard to the outcome validity of the model. Both calculate the total effect of each variable that has a causal influence on the dependent variable.

## BAB IV

### RESULTS AND DISCUSSION

#### A. General Description of Objek Research

##### 1. Name and Company Overview



**Figure 6 Logo of Zalora**  
Source : [www.zalora.co.id](http://www.zalora.co.id) (2018)

ZALORA is part of Global Fashion Group, the world's leading fashion group. Founded in 2011 and dedicated to making online fashion companies in the developing world. To date, Global Fashion Group operates in 27 countries. Zalora Indonesia ([Zalora.co.id](http://Zalora.co.id)) is a shopping website providing fashion needs of clothing consisting of products of various brands, both locally and internationally. Zalora Indonesia, founded in 2012 by Catherine Sutjahyo, is part of Zalora Group in Asia which consists of Zalora Singapore,

Zalora Malaysia, Zalora Vietnam, Zalora Taiwan, Zalora Thailand and Zalora Philippines.

Just six months after its launch, Zalora Indonesia has successfully partnered with J.P Morgan Asset Management as a leading global company to join the group of investors. J.P Morgan Asset Management is a global leader in investment management. JP Morgan Asset Management clients include institutions, retail investors and high-net worth individuals in every major market worldwide. J.P Morgan Asset Management offers global investment management services for equities, fixed income, real estate, hedge funds, private equity participation, and liquidity. J.P Morgan Chase & Co (NYSE: JPM), the holding company of J.P Morgan Asset management, is the world's leading asset management company with assets of approximately \$ 2.1 trillion and operating in more than 60 countries. For Zalora this shows that the strategy they have occupies a position of success, especially in terms of presenting the best fashion goods to customers throughout Indonesia. J.P Morgan Asset Management also invests simultaneously to a company that is a sister company Zalora in five Southeast Asian countries as well as Hong Kong and Taiwan. As an investor, J.P Morgan Asset Management directly joins other Zalora investors, such as: Rocket Internet, Invus, and Summit Partners. Zalora has employed more than 1,000 employees since its inception in early 2012, and has achieved regular revenues in the millions of US Dollars.



ZALORA Indonesia is the fastest growing online fashion retail in Asia. ZALORA Indonesia was established in 2012 and joined Instagram in 2015. With a selection of over 500 local and international brands, Zalora brings fashion into a better dimension than ever before. Zalora offers women's clothing, menswear, shoes, accessories, sports equipment, moslem clothing, and more.

In Indonesia Zalora is under shelter and managed by PT Fashion Eservices Indonesia. With the support of experienced and professional human resources, the company continues to expand its business to become a leading company in its field. PT Fashion Eservices Indonesia has experienced a lot of experience in doing business so that it can be trusted. However, the company has not been satisfied with the achievements it is, still continue to make improvements and continue to expand its business so it is expected in the future demand and the number of project work continues to increase.

Other important things in the web surgery for small or large companies is planning in marketing their products, as well as electronic communications used. Currently Zalora is growing rapidly. This online shopping site has over 100,000 fans on Facebook and employs over 200 employees.

Obviously their founders Zalora has a clear purpose and planning, which provides easy access 24 hours a day and 7 days a week so that everyone can get the best style of various brands at competitive prices.

The development is supported by Zalora teamwork in marketing their web-store. Starting from online promotion, such as through Google, Facebook, Twitter, Instagram until now penetrated into elektronik media.

**a. Vision of the Company**

Become a Media Portal Reliable in Indonesia

**b. Mision of the Company**

- 1) Become the best online media brokering medium in Indonesia
- 2) Being a medium and an alternative source of income
- 3) Bring fiture-fiture that satisfy customers
- 4) Participate in giving birth to a tough and weighty online entrepreneur
- 5) Displays the online world of Indonesia

**2. Zalora's Website and Zalora's Social Media**

Zalora website is the 15 most visited fashion websites by consumers (www.industri.bisnis.com). Zalora's Website has a simple template because it does not need a display that is too complicated to sell an item, its web display is very soft & simple. Include the latest promotions, or the latest offers in front of the main page.

Zalora Website is designed simple and clear so that consumers easily find the product or information they need based on consumer's gender. In Zalora Website has a good level of security because not all consumers can buy the product before the consume logs in their email. On the Website there is also access to help, which aims to facilitate consumers to get important

information they want to know, and not forget Zalora include all the social media that Zalora have and 24-hour customer service number.

This is the appearance of Zalora's Website:



**Figure 7 Main Page of Zalora's Website**

Source : [www.zalora.co.id](http://www.zalora.co.id) (2018)

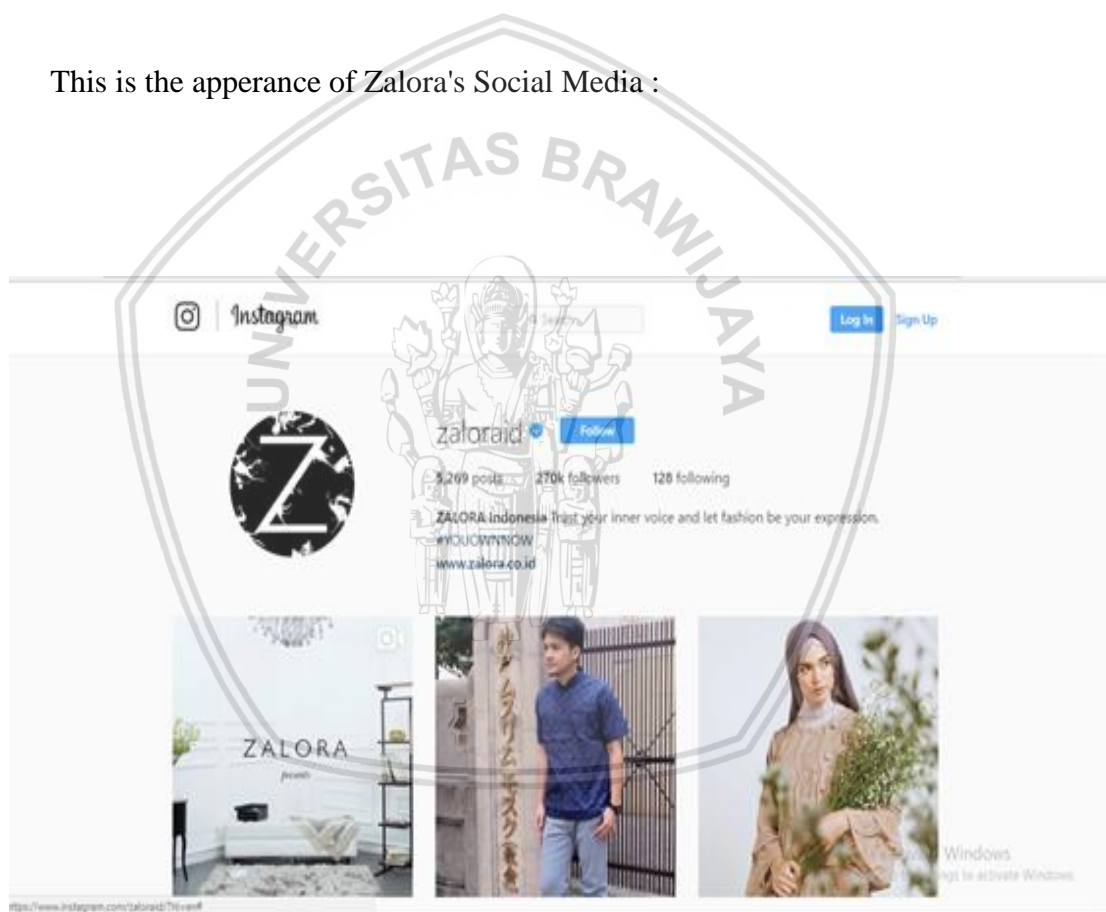


**Figure 8 Log in and Help Access in Zalora's Website**

Source : [www.zalora.co.id](http://www.zalora.co.id) (2018)

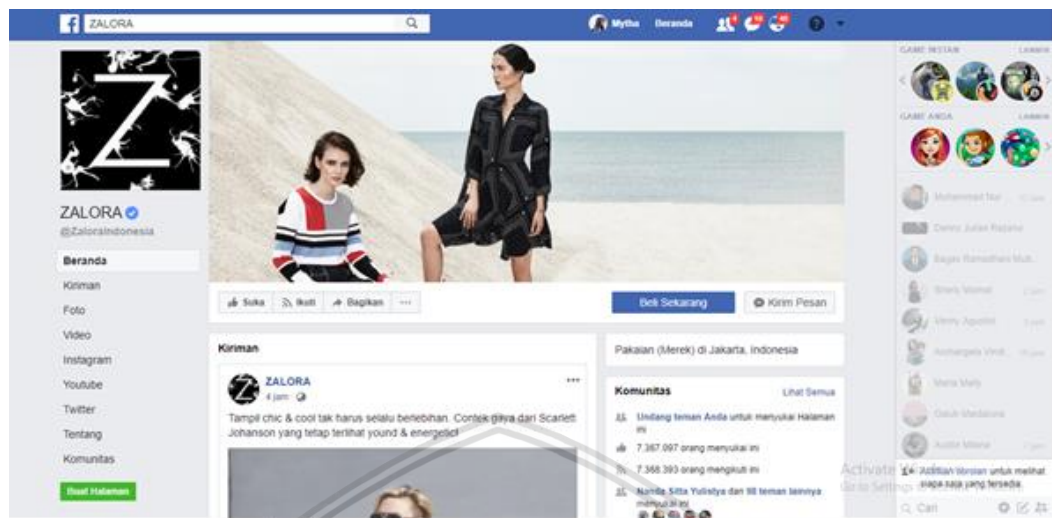
Zalora do their marketing strategy in addition to the Website also through some social media like on Instagram, Facebook Page, and Twitter, and all of the Social Media of Zalora have more than 50.000 followers. Social media like Zalora's Instagram provide information about products and various promos that exist, and so does the social media function of Facebook Page and Twitter from Zalora.

This is the apperance of Zalora's Social Media :

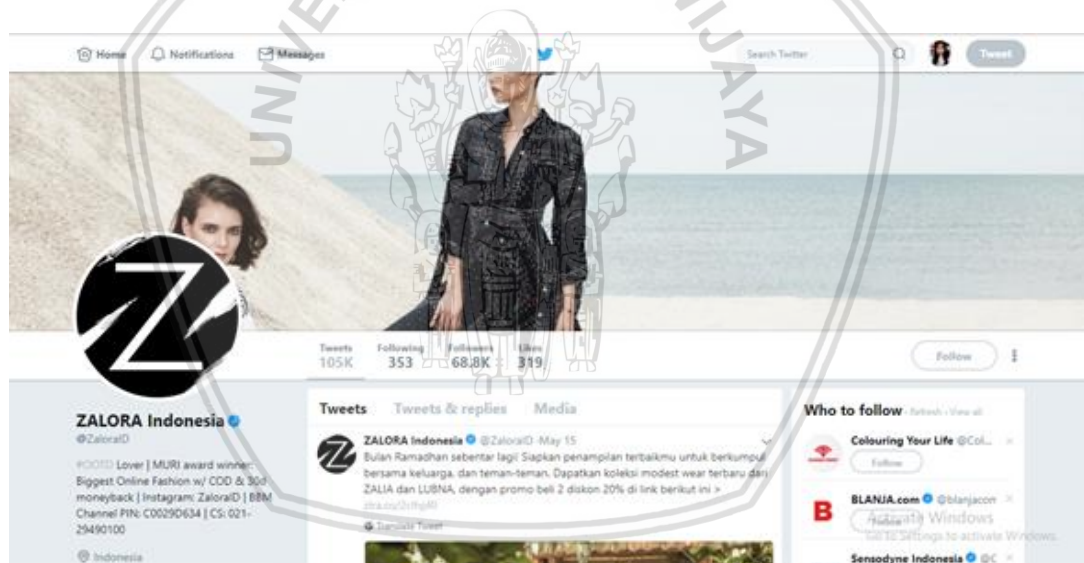


**Figure 9 Instagram of Zalora**

Source : [www.instagram.com/Zaloraid](https://www.instagram.com/Zaloraid) (2018)



**Figure 10 Facebook Fanpage of Zalora**  
 Source : [www.facebook.com](http://www.facebook.com) (2018)



**Figure 11 Twitter of Zalora**  
 Source : [www.twitter.com](http://www.twitter.com) (2018)

**B. General Description of Respondents**

Respondents in this study amounted to 116 people. Respondents consist of Followers at Zalora @ Zaloraid Instagram aged 18-35 years, have been shopping at Zalora, and read reviews or Information about Zalora on the



Internet. Characteristics of respondents based on gender, age, occupation, income or allowance, have read reviews about Zalora on the Internet, get reviews from social media, how many times have been shopping in Zalora for the last 6 months, whether reading reviews help them in shopping at Zalora, and whether EWOM really helps the consumer. Based on the research that has been done, it can be explained description of respondents who have researched as follows:

### 1. Respondent's Profile Based on Gender

Based on the Table 6 there are 39 people (33.62%) were male. Meanwhile, female respondents were 77 people (66.38%). Based on the data it can be concluded that the female respondents dominate in this study. The overview of respondents by gender can be seen in Table 6 as follows :

**Table 6 Frequency Distribution of Respondents based on Gender**

No	Gender	Number of Respondents (People)	Percentage (%)
1	Male	39	33.62
2	Female	77	66.38
	Total	116	100

Source : Appendix 7

### 2. Respondent's Profile Based on Age

Choice of answers for age is made open to free respondents in answering questions. So for the division of age class of respondents is calculated using the formula Sturges (Supranto, 2000:61) are as follows:

$$K = 1 + 3.3 \log n$$

Information:

$K$  = Number of interval classes

$N$  = Number of samples

Log = Logartima

Calculation:

$$K = 1 + 3.3 \log 116$$

$$K = 7.813 \text{ rounded to 8 classes}$$

Specifies the length of the interval

$C$  = class range / many classes

$$C = (32-19) / 8$$

$$C = 4$$

\*notes : rounded up

Based on these calculations, the number of classes is eight and the interval is four. The age distribution of respondents is shown by Table 7 as follow :

**Table 7 Frequency Distribution of Respondents based on Age**

No	Age	Number of Respondents (People)	Percentage (%)
1	18-21 years	31	26.72
2	22-25 years	66	56.89
3	26-29 years	18	15.51
4	30-34 years	1	0.86
	Total	116	100

Source : Appendix 7

Notes\* : rounded up



Based on the results from Table 7 it can be seen that the results of Frequency Distribution of Respondents based on Age stated that 116 respondents were dominated by ages 22-25 years as many as 66 people (56.89%). After that followed by the age of 18-21 years as many as 31 people (26.72%). Then, the results of respondents aged 26-30 as many as 18 people (15.51%). While respondent aged 31-34 only 1 person (0.86%). These results indicate that Followers of Zalora show is dominated by the ages of 22-25 years who as a students and it is part of the Millennial Generation more like to do Online Shopping. ([www.indonesianyouth.org](http://www.indonesianyouth.org)). This proves that all respondents have been appropriate based on the criteria of respondents which have been set.

### **3. Respondent's Profile based on Job**

Table 8 shows the distribution according to the job. The frequency of student respondents is dominant with the number of 63 people (54.31%). Furthermore, respondents with job of private employees amounted to 13 people (11.20%), then the respondents with job of entrepreneur amounted 8 people (6.89%), then with government employees amounted to 7 people (6.03%), then respondents with the work of doctors amounted to 9 people (7.75%), then respondents with others work amounted to 13 people (11.20%), while the frequency of respondents is at least respondent with employment of bank employees amounted to 3 people (2.58%). So, the results indicate that student is in the stage to follow the fashion trends that are happening nowadays than people who have some job.

**Table 8 Frequency Distribution of Respondents based on Job**

No	Job	Number of Respondents (People)	Percentage (%)
1	Not Working (Students)	63	54.31
2	Private Employees	13	11.20
3	Entrepreneur	8	6.89
4	Government Employees	7	6.03
5	Doctors	9	7.75
6	Bank Employees	3	2.58
7	Others	13	11.20
	Total	116	100

Source : Appendix 7

Notes\* : rounded up

#### 4. Respondent's Profile based on Allowance

The respondent's description of income or allowance per month can be seen in Table 9. The Allowance is for respondents who have worked and pocket money for those who have not worked. The answer option is made open to free the respondent in answering the question. Then to determine the interval class is calculated by the formula Sturges, the following calculations.

$$C = \text{class range} / \text{many classes}$$

$$C = (\text{Rp } 15.000.000 - \text{Rp } 1000.000) / 8$$

$$C = \text{Rp } 1.750.000$$

Based on these calculations, the number of classes is eight and the interval of Rp 1.750.000. Distribution of income or pocket money per month of respondents is shown by Table 9 as follows.

**Table 9 Frequency Distribution of Respondents based on Allowance**

No	Allowance	Number of Respondents (People)	Percentage (%)
1	Rp. 1000.000 - Rp. 2.750.000	27	23.27
2	>Rp. 2.750.000 - Rp. 4.500.000	37	31.89
3	>Rp. 4.500.000 – Rp. 6.250.000	26	22.41
4	>Rp. 6.250.000 – Rp 8.000.000	14	12.06
5	>Rp. 8.000.000 – Rp. 9.750.000	0	0
6	>Rp. 9.750.000 – Rp. 11.500.000	10	8.62
7	>Rp. 11.500.000 – Rp 13.250.000	1	0.86
8	>Rp. 13.250.000 – Rp 15.000.000	1	0.86
	Total	116	100

Source : Appendix 7

Notes\* : rounded up

Based on Table 9 it can be seen that the respondents with income more than Rp 2,750,000-Rp 4,500,000 become the dominant consumer on Followers of Zalora counted 37 people (31.89%) of 116 respondents and it is the income from the average of a student. While respondent with income Rp. 1000.000 - Rp. 2.750.000 as much as 27 people (23.27%). Then, respondents with the highest income is above Rp. 13.250.000 – Rp 15.000.000 as much as 1 person (0.86%) which indicates the income of Followers Zalora who already work . So in this study indicates that student income dominates in Followers of Zalora and student income in the nowadays is quite high and it makes the desire to buy something more because the considerable income.

##### **5. Respondent's Profile based on Knowing about Zalora's Website**

Respondents who know about Zalora's Website are 116 people (100%), This indicates that all respondents in this study knew about Zalora's Website.

This proves that all respondents have been appropriate based on the criteria of respondents which have been set. This shows that the media website is able to make people familiar with Zalora products.

#### **6. Respondent's Profile based on Visiting Zalora's Website**

Frequency of respondents who have visited Zalora's Website as many as 116 people (100%) while no respondents who have never visited Zalora's Website. This shows that in this study all respondents ever visited Zalora's Website. This proves that all respondents have been appropriate based on the criteria of respondents which have been set.

#### **7. Respondent's Profile based on Knowing about Zalora through Review**

The frequency of respondents who already know Zalora review of other consumers on the Internet as many as 116 people (100%) while no respondents who never know the Zalora review from other consumers on the Internet. This shows that in this study all respondents have seen reviews from other consumers on the Internet. This proves that all respondents have been appropriate based on the criteria of respondents which have been set.

#### **8. Respondent's Profile based on Respondents get reviews about Zalora on Social Media.**

General description of respondents based on Through social media what respondents get reviews about Zalora can be seen from the following table :

**Table 10 Frequency Distribution of Respondents based on Respondents get reviews about Zalora on Social Media.**

No	Review Zalora on Social Media	Number of Respondents (People)	Percentage (%)
1	Instagram	77	66.37
2	Facebook	0	0
3	Twitter	0	0
4	Youtube	11	9.48
5	Blog	27	23.27
6	Lain-lain	1	0.86
	Total	116	100

Source : Appendix 7

Notes\* : rounded up

In Table 10 shows the results of the distribution of respondents about on knowing Zalora from review. The frequency of respondents who know Zalora review from Instagram of 77 people (66.37%), while respondents who know the review via Youtube as many as 11 people (9.48%), see reviews through Blog as many as 27 people (23.27%), and 1 person (0.86%) others, while no respondents who see reviews through Twitter and Facebook. In this study shows that respondents more often see reviews about Zalora through social media Instagram because in Instagram the consumer can find the review about Zalora more easier with using hastag #Zalorareview or another hastag, more easier find good product that Zalora sell from the picture of outfit that other consumer upload in Instagram because so many consumer upload the outfit with using some hastag and it can make other consumer more easier to find new information in Insatgram than other social media.

**9. Respondent's Profile based on Reviews from other consumers can affect the respondent in increasing Purchase Intention in shopping.**

Frequency of respondents who have seen the review and it affect on their Purchase Intention as many as 116 people (100%). This shows that all respondents feel that getting information from other consumers making the respondent no doubt about Zalora's Online Shopping and it is very helpful and increasing the respondent's Purchase Intention because of the trust it self.

**10. Respondent's Profile based on ever bought a product on the Zalora's Website.**

Frequency of respondents who ever bought a product on the Zalora's Website as many as 116 people (100%). This shows that all respondents ever bought a product in Zalora's Website. This proves that all respondents have been appropriate based on the criteria of respondents which have been set.

**11. Respondent's Profile based on shopping in Zalora for the last 6 months.**

General description of respondents based on shopping in Zalora for the last 6 months can be seen from the following table :

Description of respondents based on shopping in Zalora in the last six months can be seen in Table 11. This study chose a period of six months of use in the hope that consumers can still remember about the shopping experience in Zalora. The answer option is made open to free the respondent

in answering the question. So to determine the interval class is calculated by the formula Sturges, the following calculations.

$C = \text{class range} / \text{many classes}$

$C = (5-0) / 8$

$C = 1$

\*notes : rounded up

**Table 11 Frequency Distribution of Respondents based on shopping in Zalora for the last 6 months.**

No	Shopping in Zalora for the last 6 months	Number of Respondents (People)	Percentage (%)
1	0 times	7	6.03
2	1 times	37	31.89
3	2 times	41	35.34
4	3 times	23	19.82
5	4 times	6	5.17
6	5 times	2	1.72
	Total	116	100

Source : Appendix 7

Notes\* : rounded up

In Table 11 it can be seen that the frequency of respondents based on Zalora shopping over the last six months of 116 respondent majority of 41 people (35.34%) shop twice in the last six months. While as many as 37 people (31.89%) shop 1 time to occupy the second position. Then, as many as 23 people (19.82%) shop 3 times occupied the third position. This indicates if most consumers within a few months must be shopping Online Shopping in Zalora and the intensity of people buying products online at nowadays is also high enough.



## 12. Respondent's Profile based on bad experience during shopping in Zalora.

Description of respondent based on bad experience while shopping at Zalora can be seen in Table 12. The answer option is made open to free the respondent in answering the question.

**Table 12 Frequency Distribution of Respondents based on bad experience during shopping in Zalora.**

No	Bad experience during shopping in Zalora	Number of Respondents (People)	Percentage (%)
1	No bad experience	109	93.96
2	Size	3	2.58
3	Long Delivery Time	4	3.45
	Total	116	100

Source : Appendix 7

Notes\* : rounded up

In table 12 regarding from Frequency Distribution of respondents based on bad experience shopping in Zalora can be seen from 116 respondents, as many as 109 people (93.96%) never had bad experience when consumers shop at Zalora. Then, as many as 3 people (2.58%) have an error in choosing size and as many as 4 people (3.45%) complain if the product long delivered. In this research it can be seen that Zalora has a good quality because most of the respondent feel not have bad experience while shopping but there are still respondent that feel dissapointed with Zalora because of the delivery time or because the information of the size.

### 13. Respondent's Profile based on EWoM can be trusted.

Frequency of respondents who ever trust the EWoM as many as 116 people (100%). This shows that all respondents agree if EWoM can be trusted in terms of seeking information.

#### C. Descriptive Analysis Results

According to Supranto (2008: 74) the magnitude of the interval of Likert scale scores can be calculated by the following formula:

$$\text{Interval} = \frac{\text{biggest observation} - \text{smallest observation}}{\text{class}} = \frac{5-1}{5} = 0,8$$

**Table 13 Average value**

No.	Average Value	Description
1.	1-1,8	Not Very Good
2.	>1,8-2,6	Not Good
3.	>2,6-3,4	Medium
4.	>3,4-4,2	Good
5.	>4,2-5	Very Good

Source: Supranto (2008:74)

**Table 14 Frequency Distribution of EWoM (X)**

Indicator	Item	SEBARAN SKOR										Mean of Item	Mean of Indica-tor
		SD		D		N		A		SA			
		1		2		3		4		5			
		f	%	f	%	f	%	f	%	f	%		
Platform Assitance	X.1.1.1	0	0	3	2.58	3	2.58	24	20.68	86	74.13	4.66	4.45
	X.1.1.2	0	0	3	2.58	4	3.44	71	61.20	38	32.75	4.24	
	X.1.1.3	1	0.86	3	2.58	5	4.31	68	58.62	39	33.62	4.21	
Concern for Other	X.1.2.1	0	0	3	2.58	3	2.58	70	60.34	40	34.48	4.26	4.25
	X.1.2.2	0	0	3	2.58	5	4.31	68	58.62	40	34.48	4.25	
	X.1.2.3	0	0	3	2.58	5	4.31	67	57.75	41	35.34	4.26	
Economic Incentives	X.1.3.1	0	0	4	3.44	4	3.44	69	59.48	39	33.62	4.23	4.23
Helping The Company	X.1.4.1	0	0	3	2.58	3	2.58	75	64.65	35	30,17	4.22	4.19
	X.1.4.2	0	0	3	2.58	7	6.03	73	62.93	33	28.44	4.17	
Expressing Positive Feelings	X.1.5.1	0	0	3	2.58	3	2.58	74	63.79	36	31.03	4.23	4.24
	X.1.5.2	0	0	3	2.58	8	6.89	62	53.44	43	37.06	4.25	
	X.1.5.3	0	0	3	2.58	4	3.44	69	59.48	40	34.48	4.26	
EWoM												4.27	

Source : Appendix 8

### Information:

- SD : Strongly Disagree  
 D : Disagree  
 N : Neutral  
 A : Agree  
 F : Frekuensi  
 % : Percentage  
 X.1.1.1 : EWoM helped me get information easily about Zalora  
 X.1.1.2 : EWoM very effective as an information tool to exchange opinions.  
 X.1.1.3 : EWoM help me interact with other users / consumers about Zalora.  
 X.1.2.1 : EWoM help me get information about Zalora products.  
 X.1.2.2 : EWoM helped me get product recommendations in Zalora  
 X.1.2.3 : EWoM help me feel the interaction and concern of other users / consumers towards Zalora.  
 X.1.3.1 : EWoM help me get information about prices or discounts that exist in Zalora.  
 X.1.4.1 : EWoM help the company through the willingness of other customers / consumers in promoting Zalora.  
 X.1.4.2 : EWoM help companies to see criticism and suggestions submitted by other users / consumers for service improvement.  
 X.1.5.1 : EWoM help me get the information that Zalora is a trusted Online Shop.  
 X.1.5.2 : EWoM made me feel not afraid to shop at Zalora.  
 X.1.5.3 : EWoM help me get information about other people's positive experiences while shopping at Zalora

## 1. Frequency Distribution of EWoM (X)

Here is the response of respondents about EWoM which consists of 5 indicators, namely Platform Assistance, Concern for Others, Economic Incentives, Helping The Company, and Expressive Positive Feelings. Respondents' results of the 12 questions can be seen in Table 20 below.

### a. Indicator Plattform Assistance (X.1.1.1 - X.1.1.3)

Based on Table 14, from 116 respondents in item X.1.1.1 stating that EWoM helps them get easy information about Zalora, no respondents stated strongly disagree, then only 3 respondent (2.58%) stated disagree, then there

are 3 respondents (2.58%) who stated neutral. Respondents who agreed as many as 24 people (20.68%) and respondents who stated strongly agree a number of 86 people (74.13%). Known mean of item is 4.66 which means the result is included in very good category. Based on these results it can be concluded that most of consumers really feel EWoM is very helpful respondent in getting Information about Zalora.

Based on Table 14, from 116 respondents in item X.1.1.2 which states that EWoM is very effective as an information tool to exchange opinion, no respondents stated strongly disagree and as much as 3 respondent (2.58%) declare disagree with this item, then there is 4 respondents (3.44%) stated neutral. Respondents who agreed as many as 71 people (61.20%) and respondents who stated strongly agree a number of 38 people (32.75%). Known mean of item is 4.24 which means the result is included in the category very well. Based on these results it can be concluded that most consumers strongly feel that EWoM is very effective as an information tool to exchange opinions.

Based on Table 14, from 116 respondents in item X.1.1.3 regarding EWoM help interact with other users or consumers about Zalora, only 1 person respondents (0.86%) chose strongly disagree, then there are 3 respondents (2.58%) who stated disagree, then as many as 5 respondents (4.31%) stated neutral, as many as 68 respondents (58.62%) express agree, and 39 respondent (33.62%) express strongly agree. Known mean of item is

4.21, the results it can be concluded that most consumers feel that EWoM helps consumers to interact with other users or consumers about Zalora.

The overall mean of the sample indicators (X.1.1.1 to X.1.1.3) was 4.45. These results fall into very good category. This indicates that most respondents stated strongly that EWoM have a good platform assistance.

#### **b. Indicator Concern for Others (X.1.2.1 – X.1.2.3)**

Based on Table 14, from 116 respondents in item X.1.2.1 which stated that EWoM help the consumer get information about Zalora products, no respondents stated strongly disagree, then only 3 respondent (2.58%) stated disagree, then there are 3 respondents (2.58%) who stated neutral. Respondents who agreed as many as 70 people (60.34%) and respondents who stated strongly agree a number of 40 people (34.48%). Known mean item of 4.26 which means the result is included in very good category. Based on these results it can be concluded that most consumers really feel that EWoM help the consumer get information about Zalora products.

Based on Table 14, from 116 respondents in item X.1.2.2 stating that EWoM helps the consumer get the recommendations of product in Zalora, no respondents stated strongly disagree and as many as 3 respondents (2.58%) stated disagree with this item, then there is 5 respondents (4.31%) stated neutral. Respondents who agreed as many as 68 people (58.62%) and respondents who stated strongly agree a number of 40 people (34.48%). Known mean item of 4.25 which means the result is included in the category

very well. Based on these results it can be concluded that most consumers strongly feel that EWoM helps the consumer get the recommendations of product in Zalora.

Based on Table 14, from 116 respondents in item X.1.2.3 regarding EWoM help the consumer feel the interaction and concern of other users or consumers towards Zalora, no respondents chose strongly disagree, then there are 3 respondents (2.58%) who stated disagree, then 5 respondent (4.31%) states neutral, as many as 67 respondents (57.75%) express agree, and 41 respondent (35.34%) express strongly agree. Known mean item of 4.26 which means the result is included in the category very well. Based on these results it can be concluded that most consumers feel that EWoM help the consumer feel the interaction and concern of other users / consumers towards Zalora.

The overall mean of the sample indicators (X.1.2.1 to X.1.2.3) was 4.25. These results fall into very good category. This indicates that most EWoM is concern for other consumer of Zalora.

### **c. Indicator Economics Incentives (X.1.3.1)**

Based on Table 14, from 116 respondents in item X.1.3.1 regarding EWoM help the consumer get information about prices or discounts that exist in Zalora, no respondents chose strongly disagree, then there are 4 respondents (3.44%) who stated disagree, then 4 respondent (3.44%) states neutral, as many as 69 respondents (59.48%) express agree, and 39 respondent (33.62%) express strongly agree. Known mean item of 4.23 which



means the result is included in the category very well. Based on these results it can be concluded that most consumers feel that EWoM help the consumer get information about prices or discounts that exist in Zalora.

The overall mean of the sample indicators (X.1.3.1) was 4.23. These results fall into very good category. This indicates that most respondents EWoM can help consumer to incentives their economics.

#### **d. Indicator Helping The Company (X.1.4.1 – X.1.4.2)**

Based on Table 14, from 116 respondents in item X.1.4.1 stating that EWoM help the company through the willingness of other consumers in promoting Zalora, no respondents stated strongly disagree and as many as 3 respondents (2.58%) stated disagree with this item, then there is 3 respondents (2.58%) stated neutral. Respondents who agreed as many as 75 people (64.65%) and respondents who stated strongly agree a number of 35 people (30,17%). Known mean item of 4.22 which means the result is included in the category very well. Based on these results it can be concluded that most consumers feel that EWoM can assist companies in promoting or informing their products through the willingness of other consumers..

Based on Table 14, from 116 respondents in item X.1.4.2 regarding EWoM help companies to see criticism and suggestions submitted by other users or consumers for service improvement, no respondents chose strongly disagree, then there are 3 respondents (2.58%) who stated disagree , then 7 respondent (6.03%) states neutral, as many as 73 respondents (62.93%)

express agree, and 33 respondent (28.44%) express strongly agree. Known mean item of 4.17 which means the result is included in the category good. Based on these results it can be concluded that most consumers feel that EWoM help companies to see criticism and suggestions submitted by other users or consumers for improvement the company's service.

The overall mean of the sample indicators (X.1.4.1 to X.1.4.2) was 4.19. These results fall into good category. This showed that EWoM is helping the company to attract consumer.

**e. Indicator Expressing Positive Feelings (X.1.5.1 – X.1.5.3)**

Based on Table 14, from 116 respondents in item X.1.5.1 stating that EWoM help the consumer get the information that Zalora is a trusted Online Shop, then only 3 respondent (2.58%) stated disagree, then there are 3 respondents (2.58%) who stated neutral. Respondents who agreed as many as 74 people (63.79%) and respondents who stated strongly agree a number of 36 people (31.03%). Known mean of item is 4.23 which means the result is included in a very good category. Based on these results it can be concluded that most consumers really feel that EWoM help the consumer get the information that Zalora is a trusted Online Shop .

Based on Table 14, from 116 respondents in item X.1.5.2 which states that EWoM made the consumer not feel afraid to shop at Zalora, no respondents stated strongly disagree and as much as 3 respondent (2.58%) declare disagree with this item, then there is 8 respondents (6.89%) stated

neutral. Respondents who agreed as many as 62 people (53.44%) and respondents who stated strongly agree a number of 43 people (37.06%). Known mean of item is 4.25 which means the result is included in the category very good. Based on these results it can be concluded that EWoM made the consumer not feel afraid to shop at Zalora.

Based on Table 14, from 116 respondents in item X.1.5.3 regarding EWoM help the consumer get information about other people's positive experiences while shopping at Zalora, there is no respondents chose strongly disagree, then there are 3 respondents (2.58%) who stated disagree, then as many as 4 respondents (3.44%) stated neutral, as many as 69 respondents (59.48%) express agree, and 40 respondent (34.48%) express strongly agree. Known mean of item is 4.26, the results it can be concluded that most consumers feel that EWoM help the consumer get information about other people's positive experiences while shopping at Zalora.

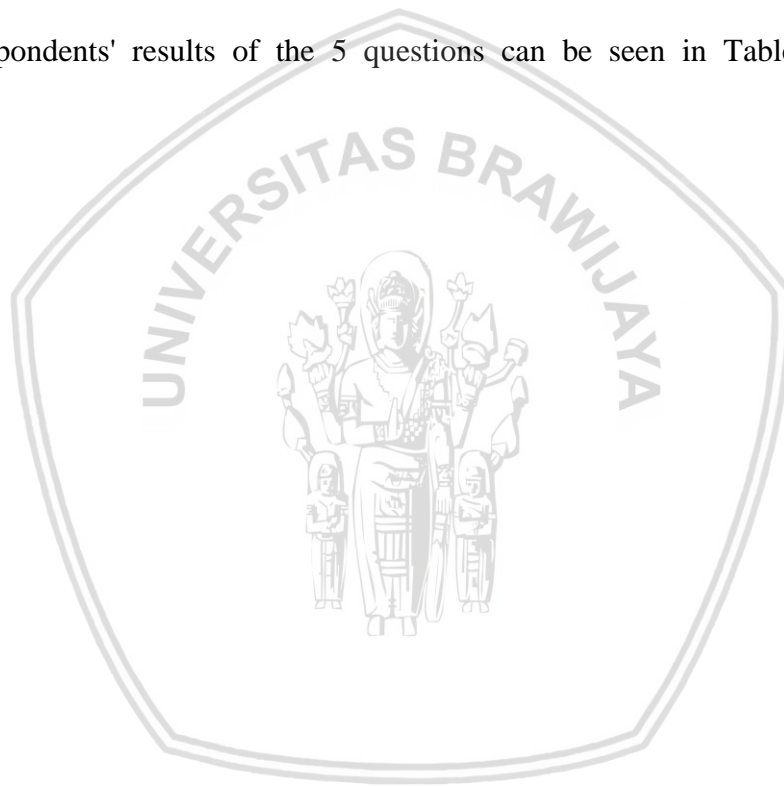
The overall mean of the sample indicators (X.1.5.1 to X.1.5.3) was 4.24. These results fall into very good category. This indicates that most consumer feeling the positive thing after reading a review recommendation.

It can be summed up the mean or grand mean on the EWoM (X) variable was 4.27, which means that this result belongs to very good category. It shows that most of respondents stated strongly agree with all questions of EWoM (X) variable in the research questionnaire. So it can be concluded also that most respondents really feel EWoM in the form of Plattform Assistance, Concern for Others, Economic Incentives, Helping The

Company and Expressing Positive Feeling can attract consumers to facilitate consumers to get information that consumers want to know about Zalora.

## 2. Frequency Distribution of Consumer Trustworthiness (Y1)

Here is the response of respondents about Consumer Trustworthiness which consists of 3 indicators, Honesty, Benevolence, and Competence. Respondents' results of the 5 questions can be seen in Table 15 below.



**Table 15 Frequency Distribution of Consumer Trustworthiness (Y1)**

Indikator	Item	SEBARAN SKOR										Mean of Item	Mean of Indica- tor
		SD		D		N		A		SA			
		1		2		3		4		5			
		f	%	f	%	f	%	f	%	f	%		
Honesty	Y1.1.1	0	0	3	2.58	4	3.44	61	52.58	48	41.37	4.32	4.29
Benevolence	Y1.2.1	0	0	3	2.58	7	6.03	41	35.34	65	56.03	4.27	
	Y1.2.2	0	0	4	3.44	10	8.62	61	52.58	41	35.34	4.19	
Competence	Y1.3.1	0	0	3	2.58	9	7.75	71	61.20	33	28.44	4.15	4.17
	Y1.3.2	0	0	3	2.58	8	6.89	68	58.62	37	31.89	4.19	
Consumer Trustworthiness												4.21	

Source : Appendix 8

Information:

- SD : Strongly Disagree
- D : Disagree
- N : Neutral
- A : Agree
- F : Frekuensi
- % : Percentage

- Y<sub>1.1.1</sub> : Information about Zalora is honest for consumers.
- Y<sub>1.2.1</sub> : The consumer feel that the Information about Zalora never disappoints the consumer as their Zalora's consumers.
- Y<sub>1.2.2</sub> : The consumer feel that Zalora always provides very clear information.
- Y<sub>1.3.1</sub> : The information at Zalora is open to its customers..
- Y<sub>1.3.2</sub> : Available information can help the consumer to solve problems.

**a. Indicator Honesty (Y1.1.1)**

Based on Table 15, from 116 respondents in item Y1.1.1 regarding Information about Zalora is honest for consumers, no respondents chose strongly disagree, then there are 3 respondents (2.58%) who stated disagree, then 4 respondent (3.44%) states neutral, as many as 61 respondents (52.58%) express agree, and 41 respondent (41.37%) express strongly agree. Known mean item of 4.32 which means the result is included in the category very good. Based on these results it can be concluded that most consumers feel that Information about Zalora is honest for the consumers.

The overall mean of the sample indicators (Y1.1.1) was 4.32. These results fall into very good category. This indicates that most respondents feel Zalora honesty bring the information for the consumer.

**b. Indicator Benevolence (Y1.2.1 – Y1.2.3)**

Based on Table 15, from 116 respondents in item Y1.2.1 stating that the consumer feel the Information that Zalora give never disappoints the consumer as the Zalora's consumer, no respondents stated strongly disagree and as many as 3 respondents (2.58%) stated disagree with this item, then there is 7 respondents (6.03%) stated neutral. Respondents who agreed as many as 41 people (35.34%) and respondents who stated strongly agree a number of 65 people (56.03%). Known mean item of 4.27 which means the result is included in the category very good. Based on these results it can be

concluded that most consumers feel that the Information that Zalora give never disappoints the consumer as the Zalora's consumer.

Based on Table 15, from 116 respondents in item Y1.2.3 regarding Consumer feel that Zalora always provides very clear information, no respondents chose strongly disagree, then there are 4 respondents (3.44%) who stated disagree , then 10 respondent (8.62%) states neutral, as many as 61 respondents (52.58%) express agree, and 41 respondent (35.34%) express strongly agree. Known mean item of 4.19 which means the result is included in the category good. Based on these results it can be concluded that most consumers feel that Zalora always provides very clear information for the consumer.

The overall mean of the sample indicators (Y1.2.1 to Y1.2.3) was 4.19. These results fall into good category. This indicates that most respondents feel that Zalora never dissappointed the consumer because Zalora give them a clear information.

### **c. Indicator Competence (Y1.3.1 – Y1.3.2)**

Based on Table 15, from 116 respondents in item Y1.3.1 stating that the information at Zalora is open to its customers., no respondents stated strongly disagree and as many as 3 respondents (2.58%) stated disagree with this item, then there is 9 respondents (7.75%) stated neutral. Respondents who agreed as many as 71 people (61.20%) and respondents who stated strongly agree a number of 33 people (28.44%). Known mean item of 4.15



which means the result is included in the category good. Based on these results it can be concluded that most consumers feel that the information at Zalora is open to its customers.

Based on Table 15, from 116 respondents in item Y1.3.2 regarding available information can help to solve problems for Zalora consumers, no respondents chose strongly disagree, then there are 3 respondents (2.58%) who stated disagree, then 8 respondent (6.89%) states neutral, as many as 68 respondents (58.62%) express agree, and 37 respondent (31.89%) express strongly agree. Known mean item of 4.19 which means the result is included in the category good. Based on these results it can be concluded that most consumers feel that the available information can help to solve problems for Zalora consumers.

The overall mean of the sample indicators (Y1.3.1 to Y1.3.2) was 4.17. These results fall into good category. This indicates that respondent feel that Zalora increase their trust because Zalora can solve the problem of the consumer.

It can be summed up the mean or grand mean on the Consumer Trustworthiness (Y1) variable was 4.21, which means that this result belongs to very good category. It shows that most of respondents stated strongly agree with all questions of Consumer Trustworthiness (Y1) variable in the research questionnaire. So it can be concluded also that most respondents really feel Consumer Trustworthiness in the form of Honesty, Benevolence, and

Competence can increase consumer confidence in trusting Zalora and improve consumer action based on the consumer expectation

### 3. Frequency Distribution of Purchase Intention (Y2)

Here is the response of respondents about Purchase Intention which consists of 2 indicators, Transactional, Research Information. Respondents' results of the 3 questions can be seen in Table 16 below.



**Table 16 Frequency Distribution of Purchase Intention (Y2)**

Indikator	Item	SEBARAN SKOR										Mean of Item	Mean of Indica-tor
		SD		D		N		A		SA			
		1		2		3		4		5			
		f	%	f	%	f	%	f	%	f	%		
Transactional	Y2.1.1	0	0	3	2.58	4	3.44	39	33.62	70	60.34	4.51	4.39
	Y2.1.2	1	0.86	4	3.44	6	5.17	55	47.41	50	43.10	4.28	
Research Information	Y2.2.1	1	0.86	3	2.58	5	4.31	49	42.24	58	50.00	4.37	4.37
Purchase Intention												4.38	

Source : Appendix 8

Information:

SD : Strongly Disagree

D : Disagree

N : Neutral

A : Agree

F : Frekuensi

% : Percentage

Y<sub>2.1.1</sub> : The consumer feel interest in shopping at Zalora after reading the Information about Zalora.

Y<sub>2.1.2</sub> : Zalora offers their products based on the Information that Zalora provided to the consumers.

Y<sub>2.2.1</sub> : Before shopping the first time the consumer do is find information about the products that Zalora selling.

**a. Indicator Transactional (Y2.1.1 – Y2.1.2)**

Based on Table 16, from 116 respondents in item Y2.1.1 stating that the consumer feel interest in shopping at Zalora after reading the Information about Zalora, no respondents stated strongly disagree and as many as 3 respondents (2.58%) stated disagree with this item, then there is 4 respondents (3.44%) stated neutral. Respondents who agreed as many as 39 people (33.62%) and respondents who stated strongly agree a number of 70 people (60.34%). Known mean item of 4.51 which means the result is included in the category very good. Based on these results it can be concluded that most consumers interest in shopping at Zalora after reading the Information about Zalora.

Based on Table 16, from 116 respondents in item Y2.1.2 regarding Zalora offers their products based on the Information that Zalora provided to the consumers, there is 1 respondents (0.86%) chose strongly disagree, then there are 4 respondents (3.44%) who stated disagree , then 6 respondent (5.17%) states neutral, as many as 55 respondents (47.41%) express agree, and 50 respondent (43.10%) express strongly agree. Known mean item of 4.28 which means the result is included in the category veru good. Based on these results it can be concluded that most consumers feel that Zalora offers their products based on the Information that Zalora provided to the consumers.

The overall mean of the sample indicators (Y2.1.1 to Y2.1.2) was 4.38. These results fall into very good category. This indicates that respondent want to purchase Zalora's product based on the information in the website .

**b. Indicator Research Information (Y2.2.1)**

Based on Table 16, from 116 respondents in item Y2.2.1 stating about before shopping the first time the consumer do is find information about the products that Zalora selling , 1 respondents (0.86%) stated strongly disagree and as many as 3 respondents (2.58%) stated disagree with this item, then there is 5 respondents (4.31%) stated neutral. Respondents who agreed as many as 49 people (42.24%) and respondents who stated strongly agree a number of 58 people (50.00%). Known mean item of 4.37 which means the result is included in the category very good. Based on these results it can be concluded that most consumers find information about the products that Zalora selling.

It can be summed up the mean or grand mean on the Purchase Intention (Y2) variable was 4.38, which means that this result belongs to very good category. It shows that most of respondents stated strongly agree with all questions of Purchase Intention (Y2) variable in the research questionnaire and the consumer really need to get information before purchase some product.

#### D. Path Analysis Results

The path analysis model in this study has two dependent variable and one independent variables. The results of the path analysis of EWoM (X), Consumer Trustworthiness (Y1), and Purchase Intention (Y2) variables are described as follows:

##### 1. Path Coefficient of EWoM and Consumer Trustworthiness.

The result of analysis of EWoM (X) path to Consumer Trustworthiness (Y1) will be explained in Table 23 to test the research hypothesis :

**H1 : EWoM (X) have a significant effect on Consumer Trustworthiness (Y1)**

**Table 17 The Result of Path Coefficient Testing of EWoM and Consumer Trustworthiness**

Independent Variable	Dependent Variable	Standardized Coefficients Beta	t	p-value	Notes
EWoM	Consumer Trustworthiness	0.628	8.626	0.000	Significant
R square (R2) = 0.395 n = 116					

Source : Appendix 9

Based from Table 17, the calculation result of the influence of EWoM on Consumer Trustworthiness show the significant influence. This can be proved by beta coefficient of 0.628 and the probability of (0.000<0.05), and then EWoM has significant influence on Consumer Trustworthiness.

## 2. Path Coefficient of EWoM and Purchase Intention.

The result of analysis of EWoM (X) path to Purchase Intention (Y2) will be explained in Table 18 to test the research hypothesis :

**H2 : EWoM (X) have a significant effect on Purchase Intention (Y2)**

**Table 18 The Result of Path Coefficient Testing of EWoM and Purchase Intention**

Independent Variable	Dependent Variable	Standardized Coefficients Beta	t	p-value	Notes
EWoM	Purchase Intention	0.389	5.152	0.000	Significant
R square (R2) = 0.611 n = 116					

Source : Appendix 9

Based on the Table 18, the calculation result of the influence of EWoM on Purchase Intention show the significant influence. This can be proved by beta coefficient of 0.389 and the probability of ( $0.000 < 0.05$ ), then EWoM has significant influence Purchase Intention.

## 3. Path Coefficient of Consumer Trustworthiness and Purchase Intention.

The result of analysis of Consumer Trustworthiness (Y1) path to Purchase Intention (Y2) will be explained in Table 19 to test the research hypothesis :

**H3 : Consumer Trustworthiness (Y1) have a significant effect on Purchase Intention (Y2)**



**Table 19 The Result of Path Coefficient Testing of Consumer Trustworthiness and Purchase Intention**

Independent Variable	Dependent Variable	Standardized Coefficients Beta	t	p-value	Notes
Consumer Trustworthiness	Purchase Intention	0.477	6.322	0.000	Significant
R square (R2) = 0.611 n = 116					

Source : Appendix 9

Based from Table 19, the calculation result of the influence of Consumer Trustworthiness on Purchase Intention show the significant influence. This can be proved by beta coefficient of 0.477 and the probability of (0.000<0.05), then Consumer Trustworthiness has significant influence Purchase Intention.

#### 4. Direct, Indirect, and Total Effect

In this study Direct Effect is the direct effect of one variable to other variables without going through intervening variables, while Indirect Effect is indirect influence of one variable to other variables through intervening variable. While the Total Effect is Whereas the total influence is the total overall influence of independent variables and intervening on the dependent variable. Here is the recapitulation of direct effect, indirect effect and total effect contained in Table 20.

**Tabel 20 The Recapitulation of Direct Effect, Indirect Effect and Total Effect**

Independent Variable	Dipendent Variable	Direct Effect	Inderect Effect	Total Effect	Sig.	Ket.
X	Y <sub>1</sub>	0,628	-	-	0,000	Significant
X	Y <sub>2</sub>	0,389	0,299	0,688	0,000	Significant
Y <sub>1</sub>	Y <sub>2</sub>	0,477	-	-	0,000	Significant

Source : Appendix 9

According to Table 20 it is known that the direct effect of EWoM on Consumer Trustworthiness is 0.628, and the direct effect of EWoM variable to Purchase Intention is 0.389, and the direct effect of Consumer Trustworthiness variable to Purchase Intention by 0.477. This is the direct calculation or direct effect :

$$\begin{aligned} \text{Direct Effect (DE)} \quad \text{I} &= \rho_{Y_1X} = 0.628 \\ &\text{II} = \rho_{Y_2X} = 0.389 \\ &\text{III} = \rho_{Y_1Y_2} = 0.477 \end{aligned}$$

In Table 26, the first indirect effect or influence of EWoM (X) on Purchase Intention (Y2) through Consumer Trustworthiness (Y1) is 0.299. There are the results of the calculation of indirect effect:

$$\begin{aligned} \text{Indirect Effect (IE)} \quad \text{I} &= \rho_{Y_1X} \times \rho_{Y_1Y_2} \\ &= 0.628 \times 0.477 \\ &= 0.299 \end{aligned}$$

There are the results of the calculation of total effect :

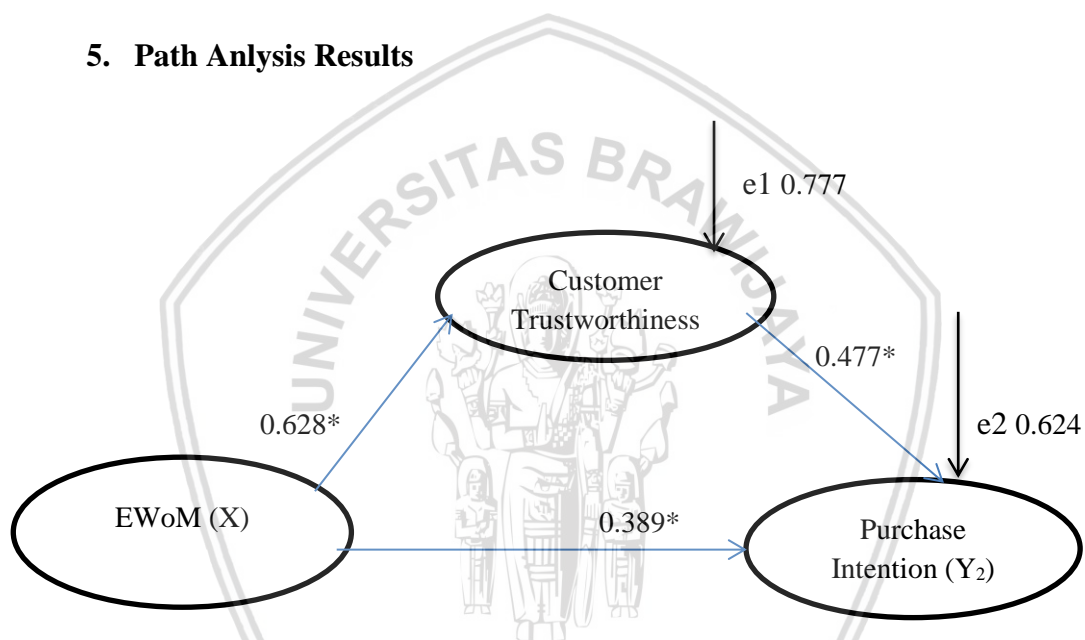
$$\text{Total Effect (TE)} = \text{Direct Effect} + \text{Indirect Effect}$$

$$\begin{aligned} \text{Total Effect (TE)} \quad \text{I} &= \rho_{Y_2X} + (\rho_{Y_1X} \times \rho_{Y_1Y_2}) \\ &= 0.389 + 0.299 \\ &= 0.688 \end{aligned}$$

It shows the effect of total EWoM of Purchase Intention through intervening variable Consumer Trustworthiness is 0.688. Based on these calculations, it shows that the direct effect of EWoM variables on Purchase

Intention is greater than the indirect effect of EWoM variables on Purchase Intention through Consumer Trustworthiness ( $0.389 > 0.299$ ). So it can be concluded that in this study, EWoM variable has a very important role in influencing Purchase Intention variable, and although also supported through Consumer Trustworthiness variable.

### 5. Path Analysis Results



**Figure 12 : Diagram of Path Analysis Result**

Source : Appendix 9

Notes : \* : significant

Before Calculation of e value :

$$\begin{aligned}
 \rho_{e1} &= \sqrt{1 - R_1^2} \\
 &= \sqrt{1 - 0.395} \\
 &= 0.777
 \end{aligned}$$

$$\begin{aligned}\rho_{e2} &= \sqrt{1 - R_2^2} \\ &= \sqrt{1 - 0.611}\end{aligned}$$

$$= 0.624$$

The structural equation of the path analysis results in Figure as follows :

$$Y1 = 0.628 X + e1 0.777$$

$$Y2 = 0.477 Y2 + 0.389 X + e2 0.624$$

Based on the calculation, this research resulting in the path coefficient between the variables described in Figure 4.6 . The coefficient of EWoM variable to Consumer Trustworthiness is 0.628, then the EWoM variable coefficient on Purchase Intention is 0.389, and coefficient of Consumer Trustworthiness variable of to Purchase Intention equal to 0.477.

## 6. Assesment Model

Assesment model hypothesis in this research was measured using coefficient of determinants ( $R^2$ ) in the second equation. Calculation of Assesment model hypothesis as follows :

$$\begin{aligned}R^2 \text{ model} &= 1 - (1 - R_{21}) (1 - R_{22}) \\ &= 1 - (1 - 0,395) (1 - 0,611) \\ &= 1 - (0,605) (0,389) \\ &= 1 - 0.235 \\ &= 0.765 \text{ or } 76,5\%\end{aligned}$$

The calculation of assessment model hypothesis show a result of 0,765 or 76.5%. which means explaining that the model's contribution to explain the structural relationship of EWoM on Consumer Trustworthiness and Purchase Intention variables is 0.765 or 76.5%. While the rest of 0.244 or 24.4% is explained by other variables that are not contained in this research model.

## **E. Discussion of the Research**

EWoM on Consumer Trustworthiness and Purchase Intention have three seven results of hypothesis testing in this research that is EWoM (X) have a significant effect on Consumer Trustworthiness variable ( $Y_1$ ), EWoM (X) have a significant effect on Purchase Intention variable ( $Y_2$ ), and Consumer Trustworthiness ( $Y_1$ ) have a significant effect on Purchase Intention variable ( $Y_2$ ).

### **1. The Influence of EWoM (X) and Consumer Trustworthiness ( $Y_1$ )**

Based from Table 17 , the calculation result of the influence of EWoM on Consumer Trustworthiness show the significant influence. This can be proved by beta coefficient of 0.628 and the probability of ( $0.000 < 0.05$ ), and then EWoM has significant influence on Consumer Trustworthiness. From the hypothesis states that EWoM has a significant influence and a positive sign on Consumer Trustworthiness is accepted. The amount of influence of EWoM variable to Consumer Trustworthiness variable can be seen from the value of coefficient of determination ( $R^2$ ) that is equal to 0.395% with influence of other variable not found in this research equal to 0.605%.

In Table 14 the questions X.1.1.2 to X.1.3.1 which contains about communicating exchanging opinions with other Zalora consumers, can interact with other consumers and provide positive experience information to get new info about Zalora products have a mean above 4.2, this indicates that the current EWoM is greatly helping to increase trust in the mindset of new consumers. Moreover, in Table 18 all respondents with a total of 100% replied that EWoM is very trustworthy and it proves that a review that is part of EWoM is able to increase consumer trustworthiness.

Syafaruddin (2016) concludes that Electronic communication of WoM has a significant influence on trust. Consumers can directly assess the products offered through the internet and into consideration to buy a product through social networking and. EWoM given by an unknown person allegedly still able to influence the perception of Consumer Trustworthiness.

Research from Thurau et al (2004) told that the consumer wants social interaction and attention from other consumers. The question from this research from based on Table 20 form X.1.1.1 until X.1.1.3 have mean more than 4.2 it means it was very good category and is about the consumer get opini from other consumer from review in the Internet it means that EWoM via Consumer Opinion Platform can help to increase trust in the consumer feeling because from the Opinion Plattform, consumer can feel the positive self-enhancment and social benefits it is outomatically increase consumer trust.

## 2. The Influence of EWoM (X) and Purchase Intention (Y2)

Based on the Table 18, the calculation result of the influence of EWoM on Purchase Intention show the significant influence. This can be proved by beta coefficient of 0.389 and the probability of ( $0.000 < 0.05$ ). The hypothesis states that EWoM has a significant influence and a positive sign on Purchase Intention is accepted. The amount of influence of EWoM variable to Purchase Intention variable can be seen from the value of coefficient of determination ( $R^2$ ) that is equal to 0.611 or 61.1% with influence of other variable not found in this research equal to 0.389 or 38.9%.

On the EWoM via consumer review that affects the Purchase Intention consumers, all respondents agreed. It indicates that EWoM can increase consumer desire to take decision in buying a product. In Table 22 on questions Y2.1.1 through Y2.1.2 on transactions and information search, almost average of each item above  $> 4.2$  which means very good, because explaining that consumers are increasingly interested to shop in Zalora after consumers read the reviews from other consumer through Electronic media, and also consumers always search the information first before shopping so the consumer do not buy wrong product. This indicates that the feeling of consumer purchase intention of a consumer increases after they find new information.

In Jalilvand and Sameiei (2012) showed that EWoM is the most effective factor affecting on purchase intention. The concept of EWoM is an effective means of influencing consumer purchase intention. Supported also



with the current technological advances that facilitate every consumer to share information that can be accessed by all users. In show in Table 16 that the question Y2.1.1 and Y2.1.2 most of the repondent choose strongly agree.

Based on the research of Minh Phnam (2014) said that people now like to doing online purchase because so many people are bust and they need some products which are convenient and timesaving and online purchase such an effective tool to satisfy the consumer and it's impcat from online consumer. It means that before the consumer want to buy some product, the first thing that consumer do is searching the information of the product from other consumer it can see from Table 16 the question Y2.1.2 from 116 respondent, 107 respondent said strongly agree and agree.

### **3. The Influence of Consumer Trustworthiness (Y1) and Purchase Intention (Y2)**

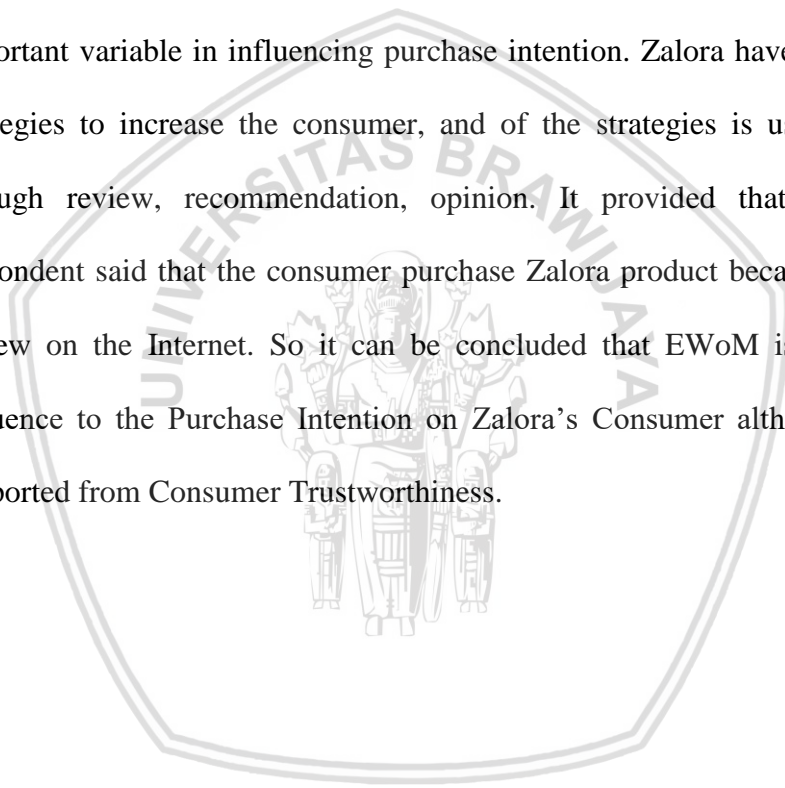
Based from Table 19, the calculation result of the influence of Consumer Trustworthiness on Purchase Intention show the significant influence. This can be proved by beta coefficient of 0.477 and the probability of  $(0.000 < 0.05)$ . The hypothesis states that EWoM has a significant influence and a positive sign on Purchase Intention is accepted. The amount of influence of EWoM variable to Consumer Trustworthiness variable can be seen from the value of coefficient of determination ( $R^2$ ) that is equal to 0.611 or 61.1% with influence of other variable not found in this research equal to 0.389 or 38,9%.

Based on the Table 11 shows that the average consumer will definitely shop at 6 months average consumer buying products in Zalora maximum 2 times reached 35.34% within 6 months. There is no doubt that that Consumer Trustworthiness has an effect on Purchase Intention. This indicates that the trust in consumer of Zalora is very high for this Online Shop and makes consumers not to worry to shopping again. In Table 12 it was a bad experience to Zalora , almost 93.96% said they did not have a bad experience at Zalora. This proves that Zalora has a quality of Online Shopping that is trustworthy and makes consumers increasingly increasing the consumer Purchase Intention.

Research of Syafaruddin (2016) said that trust has a significant effect of purchase intention the result of this reasearch supporting the results of the research from Thurau et al (2004) told that the consumer wants to get information from other consumer to increase feeling about purchase intention in some product, because EWoM via review become a strong positive information in influencing the decision of purchase intention. From Table 15 question Y1.2.1 about the information that Zalora give never dissapointed the consumer, and from 116 respondents there are 106 respondents said strongly agree and agree it means that the consumer feel trust about Zalora because Zalora give the real information to consumer and related with question Y2.1.1 in the Table 16 showed that almost all respondent feel interest to buy some product in Zalora after seeing the information. It means that the trust that

Zalora make for the consumer via review can increase the feeling of consumer purchase intention.

Base on the direct and indirect effect calculation, can be conclude that direct effect from EwoM variable to Purchase Intention variable is greater than indirect effect from EwoM variable to Purchase Intention variable through Consumer Trustworthiness. This is showed that EwoM variable is the important variable in influencing purchase intention. Zalora have done some strategies to increase the consumer, and of the strategies is using EWoM through review, recommendation, opinion. It provided that 100% the respondent said that the consumer purchase Zalora product because read the review on the Internet. So it can be concluded that EWoM is giving the influence to the Purchase Intention on Zalora's Consumer although it also supported from Consumer Trustworthiness.



## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### A. Conclusion

This research is conducted to know and analyze the influence of EWoM on Consumer Trustworthiness and Purchase intention on the Followers Instagram of @Zaloraid. Based on the results of the research by using path analysis, then obtained the following conclusions:

1. The results showed that EWoM (X) on Consumer Trustworthiness (Y1) show the significant influence. It means that EWoM can influence Consumer Trustworthiness in Zalora consumer. EwoM that provide information, opinion, and recommendation from other consumer about product or services can increase the trust feeling in consumer about Zalora
2. The calculation results of the influence of EWoM (X) on Purchase Intention (Y2) show the significant influence. It means that the EWoM via online review information can increase Zalora's consumer in purchase intention to buy a product based on consumer positif expectation that created from review other consumer.
3. The calculation result of the influence of Consumer Trustworthiness (Y1) on Purchase Intention (Y2) show the significant influence. It means that the trust that consumer created from the review that consumer read in the other Zalora's consumer in online can increase

the consumer in terms of Purchase Intention to buy some product in Zalora..

## **B. Suggestion**

Based on the conclusion, there fore the suggestion from this research as follows:

### **1. Practical Suggestion**

- a. Based on questionnaire about the review can increasing the respondent's purchase intention and the important of Electronic Word all of the respondents 100% said yes it means that EWoM is the strategy that can increasing marketing activities. So, marketers should see how important the EWoM would create Consumer Trustworthiness and Purchase Intention.
- b. Table 10 on frequency distribution of respondents get review about Zalora most through Instagram as much as 66.37%. It is good way to Zalora that following the social media that is booming in nowadays and help to increase Zalora's consumer is permissible, but hopefully Zalora also not forgetting another Social Media in terms of promoting or disseminating information about Zalora like Facebook or Twitter, moreover Zalora aiming for consumers all ages and it will be better if balancing the information to make the consumer get more review from all social media

- c. Viewed on Table 12 on Zalora shopping experience, is good enough when as many as 93.96% of respondents almost answered there is no bad experience while the consumer order some product, but there is some respondent feel dissapointed with delivery time it would be better if Zalora to manage or give an other relative way to solve the problem of consumer about delivery time. So, the marketers should see that the good service can increasing the consumer trustworthiness of consumer's feel.
- d. From this research, it can be seen that consumers from Zalora are mostly students or consumers under age of 30 years high includes part of the Millenial Generation that prefer to shop Online and like using Internet. In this situation the marketers should know that EWoM is the important thing to get new consumers.

## **2. Academic Suggestion**

- a. For further research, research can be done on other Online Shopping because nowadays many kind Online Shopping that people used.
- b. For the next researcher, it is better to add another variable outside the model that can create Consumer Trustworthiness and improving Purchase Intention, to make more this study complete because there are still other factors outside this study.

- c. For the next researcher can using more preliminary questions with open-ended questions relating to the variables studied, in order to free respondents in answering and assisting in more in-depth explanations of research discussions and research suggestions.





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