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The influence of use of social and electronic word of mouth media to buying decisions in mediation by trust in tokopedia services users

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Abstract

This study aims to examine and analyze the effect of the use of social media and electronic word of mouth on Buying decisions, test and analyze the effect of the use of social media and electronic word of mouth on trust, test and analyze the influence of trust on Buying decisions, test and analyze the effect of media use social and electronic word of mouth on Buying decisions through trust. This research was conducted on consumers of PT. Tokopedia. The company is engaged in the largest e-commerce in Indonesia. The sample of this research is 100 users of Tokopedia application. The sampling technique uses purposive sampling and data analysis uses path analysis.

The results showed that the use of social media and electronic word of mouth influence trust in Tokopedia. The use of social media, electronic word of mouth and trust affect Buying decisions at Tokopedia. Trust influences Buying decisions at Tokopedia. The higher the trust, the higher the purchase decision. Trust as a mediating variable has not been proven to mediate the effect of the use of social media and electronic word of mouth on buying decisions at Tokopedia.

Keywords: Use of social media, electronic word of mouth, trust, buying decisions

Introduction

In this modern era, almost all activities can be done remotely or commonly referred to online. The use of online media that is most interested in is social media, social media is online media that is used as a means of social interaction online on the internet. On social media, its users can communicate with each other, interact, share, network, and various other activities. Social media uses website-based technology or applications that can transform communication into an interactive dialogue. Some examples of social media that are widely used are YouTube, Facebook, Instagram, Twitter, and others.

The use of social media is now a part of the lives of some people, almost everyone in Indonesia has social media. Based on data taken on the website www.databooks.katadata.com Indonesia has 268.2 million people, 150 million of whom are active users of social media.

The use of online media which is currently very prevalent in our lives makes all our old habits become 180 degrees, which we were looking for a motorcycle taxi at the base now there is an online motorcycle taxi application, which we used to want to shop for home needs must come directly to the store and purchase directly, now can be purchased through the sale of online sales sites available. But this can also lead to new problems, namely the Trust issue. According to Sharma & Paterson (1999) ^[36] Trust is a belief that producers can be trusted to always be kind to their consumers. The lack of face-to-face and firsthand knowledge about the store makes a lot of fraud that occurs in online sales. Scams that occur are various, from the incompatibility of goods received to goods that do not come to take interest in online purchases are reduced.

A consumer study (Web-Watch study of more than 1,500 internet users in 2002) in the United States shows that online customers have little trust in electronic commerce sites. Knowing the many worries of online shop users who are not lazy, many emerging electronic service provider companies offer trustworthy e-commerce service providers. This can happen because finding a system that is well integrated and safe, of course, the way is the seller and buyer interact not directly but through the application of the e-commerce service provider

company, so when a purchase agreement occurs, the consumer pays to the service provider company and then the seller sends the goods agreed upon before, if the goods desired are in accordance then the company will send the consumer payment money to the seller, but if the goods sent are not in accordance the buyer can make a complaint and send the item back to the seller and the buyer will get the money back is given back from the service provider company.

Buyers can also see comments from previous buyers about goods sold by the seller, this can also increase buyer's trust because there is evidence of previous buyers who were satisfied or dissatisfied with the goods sold by the seller. These comments are commonly referred to as E-WOM. E-WOM is a communication suggestion in the form of negative or positive suggestions that occur on the Internet (Hennig-Thureu, 2004). With a well-integrated system that can improve consumer Buying decisions. According to Kotler (2009) ^[20] Buying decisions, namely: "several stages undertaken by consumers before deciding to purchase a product". Emarketer data shows that Indonesia's e-commerce transactions reached Rp 25.1 trillion in 2014 and will rise to Rp 69.8 trillion in 2016. Likewise in 2018, the value of Indonesia's digital trade will continue to rise to Rp 144.1 trillion. The following is e-commerce transaction data in Indonesia:

Table 1: Increased Indonesian e-commerce transactions in 2014-2018

Indonesian e-commerce transactions (Rp trillion)					
Year	2014	2015	2016	2017	2018
Total	25.1	42.5	69.8	108.4	144.1

Source: Katadata.co.id "Transaksi E-Commerce Indonesia increase 500%"

Table 2: Users of e-commerce applications in Indonesia in 2019

e-commerce transactions (Rp trillion)					
Companies	Tokopedia	Buka Lapak	Shopee	Lazada	Blibli
Total	137,200,900	115,256,600	74,995,300	52,044,500	32,597,200

Source: Iprice.co.id "Peta e-commers Indonesia"

From this data, the increase in users and e-commerce sales transactions will continue to increase until an undetermined time. Of the various types of e-commerce service providers in this study only relies on one company, namely PT. Tokopedia. The selection of the company PT. Tokopedia is done because the company is the number one company in Indonesia with the highest number of sales and website visitors according to price insights.co.id "Map of E-Commerce Indonesia" 2019. The following is data on the use of e-commerce applications in Indonesia.

Literature Review

Use of Social Media

Social media is now a lifestyle of people to be able to socialize with people who are connected in a particular community. This social media network is a new form of a dialogue between "consumer to consumer" and "business to consumer" which has major implications for marketers (Kotler & Armstrong, 2012: 141) ^[21]. Useful Social Media gives individuals the ability to set personal profits, connect with other users to create, publish and respond to content. Social media is also a means of online communities where people can socialize and exchange information that aims to

build relationships and build loyalty to consumers (Joeseeph, 2011: 27).

Three factors shape social media users, namely users, information, interactive (Rapp *et al.*, 2013). User (User) is a person who uses a service or network which in this case is a social media user. Generally, social media users use social media to find whatever information they want, starting from new information to old information. Social media users also use the platform to interact with other social media users, ranging from just talking to exchanging important information.

The advantage of Social Media is that it can build two-way communication. So you can hear what are the aspirations and thoughts of consumers. In social media, three activities can be done (Joeseeph, 2011: 27), namely:

Social Media Maintenance

Caring for Social Media by posting regularly on social media, such as Facebook or Twitter. Interact by replying to comments from members. In this case, there must be a small team that is responsible for making routine posts and removing bad comments.

Social Media Endorsement

Looking for a public figure who has a large number of fans and provides support for the company's social media. In selecting endorses, the fields must be adjusted to the company's products.

Social Media Activation

Create unique activities so you can create word of mouth (WOM). WOM will increase attention to the company's products significantly.

According to research by Chris Heuer, founder of Social Media Club and creator of new media, argues in the book Engage: The Complete Guide for Brands and Businesses to Build Cultivate and Measure Success on The Web (Solis, 2010: 263) ^[39] that there are 4Cs in the use of social media, including having:

Context

"How we frame our stories." is how to form a message or story (information) such as the form of a message itself, the use of language and the contents of the message.

Communication

"The practice of sharing our stories as well as listening, responding, and growing." It is a way to share stories or information that includes how to listen, respond, in various ways such as adding pictures or packaging messages that make users feel comfortable and the message is conveyed properly.

Collaboration

"Working together to make things better and more efficient and effective." It is a collaboration between an account or company with its users on social media to make good things more effective and efficient.

Connection

"The relationships we forge and maintain." Namely maintenance of relationships that have been established. Able to do something sustainable so that users feel closer to an account and a social media user company.

Theory from Chris Heuer explains that the 4C component is a component that must be present in every social media. It aims to make social media easy to use and can meet the goals of individuals who use it.

Electronic Word of Mouth (EWOM)

E-WOM is a communication suggestion in the form of negative or positive suggestions that occur on the Internet (Hennig-Thureu, 2004). Every consumer who has consumed a product will give his rating for the product, and can not be influenced because it comes from yourself, after that if the consumer is satisfied or dissatisfied with the consumption of the product, the consumer will tell the product review to others who have accounts on social media, e-mails, blogs, and websites that have been previously created (Lee, Park, and Han, 2008)^[23].

According to Bambauer and Mangold (2011)^[6], three factors are forming E-WOM namely, testimonials, trust, and recommendations. Testimony is a testimony or statement conveyed by a consumer for their satisfaction with a product or service that they have purchased, usually a testimonial containing comments, suggestions or opinions that consumers want to convey to producers.

Electronic Word of Mouth can be described as a way of communication that provides information to consumers about sellers and the use of products and services through internet-based technology (Westbrook, 1987)^[42]. Some sources for the electronic word of mouth are blogs, virtual communities, newsgroups, product reviews on websites, fan clubs, e-mails, and others. EWOM is also one of the factors forming a brand image or brand image and EWOM is also one of the factors that encourage the creation of buying interest (Jalilvand, 2012).

Customers use online media to share their own experiences with a brand, product, or service that they have experienced. Also, consumers take advantage of the experience of others, when they want to buy something before finally deciding to purchase something goods or services. From a testimony arises a trust, trust in conducting e-commerce business is very important, because the seller and buyer have never come face to face, the buyer has never seen the goods directly offered so without a strong trust the consumer will not want to buy the product in an offer, one way to convince consumers to believe in e-commerce is through previous buyer testimonials. Thus from the testimony that a recommendation arises, a recommendation is a suggestion that is advocating, justifying, or corroborating about something or someone. Recommendations are very important to convince others that something or someone is appropriate and appropriate. For example when someone will use the services of an online shop.

Electronic Word of Mouth is a word of mouth process using internet media. Arndt (1967)^[3] shows that consumers who are exposed to positive word of mouth are more likely to make buying decisions, consumers who are exposed to negative words of the mouth tend not to make buying decisions. Word of mouth communication can affect several kinds of conditions, namely awareness, hopes, perceptions, attitudes, the desire to do, and behavior (Buttle, 1998: 242)^[7].

So EWOM can be concluded as a form of communication that develops from WOM electronically or with the use of the internet, which is better than personal selling or conventional advertising where consumers use the internet

to share experiences after using products or services, or consumers can use the experience of others to make purchases. Both can be positive or negative if positive suggestions can more encourage other consumers to make buying decisions if negative suggestions are more likely consumers will not decide to buy.

Trust

Lau and Lee (1999)^[22] state that trust will involve the expectations of other groups and will lead to a positive outcome, although other possibilities will lead to negative results. Then trust can be interpreted as a desire to trust each other between relations (Moorman *et al.*, 1992). Lau and Lee (1999)^[22] also argue that trust is not only a prediction but has become a belief that is confronted by risk. Boon and Holmes (1991) as quoted by Lau and Lee (1999)^[22] define trust as a statement that involves convincing positive expectations about other motives regarding someone in an at-risk. Sharma and Paterson (1999)^[36] argue that trust is the belief that producers can be trusted to always be kind to their consumers.

Gassenheimer and Chris Manolis (2001)^[11] state that trust is the desire to achieve long-term goals. The biggest failure in fostering relationships between sellers and consumers is a lack of trust (Morgan, 1994)^[24], whereas with the trust of marketers can maintain its position in the competition and can reduce costs in obtaining consumers.

Based on Shantanu *et al.* (2016)^[35] trust has two main factors namely accurate information and satisfaction guarantee. Accurate information means that information must be free from mistakes and not biased or misleading. Accurate also means that information must reflect the purpose of the information. After accurate information satisfaction guarantee is also a major factor in trust because satisfaction is the company's ability to meet all the needs of consumers, guarantees that the goods we need are always there, guaranteed safe transactions are also one of the satisfaction guarantees that must be given by the company so that consumers trust. Conceptually, trust has two elements, namely credibility, and honesty. Credibility starts with the belief in a partner's expertise to perform tasks effectively and reliably. While honesty is a belief that the intentions and motivations of partners will bring benefits to be together and will not take actions that will have a negative or detrimental effect (Doney and Cannon, 1997).

Buying Decision

According to Kotler (2009)^[20] buying decisions, namely: "several stages carried out by consumers before deciding to buy a product". Buying decision making is a process of problem recognition, information search, evaluation (assessment) and selection of alternative products, distribution channel selection and implementation of decisions on products to be used or purchased by consumers (Munandar, 2001)^[4].

According to Setiadi (2010)^[34] buying behavior implies that individual activities are directly involved in exchanging money for goods and services and in the decision-making process that determines these activities. Consumer decisions to buy a product always involve physical activity (in the form of direct activities of consumers through the stages of the process of buying decision making) and mental activities (ie when consumers assess the product according to certain

criteria set by individuals). Buying decisions taken by buyers are a collection of several organized decisions. Many influences that underlie someone in deciding to buy a product or brand. In most people, consumer buying behavior is often preceded and influenced by many external stimuli, both in the form of marketing stimuli and stimuli from other environments.

The stimulation is then processed within, according to his characteristics, before a buying decision is finally made. The personal characteristics of consumers used to process these stimuli are very complex, and one of them is the motivation of consumers to buy. According to Albari (2002) [1] states that motivation is a force of encouragement from within individuals that compels them to take action. If someone has high motivation towards certain objects, then he will be motivated to behave in control of the product. Conversely, if the motivation is low, then he will try to avoid the object in question. The implication in marketing is whether the person is interested in buying a product or brand that is offered by marketing or not. In line with this, the decision to buy in this study contextually can be influenced by personal characteristics, namely the motivation of consumers to buy. Conditionally, the conditions that occur related to products that can be reflected from product attributes, namely product quality, brand and attitude to advertising.

According to Mittail (1998), two factors make up a buying decision, brand, and opinion. A brand is a name or symbol such as a logo, stamp, or packaging that can distinguish one from another, the brand also has the purpose of identifying goods or services from a particular seller or seller that can distinguish them from goods produced by competitors, although goods produced with different brands create different decisions in buying a product. The opinion is also an important basis for decision making, often people's opinions are taken into consideration in making decisions, this is because many people who have never tried a product want to try it but there is still doubt, other people's opinions can help determine that choice.

Research Methods

Object of Research

This research was conducted on consumers of PT. Tokopedia. The company is engaged in the largest e-commerce in Indonesia (Ipriceinsights.co.id)

Population and Research Samples

The population is a generalization area that consists of objects/subjects that have certain quantities and characteristics set by researchers to be studied and then draw conclusions (Sugiyono, 2005: 115) [40]. Data collection in this study was carried out by distributing questionnaires from sampling techniques, namely the non-probability sampling method, sampling based on certain considerations (Sekaran and Bougie, 2013) [33]. Sample collection is done by using a purposive sampling technique that is sampling based on the specified criteria. The criteria in question are:

- a. Has the Tokopedia application
- b. Have transactions in the Tokopedia application
- c. Having social media

Data collection in this study was carried out by distributing questionnaires to 100 respondents.

Data Collection Technique

Data collection techniques in conducting this research required data relating to the problem to be examined so that the data can then be processed and then conclusions can be drawn. Data collection techniques were obtained in the following way:

Field Study

Questionnaires were distributed to obtain primary data in this study. The questionnaire is a data collection technique that is done by giving a series of questions or written statements to respondents (Sugiyono, 2013: 199). The questionnaire contains a description of respondents' data and questions to respondents to get relevant data. The questionnaire used in this study was closed and scientific.

Literature Study

In the literature study the data obtained from previous research and books that support the use of social media, electronic word of mouth, trust and Buying decisions.

Research Results and Discussion

A. Path Analysis

1. Multiple Linear Regression Equations (Substructure Equation 1)

The results of multiple regression analysis of the variable use of social media and electronic word of mouth to Trust using SPSS 24.0 obtained the following results:

Table 3: Equation of Multiple Linear Regression Equations 1

Model		Coefficients ^a		
		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	0,946	0,355	
	Use of Social Media (X1)	0,437	0,102	0,449
	Electronic Word Of Mouth (X2)	0,260	0,121	0,225

a. Dependent Variable: Trust (X3)

Source: Primary Data Processed, 2019

Based on Table 3. the results of the multiple linear regression equation are obtained as follows:

$$X3 = \beta_1 X_1 + \beta_2 X_2 + e_1; (e = \sqrt{1 - R^2} = \sqrt{1 - 0,383} = 0,785)$$

$$X3 = 0,437X1 + 0,260X2 + 0,785$$

Note:

- X1 = Use of Social Media;
- X2 = Electronic Word Of Mouth;
- X3 = Trust.

From the results of the regression equation above we get the following meanings:

1. The coefficient of social media usage is 0.437, this means that if the variable of social media usage increases by one point, while the electronic word of mouth variable is considered to be constant, it will cause an increase in trust of 0.437.
2. Electronic word of mouth coefficient value of 0.260, this means that if the electronic variable word of mouth has increased by one point, while the variable use of social media is considered permanent then it will cause an increase in trust of 0.260.

The substructure 1 equation can be described as follows:

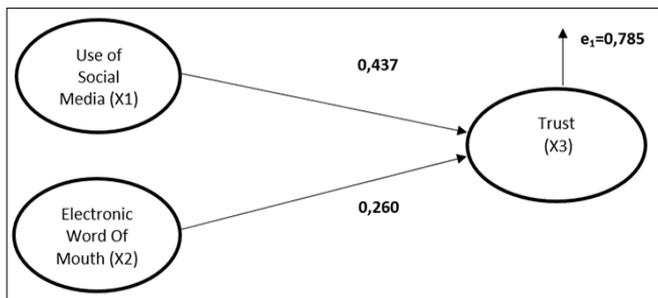


Fig 1: Substructure Equation 1

2. Multiple Linear Regression Equations (Substructure Equation 2)

The results of multiple regression analysis using social media variables, electronic word of mouth and trust in buying decisions using spss 24.0 obtained the following results:

Table 4: Equation of Multiple Linear Regression Equations 2

Model		Coefficients ^a		
		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	-1,353	0,381	
	Use of Social Media (X1)	0,172	0,115	0,233
	Electronic Word Of Mouth (X2)	0,444	0,128	0,289
	Trust (X3)	0,669	0,105	0,502

a. Dependent Variable: Buying Decision (Y)

Source: Primary Data Processed, 2019

Based on Table 4, the results of the multiple linear regression equation are obtained as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e_2; (e_2 = \sqrt{1 - R^2} = \sqrt{1 - 0,631} = 0,369)$$

$$Y = 0,172X_1 + 0,444X_2 + 0,669X_3 + 0,369$$

Note:

X1 = Use of Social Media;

X2 = Electronic Word Of Mouth;

Y = Purchase Decision.

From the results of the regression equation above we get the following meanings:

1. The coefficient value of the use of social media is 0.172, this means that if the variable of social media usage increases by one point, while the electronic variable word of mouth and trust is considered

permanent it will cause an increase in buying decisions of 0.172.

2. Electronic word of mouth coefficient value of 0.444, this means that if the electronic variable word of mouth has increased by one point, while the use of social media and trust variables are considered to be permanent it will cause an increase in buying decisions of 0.444.

3. Trust coefficient value of 0.669, means that if the trust variable has increased by one point, while the variable use of social media and electronic word of mouth is considered to be constant it will cause an increase in buying decisions of 0.669.

The substructure 2 equation can be described as follows:

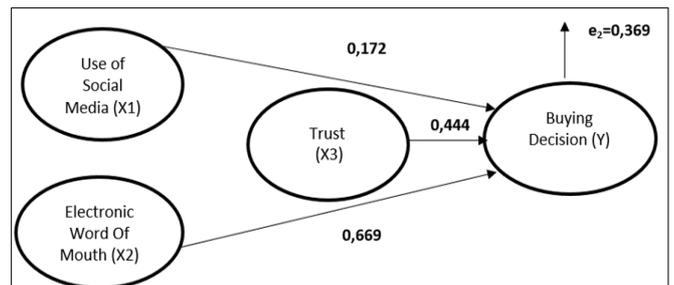


Fig 2: Substructure Equations 2

Based on equation 1 and 2 substructure obtained a path analysis model as follows:

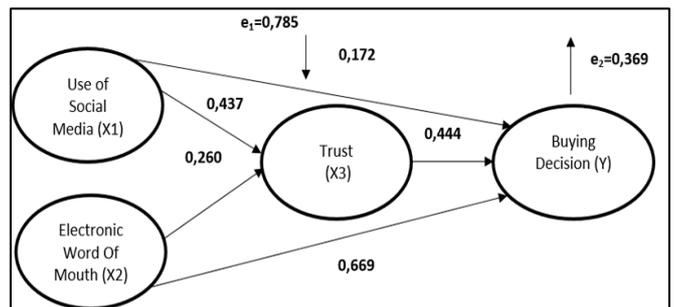


Fig 3: Substructure Equations 2

A. Hypothesis Testing

1. The Use of Social and Electronic Media Word of Mouth Influences Trust

a. Simultaneous Test (F Test)

The F test results are presented in Table 5. Below:

Table 5: Simultaneous Test Results (Test F)

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	24,446	2	12,223	30,116	0,000 ^b
	Residual	39,369	97	0,406		
	Total	63,816	99			

a. Dependent Variable: Trust (X3)

b. Predictors: (Constant), Electronic Word Of Mouth (X2), Use of Social Media (X1)

Source: Primary Data Processed, 2019

The f test results in table 5, show a significance value of 0,000 less than 0.05. So it can be concluded that the variable use of social media and electronic word of the mouth

simultaneously or jointly affect the trust variable, meaning hypothesis 1 is accepted.

2. Use of Social Media, Electronic Word of Mouth, and Trust Influences Buying Decisions.

a. Simultaneous Test (F Test)

The F test results are presented in Table 6 below:

Table 6: Simultaneous Test Results (Test F)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	71,398	3	23,799	54,836	0,000 ^b
Residual	41,665	96	0,434		
Total	113,062	99			

a. Dependent Variable: Buying Decision (Y)

b. Predictors: (Constant), Trust (X3), Electronic Word Of Mouth (X2), Use of Social Media (X1)

Source: Primary Data Processed, 2019

The f test results in table 6, show a significance value of 0,000 less than 0.05. So it can be concluded that the variable use of social media, electronic word of mouth, and trust simultaneously or jointly influence the trust variable, meaning hypothesis 2 is accepted.

3. Trust Affects Buying Decisions.

a. Partial Test (t-test) T-test results are presented in Table 7 below:

Table 7: Partial Test Results (t-Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,353	,381		-3,555	0,001
Use of Social Media (X1)	0,172	0,115	0,233	2,150	0,013
Electronic Word of Mouth (X2)	0,444	0,128	0,289	3,477	0,001
Trust (X3)	0,669	0,105	0,502	6,368	0,000

a. Dependent Variable: Buying Decision (Y)

Source: Primary Data Processed, 2019

T-test results in table 7, show the significant value of the trust variable is 0,000 less than 0.05. So it can be concluded that trust has a partial effect on the purchase decision variable, meaning hypothesis 3 is accepted. The coefficient value of the trust variable of 0.502 indicates a positive value so the higher the trust the buying decision is also higher.

4. Use of Social and Electronic Media Word of Mouth Influences Buying Decisions with Trust Mediation.

1. The effect of social media usage variables on Buying Decisions through Trust

$$X1 \rightarrow X3 \rightarrow Y = (0,499 \times 0,502) = 0,225$$

The indirect effect of the use of social media on purchase decisions through trust is $0,499 \times 0,502 = 0,225$. The indirect effect coefficient value is 0.225 smaller than the direct effect of the use of social media on buying decisions, which is 0.233. So it can be concluded that the trust does not mediate the effect of the use of social media on buying decisions.

2. The effect of electronic word of mouth variables on Purchase Decisions through Trust

$$X2 \rightarrow X3 \rightarrow Y = (0,225 \times 0,502) = 0,113$$

The indirect effect of electronic word of mouth on buying decisions through trust is $0,225 \times 0,502 = 0,113$. The value of the coefficient of indirect effect is 0.113 smaller than the direct effect of electronic word of mouth on the buying decision that is 0.289. So it can be concluded that the trust does not mediate the effect of the use of social media on buying decisions.

Total Influence

1. Direct Influence

a. The effect of social media usage variables on Trust: $X1 \rightarrow Y = 0,233$

b. The effect of electronic variables word of mouth on Trust: $X2 \rightarrow Y = 0,289$

c. Effect of Trust variables on Buying Decisions: $X3 \rightarrow Y = 0,502$

2. Indirect Influence

a. The effect of social media usage variables on Buying Decisions through Trust: $X1 \rightarrow X3 \rightarrow Y = (0,499 \times 0,502) = 0,225$

b. The effect of electronic word of mouth variables on Purchase Decisions through Trust: $X2 \rightarrow X3 \rightarrow Y = (0,225 \times 0,502) = 0,113$

3. Effect of Residual Coefficient Variables

a. Effect of Residual Coefficient Variables on Trust: The coefficient $e1 = 0,785$

b. Effect of Residual Coefficient Variables on Buying Decisions: Coefficient $e2 = 0,369$

A summary of direct and indirect effects can be seen in the following table:

Table 8: Total Influence Results

Variable Independent	Path Coefficient	Effect			R ²
		Direct	Indirect	Total	
X1→Y	0,233	0,233	0,255	0,488	-
X2→Y	0,289	0,289	0,113	0,402	-
X3→Y	0,502	0,502	-	-	-
Coefficient e ₁	0,785	-	-	-	-
Coefficient e ₂	0,369	-	-	-	-
X1, X2→X3	-	-	-	-	0,383
X1, X2, X3→Y	-	-	-	-	0,631

Source: Primary Data Processed, 2019

A. Discussion

1. The effect of the use of social media and electronic word of mouth on trust.

The use of social media and electronic word of mouth together affects the trust. In this study, the use of social media is formed by the user information, and interactive. The results of this study indicate that the indicators that contribute most to the use of social media are user indicators, the majority of respondents strongly agree to use social media to participate in sales promotions.

In this research, electronic word of mouth is formed by testimonials, trusts, and recommendations. The results of this study indicate that the indicator that contributes most to

electronic word of mouth is the trust indicator, the majority of respondents agree more confident in buying a product/brand when looking at other people's reviews of the product/brand.

2. The effect of the use of social media and electronic word of mouth on buying decisions.

The use of social media and electronic word of mouth together affects the buying decision. The results of this study are in line with research by Shantanu *et al.* (2016) [35] which shows that the use of social media and electronic word of mouth influences the buying decision. Prospective buyers who actively use social media and pay attention to suggestions about the product to be purchased can influence the buying decision of the product. If positive advice is more able to encourage other consumers to make a buying decision, if negative advice is more likely the consumer does not make a purchase decision.

3. Effect of Trust on Buying Decisions

Trust has a partial effect on buying decisions. The coefficient value of the trust variable shows a positive value so the higher the trust the buying decision is also higher. Trust can be interpreted as a desire to trust each other between relations (Moorman *et al.*, 1992).

Gassenheimer and Manolis (2001) [11] state that trust is the desire to achieve long-term goals. The biggest failure in fostering relationships between sellers and consumers is the lack of trust (Morgan, 1994) [24], whereas with trust the marketer can maintain his position in the competition and can reduce costs in obtaining consumers. So that prospective buyers trust the seller, the products are given must match what is displayed or offered, in such a way, mutual trust between the buyer and seller will develop, thereby increasing the decision to buy the product.

In this research, trust is formed by accurate information and satisfaction. The results of this study indicate that the indicators that contribute most to the trust are satisfaction indicators, the majority of respondents agree and believe that Tokopedia will provide the items that I need.

4. Effect of the Use of Social and Electronic Media Word of Mouth on Buying Decisions with Trust Mediation.

T-test results show that the two variables of social media use and electronic word of mouth have a significant effect on buying decisions, but both of these variables have no significant effect if mediated by trustworthiness because the coefficient value of the indirect effect of social media and electronic word of mouth use is smaller. Compared to the value of direct influence.

Nowadays there are a lot of emerging companies providing electronic trading services that offer trustworthy e-commerce service providers, making it easy for buyers to make decisions in buying a product. Transactions that occur when buying goods online ie the sellers and buyers interact not directly but through the application of the e-commerce service provider company, so when the purchase agreement occurs, the consumer pays to the service provider company and then the seller sends the goods agreed upon earlier, if the desired goods match, the company will send the consumer payment money to the seller, but if the goods sent are not following the buyer, can complain and send the item back to the seller and the buyer will get the money back

given from the company. These service providers. Buyers who see comments or commonly called e-wom from previous buyers about goods sold by the seller, this can also increase buyer's trust because there is evidence of previous buyers who were satisfied or dissatisfied with the goods sold by the seller.

Conclusions and Recommendations

Conclusion

This study aims to determine the factors that can influence buying decisions namely the influence of social media, electronic-word of mouth, and trust, the following conclusions are obtained:

1. The use of social media and electronic word of mouth influences trust in Tokopedia. The magnitude of the contribution of the influence of the use of social media, and electronic word of mouth by 38.3% on the variable trust.
2. The use of social media, electronic word of mouth and trust influences buying decisions at Tokopedia. The magnitude of the contribution of the influence of the use of social media, electronic word of mouth, and trust of 63.1% on the buying decision variable.
3. Trust influences buying decisions on Tokopedia. The higher the trust, the higher the purchase decision.
4. Trust as a mediating variable has not been proven to mediate the effect of the use of social media and electronic word of mouth on buying decisions in Tokopedia.

Recommendations

Based on the analysis and discussion above, some suggestions can be given, namely:

1. The results of the study show that of the lowest average statements in statements about the opinions of others about what goods I bought, it means that respondents do not care about the opinions of others, we should also pay attention to the suggestions/opinions of others especially if others. The understanding of the product/brand is so that in making a purchase decision is not wrong.
2. For further researchers, can add other variables that are thought to influence buying decisions, such as buyer knowledge, consumer attitudes, product quality, and others.
3. For further researchers, can add research samples so that the results obtained can be generalized and obtain representative results.
4. The results showed the magnitude of the contribution of the influence of the use of social media, and electronic word of mouth by 38.3% on the variable trust, and the magnitude of the effect of the contribution of the use of social media, electronic word of mouth, and trust on buying decisions by 63.1%. To improve buying decisions, the first step the company can do is to increase trust in consumers by providing consumers with products that are following what is offered, because consumers now tend to buy goods online. If the consumer response to a positive product can encourage other consumers to make a buying decision, but if a negative suggestion is more likely the consumer does not make a buying decision.

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