

Effect of eWOM, Ease of Use, Trust on Purchase Decision (Case Study on Blibli.com)

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ABSTRACT

The purpose of this study was to determine: 1) Whether eWOM has a positive effect on purchase decisions, 2) Does Ease of Use have a positive effect on purchase decisions, 3) Does trust have a positive effect on purchase decisions. Data collection in this study was carried out using a questionnaire distributed online to Blibli users. The number of respondents used in this study is 100 respondents. The sampling technique used in this study is non-probability sampling by relying on judgmental sampling. Partial least square-structural equation modeling (PLS-SEM) analysis was performed using the SmartPLS 3.0 program to analyze the data. The findings of this study are that eWOM, Ease of Use and Trust have a positive effect on purchase decisions. The contribution of this research can provide input to the Blibli company to better maintain and manage ease of use, trust and electronic word of mouth so that Blibli users can use Blibli more freely and comfortably so that transactions carried out in Blibli can run more smoothly and safely, which is then will give Blibli an advantage as a player in Internet-based transaction systems because it is a fast paced industries that can change in a matter of time.

1. INTRODUCTION

Indonesia got hit by COVID-19 by the month of March. This pandemic shifts people to change their normal behaviour into “new normal behaviour”. One of the behaviours that shifted is how people buy things. Before covid, people usually go to the mall or local market to buy what they need. But as COVID-19 hit Indonesia, the behaviour shifted to online buying via e-commerce. According to (Purba, 2020), the intensity of people using e-commerce in the new normal era is rising to 69% compared to before COVID-19 era. By data, 78.2% in range of 16-64 years old in Indonesia are using smartphone to buy their need or wants through ecommerce application (Kemp, Digital 2021: Indonesia, 2021). Comparing to 2020, there are increasing in this range of age who use ecommerce application on their smartphone from 2020 to 2021. On 2020, there are 55% people in the range of 16-64 years old who using ecommerce application to buy their needs or wants (so it is increasing by 23.2%) (Kemp, 2020). Especially in this special situation in happen in Indonesia (COVID-19 pandemic), there are a shifting behavior on how people buy things by see the data that increasing from 2020 to 2021. According to Kemp (2021), when it comes to what activity do people do in ecommerce application or website, 93% people searching for their things on ecommerce, and 87.1% people choosing to buy things through ecommerce application or website. This behavior on 2021 is changing, for years to come, will growth fast. The top 3 by industries category that people buy on ecommerce are food and personal care (+61.3 comparing to 2020), Toys, DIY & Hobbies (+51.5 comparing to 2020), and Fashion & Beauty (+50.7 comparing to 2020) (Kemp, 2021). Before COVID-19 strikes Indonesia, people buy those category things from offline activity for example in mall. But, because there are some regulation regarding to prevent the spreading of COVID-19 virus in Indonesia, some public spaces and some offline activity must close or there is a slight adjustment. Indonesia’s government create a regulation to prevent the spreading of COVID-19 called Pembatasan Kegiatan Masyarakat (or PPKM). According to Nurhadi (2021), one point that regulated on PPKM is all activities on mall are closed except restaurant, groceries stores to cover daily needs and also only 50% capacity can enter the mall. This regulation make the adoption and penetration to use commerce application and/or website increase and changing behavior from people to shop their needs and/or wants.

In Indonesia itself, there are plenty of ecommerce who provide things people need. Some of the ecommerce in Indonesia are Shopee, Tokopedia, Bukalapak, Lazada, and the last one is Blibli. With all e-commerce in Indonesia, based on monthly traffic Shopee ranked at first place with 129,32 million traffic, coming second Tokopedia with 114,66 million traffic, coming third Bukalapak with 38,58 million traffic, coming fourth Lazada with 36,26 million traffic, and on fifth is Blibli with 22,41 million traffic (Nurhayati-Wolff, 2021). From Gross Merchandise Value (GMV) point of view, comparing to others e-commerce, Blibli is still sits outside from top three in Indonesia (Rayana, 2021). In the first place, comes Shopee with US\$ 14,2 Billion, Tokopedia with US\$ 14 Billion, and Lazada with US\$ 4.5 Billion. This data shown from website traffic and GMV point of view are proof that Blibli’s still have a long journey to be the top three e-commerce in Indonesia. So that is being said, this study will aim on what is being considered by people using Blibli to make purchase decisions.

Established in 2011, Blibli is one of the first ecommerce in Indonesia that provide some list of categories on their ecommerce; from gadget or device, fashion, food and beverages, until automotive part (Fadil, 2019). Some of the key selling proposition that Blibli offer to the audiences are (1) 24/7 customer support. This customer support will help customer if there is some problem regarding their buying process on apps and/or website. (2) secure transaction process by offering some payment method to the customer and having a trusted seller so there is no fake things from blibli, and the last one is (3) convenient with some promo or discount in specific area (Fadil, 2019). Owned by PT Djarum, Blibli per January 2020 having 12 million products from 100,000 seller partners, 50,000 brands, and also having 22 million registered users (Fitri & Rahmawati, 2020). As a proof that Blibli is prioritizing their customer, in 2020 Blibli rewarded The Best Contact Center in Indonesia Contact Center Awards (ICCA) and also getting 12 individual reward as well (Widhoroso, 2020)

The first factor for Blibli to take in order to make Blibli create a good consumer base is using their apps frequently for their purchase behavior is using *eWOM*. These online conversations about brands or their products and services are called electronic word of mouth (*eWOM*). *eWOM* is a part that creates amplification through consumer's experience, consumer's perception, and consumer's behaviour as well. According to (Erkan, 2016), the Internet these days creates a mediation for consumers sharing their experience using products. With the internet, the amplification of *eWom* would be creating a massive reach because all people could see what other people's sharing, and it's going to be an important role for a product (Abubakar & Ilkan, 2016). From another perspective review (Yang et al., 2015; Sari et al., 2017; Ismagilova et al., 2019; Sulthana & Vasantha, 2019), stated that *eWom* will affect and influence purchase decisions.

Ease of use is another factor that affects consumer's purchase decisions. In the era where information is easily accessed, easiness is the part where consumers perceive that playing an important role for consumer's behaviour towards purchase decisions (Rahmat, 2019). When consumers perceive that a technology information is easy to use, the chance that they will use the product will be higher rather than hard to use & navigate (Hamid et al., 2016). There are a few studies that show that ease of use affects and influences purchase decisions (Kusuma & Hussein, 2016; Zuelseptia et al., 2018; Suhardi & Taufik, 2018; Ritonga et al., 2019).

In the world of the internet, where security and privacy is an important part for consumers to use technology information, trust is a factor that could lead to their purchase decisions. Consumers create some belief that all information about sellers on the technology information is capable of being delivered (Hariguna & Berlilana, 2017). With trust, both consumers and sellers could make a transaction more secure, more safe, and more convenient without any suspicion from both parties (Widodo et al., 2017). Several research studies have shown that trust is affecting and influencing purchase decisions (Prasad et al., 2017; Oghazi et al., 2018; Puspitasari et al., 2018; Mahliza, 2020).

This study aims to provide answers to the question whether the variables *eWOM*, Ease of Use, and Trust have a significant influence on the Purchase Decisions variable, then whether this influence

is positive or negative on the object of research of the Bilibli company. The research model used in this study is a replication research model. The research model used for replication is a research model from a paper entitled The Effect of eWOM, Ease of Use and Trust on Purchase Decision (Study on Tokopedia Application Users) by (Badir & Andjarwati, 2020).

2. LITERATURE REVIEW AND HYPOTHESES PROPOSED

eWOM and purchase decisions. According to (Erkan, 2016), in the past WOM occurred in personal conversations between consumers, but the internet provides consumers with a platform to communicate their views and experiences with more audiences. With the advancement of online platforms, eWOM as a form of communication has become particularly important, and online platforms have made eWOM as one of the influential sources of information on the Internet (Abubakar & Ilkan, 2016). Stated by (Yang et al., 2015), sharing information through eWOM has a positive impact on purchase intentions. Then, several studies conducted also revealed that eWOM has a positive effect on purchase decisions (Sari et al., 2017; Ismagilova et al., 2019; Sulthana & Vasantha, 2019). Therefore, the first hypothesis proposed is:

Hypothesis 1: e-WOM has a positive impact on purchasing decisions.

Ease of use and purchase decisions. (Rahmat, 2019) believed that ease of use is a belief in the decision-making process of using information technology. A person's understanding of the difficulties of using information technology shows that he believes that the use of information technology can promote their work to a certain extent. Meanwhile, Ease of Use as defined by (Hamid et al., 2016) is the degree to which people think that using a certain technology does not require any effort. The results of the study conducted by (Zuelseptia et al., 2018) found that ease of use has a positive and important impact on consumers' attitudes towards online purchases. Several studies conducted on the significance of ease of use for purchase decisions also finds that ease of use has a positive and significant impact on purchase decisions (Kusuma & Hussein, 2016; Suhardi & Taufik, 2018; Ritonga et al., 2019). Therefore, the second hypothesis proposed is:

Hypothesis 2: Ease of use has a positive impact on purchasing decisions.

Trust and purchase decisions. Trust is playing an important role for purchase decisions. Trust is defined by confidence from the customer that has been given by them to the sellers (Hariguna & Berlilana, 2017). According to (Widodo et al., 2017) trust is related to the seller's trustworthiness and how the buyer's willingness to purchase. Trust could make people willing to exchange their personal information for the brand (Rahman et al., 2020). Several studies have shown that trust has a positive impact on purchase decisions (Prasad et al., 2017; Oghazi et al., 2018; Mahliza, 2020). Therefore, the third hypothesis proposed is:

Hypothesis 3: Trust has a positive impact on purchasing decisions.

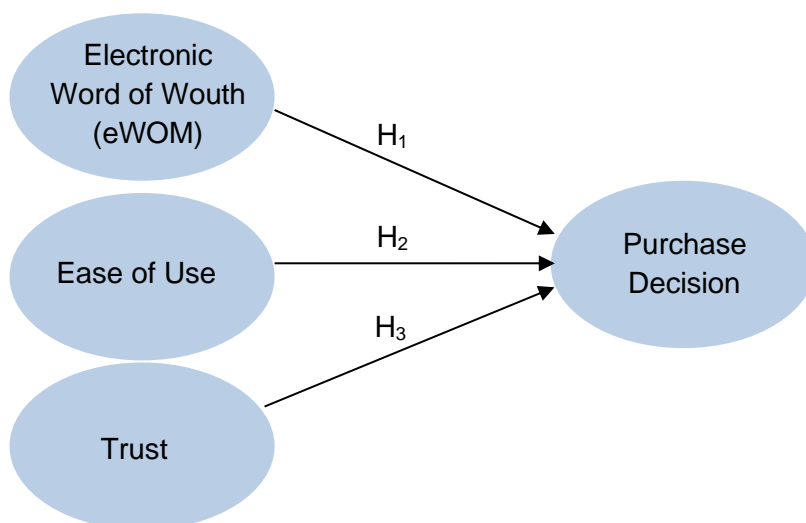


Figure 1. Research Model

Source: Badir & Andjarwati, 2020, Indonesia

3. RESEARCH METHODS

This research aims to determine the influence of eWOM, ease of use and trust on purchasing decisions in Blibli e-commerce. The independent variables in this study are eWOM, ease of use and trust while the dependent variable is the purchase decision. The sampling method utilized in this research is purposive sampling which is based on what research make for this. Since the quantity of population is unknown, then at that point the size of tests is dictated by Cochran's formula (Sugiyono, 2019) with an error rate for inspecting of 10%. The quantity of tests from the computation results was gotten as 100 respondents. The target sample is all Blibli users who meet the following conditions: (1) 15 to 45 years old. (2) Complete the transaction in Blibli. (3) Use Blibli through a mobile application or directly from its website. According to the market test research, the sample size used in this research is 100 respondents. The sampling technique used in this study is non-probability sampling that relies on judgment sampling. The questionnaire survey item measures the role of eWOM, ease of use, and trust in purchasing decisions. All elements of eWOM construction, ease of use and trust are the result of scale development. The questionnaire items are measured using a 5-point Likert scale, that is, 1=completely disagree, 2=disagree, 3=neutral, 4=agree and 5=highly agree.

Furthermore, the instrument was tested for validity and reliability by statistical analysis PLS-SEM at the measurement model stage (inner model). The validity test was carried out by measuring average of variance extracted (AVE), loading factor and discriminant analysis. The instrument has met the validity requirements if the AVE value is > 0.5 , the loading factor is > 0.7 and the discriminant analysis must meet the Fornel-Larcker criterion, namely the square root value of AVE must be greater than the correlation value between variables. Then, test the reliability by calculating the reliability composite value which must be greater than 0.7 (Ghozali & Latan, 2015). The flow of the online questionnaire distribution: (1) The researcher made an online questionnaire using Google form. (2) Researchers get a link to share via Facebook, Instagram, Twitter, and Whatsapp. (3) Researchers select respondents who have criteria that have been determined by previous

researchers. (4) Respondents who are included in the criteria will be given a link to fill out the questionnaire. (5) Respondents will be asked to recommend other respondents that fit the criteria. (6) The results of the answers from the respondents will be entered into the email of the researcher. (7) After the number of respondents is sufficient, the next step is for the researcher to analyze and process the data from the results of the respondent's answer.

4. RESULTS

The results of this study were obtained from distributing online questionnaires to respondents who were users of the Blibli application and made purchases in the last 3 months. The dominant respondents who filled out this questionnaire were respondents aged above 34 years old, which concluded 59.3% of male respondents and 40.7% female respondents. Meanwhile, the majority of 59.2% of the respondent's educational background are S1 while the rest 24.2% are high school graduates and 14.2% are diplomas graduates. As many as 54.7% of respondents have made purchases in Blibli in the last 7 months, while 15.4% of respondents made purchases in Blibli in the last 4-6 months and 29.9% of respondents made purchases in Blibli in the last 0-3 months. Complete information on the respondent's profile can be seen in Table 1.

Table 1. Respondent Profile

Statement	Total	Percentage (%)
Gender		
Male	64	64%
Female	36	36%
Graduates		
High school	29	29%
Diploma	16	16%
S1	53	53%
S2	2	2%
S3	0	0%
Age		
> 17 years old	1	1%
18-25 years old	17	17%
26-34 years old	38	38%
< 34 years old	44	44%
Last time using Blibli		
0-3 months ago	29	29%
4-6 months ago	12	12%
< 7 months ago	59	59%

Source: Results of Data Processing, 2021

Outer Model. The estimation model or external model is utilized to survey the legitimacy and dependability of the model in research. This examination was led by focusing on concurrent legitimacy, discriminant legitimacy and composite unwavering quality (Ghozali & Latan, 2015). (Hair et al., 2017) explained that the loading factor value of each question item and the ideal AVE

value of each variable were 0.7 and 0.5. However, a further explanation stated by (Hair et al., 2017) stated that the most other loading values between 0.4 and 0.7 can still be used as long as the AVE value is greater than 0.5. The next validity test is discriminant analysis. Measurement of discriminant analysis using the Fornell-Larcker criterion, namely the value of the square root of AVE must be greater than the value of the relationship between constructs (Hair et al., 2017).

Table 2. Evaluation of Research Model

Construct	Item	Outer loading
<i>eWOM (AVE=0.776, CR=0.960)</i>		
eW1	I feel the review on Blibli is clear	0.906
eW2	I find the reviews on Blibli is easy to understand	0.903
eW3	I find the reviews on Blibli is very helpful	0.880
eW4	I feel that reviews on Blibli are trustworthy	0.930
eW5	I feel that reviews on Blibli have reasons that support my opinion	0.869
eW6	The number of reviews on Blibli shows that the product is popular	0.839
eW7	The number of reviews on Blibli shows that the product has good sales	0.836
<i>Ease of Use (AVE=0.840, CR=0.963)</i>		
EoU1	The system on Blibli is clear	0.927
EoU2	The Blibli system is easy to understand	0.940
EoU3	Blibli is easy to learn	0.940
EoU5	Blibli system is easily accessible	0.880
EoU6	I find Blibli is easy to use	0.894
<i>Trust (AVE=0.844, CR=0.964)</i>		
T1	Promises made by Blibli can be trusted	0.928
T2	Blibli honesty is not to be doubted	0.930
T3	Blibli keeps the promises they make	0.912
T5	Blibli created mutually beneficial relationships with its customer	0.917
T6	Blibli prioritizes customer satisfaction	0.905
<i>Purchase Decision (AVE=0.856, CR=0.977)</i>		
PD1	Blibli provides excellent information about the items I want to buy	0.922
PD2	Overall, Blibli provides useful information	0.935
PD3	Blibli provides enough information when a user tries to make a transaction	0.892
PD4	Blibli implements security measures to protect users	0.937
PD5	I feel safe with an electronic payment system using Blibli	0.912
PD6	I feel safe in making transactions with Blibli	0.942
PD7	Using Blibli is convenient	0.936

Source: Results of Data Processing, 2021

Table 2 contains the Average Variance Extract (AVE) value for each variable resulting from the last analysis. All AVE values are at the required value of 0.5, so the AVE values for all variables have met the convergent validity. Reliability test is done by measuring the value of composite reliability. The construct is stated to have good reliability if the composite reliability value is above 0.7 (Ghozali & Latan, 2015; Hair et al., 2017). The results of calculating composite reliability are presented in Table 2. Next, table 3 presents the results of the calculation of the AVE square root value and the value of the relationship between constructs. The table reveals that the discriminant

analysis has met the Fornel-Larcker criterion, namely that the square root value is greater than the value of the relationship between constructs.

Table 3. Discriminant Validity Test Results

Constructs	Ease of Use	Purchase Decisions	Trust	eWOM
Ease of Use	0.916			
Purchase Decisions	0.897	0.925		
Trust	0.829	0.890	0.918	
eWOM	0.837	0.851	0.821	0.881

Source: Results of Data Processing, 2021

Inner Model. In the Inner Model, multicollinearity measurements are carried out to see the relationship between the existing independent constructs whether there is a tendency for collinearity or not. Besides, the measurement of R-square (R^2) is also carried out to determine the extent to which the independent construct explains the dependent construct. The measurement result of R-square (R^2) is 0.880 or 88%, meaning that the variation in the value of the purchase decisions construct is explained by the variation in the value of the eWOM, Ease of Use and Trust constructs of 88.1%. The remaining 12% is explained by other constructs.

Multicollinearity testing is carried out by looking at the Variance Inflation Factor (VIF) value which aims to determine whether there is a tendency for collinearity in the independent construct. According to (Hair et al., 2017) that the VIF value must be less than 5. If it is more than 5, then the research model has a multicollinearity problem. The evaluation results table shows that there is no tendency for collinearity because all VIF values are below 5.

Table 4. Variance Inflation Factor (VIF) Value

Variables	Purchase Decisions
Ease of Use	4.201
Purchase Decisions	-
Trust	3.865
eWOM	4.035

Source: Results of Data Processing, 2021

Then, hypothesis testing is completed to decide if the impact between builds is supported or not supported. Testing the hypothesis by considering the restriction of the t_{table} , which is 1.65 (level of significance = 5%). The hypothesis in this study is the directional hypothesis. In this manner, the

test was completed with a one-tailed test. On the off chance that the $t_{\text{statistics}}$ is more than 1.65, it tends to be inferred that the hypothesis is upheld. Table 5 shows that the three hypotheses are upheld in light of the fact that the worth of $t_{\text{statistics}}$ is more prominent than the worth of t_{table} (=1.65).

Table 5. Hypothesis Testing Results

Hypothesis	Standardized Regression Weight	$t_{\text{statistics}}$	Decision
e-WOM has a positive impact on purchasing decisions	0.164	1.739	Supported
Ease of Use has a positive impact on purchasing decisions	0.427	4.852	Supported
Trust has a positive impact on purchasing decisions	0.401	5.348	Supported

Source: Results of Data Processing, 2021

Table 5 shows that the independent construct which dominantly influences the purchase decisions construct is the Ease of Use construct which is indicated by a standardized regression weight value of 0.427. Then, the next dominant influence is Trust and eWOM, which have the value of standardized regression with weights of 0.401 and 0.164, respectively.

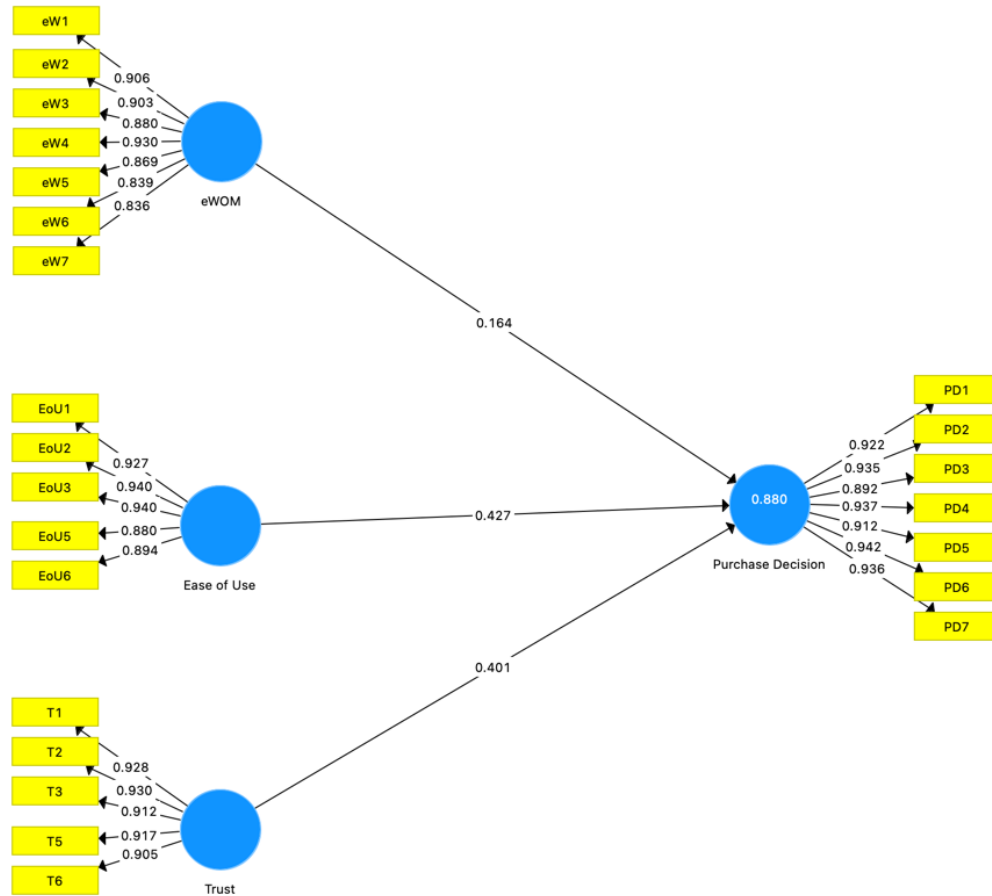


Figure 2. Hypothesis Testing Results Model

Source: Data Processing Results, 2021

5. CONCLUSION AND SUGGESTION

The results from this research showed that eWOM support for purchase decisions. This could happen because in Blibli, all the reviews are based on quality, quantity, and by who the reviews are sent on the website and application could encourage people to make purchase decisions on Blibli. This results of study support previous research from Erkan (2016); Abubakar & Ilkan (2016); Yang et al., (2017); Sari et al., (2017); Ismagilova et al., (2019); Sulthana & Vasantha (2019) about e-wom positively affecting purchase decisions. Since all reviews on Blibli can encourage people to make purchase decisions on Blibli, this is a strength that Blibli can use to increase their traffic and traction. As we know that many ecommerce platform’s reviews are fake, buyers can easily not fill the comment section that leads to the comment or review being less informative. Blibli can encourage customers to post an honest and in-depth review after they do the transaction about the products, and Blibli can emphasize this strength by communicating to their audience or potential audience that all products that have been listed on Blibli are reviewed honestly. Another way to improve eWOM for blibli.com can use is by collaborating with influencers or Key Opinion Leader. They have a loyal audiences that we can use to amplify blibli.com as a brand and specific message campaign as well. With such many products that listed

in blibli.com, this is a good way to spread the awareness and eWOM by choosing a specific influencer or Key Opinion Leader for every niche in blibli.com that can lead to create purchase decisions to whom see the collaboration content from influencer or Key Opinion Leader.

The results from this research show that Ease of Use support for purchase decisions. This explains that Blibli apps & websites are clear and understandable, do not require a lot of effort to use, and easy when using Blibli. These results of study support previous research from Kusuma & Hussein (2016); Suhardi & Taufik (2018); Ritonga et al., (2019) about ease of use positively affecting purchase decisions. To make a purchase decision, the audience usually considers their journey on the apps/website. The easier the journey, chances they will make a purchase decision is high. Blibli could make and enhance a more simple step than their competitor so the audience will feel that using Blibli is more easier than the other e-commerce. When talking about Ease of Use for support purchase decisions, Blibli have to have a mindset that their products should be made based on human-centric design. To enhance their ease of use for their users, Blibli can make a frequent meeting with random Blibli's users, and ask them about how is their apps/website perform in their daily basis life. From that activity, Blibli will get some insight regarding to their apps/website that can be used by them to enhance their ease of use factor. While design especially apps/website design is rapidly changing, Blibli also have to create more refreshment for their User interface and/or User Experience that meets today's design and user journey trend, and match them with their user behavior while using the apps/website. Another key factor for Blibli to emphasize on this strength is by communicating to their audiences that Blibli is the easiest ecommerce platform for making a purchase. Also, by giving a clear navigation that doesn't require much effort, and is easy to learn, this can make audiences consider making a purchase decision on Blibli.

The results from this research show that Trust supports purchase decisions. This explains that Blibli apps, websites, and Blibli as a brand are trusted by the audience. This results of study support previous research from Prasad et al., (2017); Oghazi et al., (2018) and Mahliza (2020) about trust positively affecting purchase decisions. Trust is one of the key factors people use for their purchase decisions. Blibli as one of the e-commerce in Indonesia has provided benevolence, integrity, and ability and delivered them in a way the audience can give their trust to Blibli. Since nowadays many fake sellers, many fraud, and many false promises other ecommerce companies did, Blibli can emphasize this on their communication plan and enhance that Blibli is a safe and secure ecommerce you use for their purchase decisions. Blibli can encourage more from their seller to make their account more trusted by creating a sign that tells to the user that this seller is "real". Then, from the seller side, to increase their value on Blibli, they have to use some good and high quality products on their account so this will lead to the user believe that those seller's account are real, and it makes Blibli are more trusted than other e-commerce. Then, Blibli could make an easier customer journey if there is any fake cases. One of the reasons this could lead to increase trust is because when Blibli make their customer is their first priority, Blibli could make a simple journey to inform about fake cases they have been experiencing. Beside that, Blibli.com can give incentive to their user whenever they post a review with a photo or video into the comment section of a product. By doing this, Blibli.com will be perceived as a trusted e-commerce in Indonesia

because when audience want to see trusted seller on blibli.com, they will see the comment section and the review on the products that leads to their trust to the seller and to blibli.com as well.

In light of the consequences of information investigation and conversation that has been completed in this examination, it tends to be reasoned that: (1) eWOM positively affects buy choices for Blibli user by gaining . (2) Ease of Use positively affects buy choices for Blibli clients. (3) Trust positively affects buy choices for Blibli clients.

As this research has been conducted, there are some several weaknesses in this research: (1) Range of age on this research is too broad; 15- 45 years old. This could happen because this research does not come with specific age number. (2) Researchers are not precisely looking at determining last time app/website usage for Blibli. Based on that weakness, there are some action plan for future research: (1) for next research can use a percentage of 5% regarding to a sample size of respondent so it will be more generalized (2) The research have to have specific range of age (i.e. for further research this can be develop by using Gen Z as primary target for respondent, because this generation will be a huge demography for upcoming years – which this have to be captured by e-commerce brand in order to enhance their purchase decisions process through e-commerce), because different generation is different purchase decisions behavior. (3) From the beginning of the questionnaire, it has to have a clear and precise on last time app/website usage since on that medium, because e-commerce industries is a fast paced industries that can change in a matter of time. – especially for their ease of use category because usually their apps or website beside it is come from their user, e-commerce try to being relevant into today's trend regarding to website or apps design. Ideally, it can be specifically targeting to those use specific e-commerce apps or website for 3 months.

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