

UDC 332

THE ROLE OF BRAND IMAGE AND BRAND TRUST IN MEDIATING THE EFFECT OF ELECTRONIC WORD OF MOUTH ON REPURCHASE INTENTION: A STUDY ON SHOPEE CONSUMERS IN DENPASAR CITY

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ABSTRACT

The COVID-19 pandemic has a major impact on the global economy. To reduce the spread of Covid-19, the government advises people to conduct self-quarantine. E-commerce is currently a solution for people to shop online amid the Covid-19 pandemic. Shopee became the e-commerce with the most visits during the Covid-19 pandemic, but the number of consumer complaints related to online shopping was high. The purpose of this study is to explain the role of brand image and brand trust in mediating the effect of EWOM on repurchase intention. In this study, the respondents' criteria are people who live in Denpasar City, Shopee consumers who have made purchases within the last six months, and those with a minimum education of high school, the research sample size is 128 respondents. The sampling technique used PLS-based SEM. The results show that EWOM has a positive and significant effect on repurchase intention, EWOM has a positive and significant effect on brand image, EWOM has a positive and significant effect on brand trust, brand image has a positive and significant impact on repurchase intention, brand trust has a positive and significant effect on repurchase intention, and the role of brand image and brand trust is able to partially mediate the effect of EWOM on repurchase intention. The theoretical implications of this study can contribute to the existing literature, especially on EWOM, brand image, brand trust and repurchase intention in e-commerce. The practical implications of this research are expected to be able to contribute and understand Shopee management, regarding brand image and brand trust mediating EWOM on repurchase intention, so as to create purchase intention.

KEY WORDS

EWOM, brand image, brand trust, repurchase intention.

The widespread use of the internet in Indonesia, especially in the province of Bali, is able to influence consumer behaviour in shopping. Consumers choose to shop online because it is easier to do shopping activities anywhere and anytime. Online buying and selling activities have many advantages, consumers do not have to travel to shopping centres, by utilising online shopping they can bring together consumers and sellers through the internet network (Putri and Amalia, 2018). At present, many companies are using internet technology facilities to make it easier for consumers to make transactions.

During the current Covid-19 pandemic, online shopping has become a very popular thing to be able to stay at home to prevent the spread of the Covid-19 virus. Corona Virus Disease 2019 (Covid-19) is a deadly virus that interferes with the human respiratory system and sometimes causes death (Sitharthan et al., 2020). The Covid-19 outbreak first occurred in the city of Wuhan, China's Hubei Province in December 2019. Then in January and February 2020 Covid-19 spread globally. The World Health Organization has declared the Covid-19 outbreak a worldwide emergency. Covid-19 is passed from person to person through people who are infected with the virus.

The COVID-19 pandemic has had a major impact on the global economy. The mobilization of the world's population that has high connectivity has caused the current pandemic to continue to spread rapidly. In 2020, Covid-19 is a very big concern for the Indonesian people. The many losses caused by this pandemic have an impact on the Indonesian economy. The number of massive layoffs (PHK) which resulted in people losing

their jobs. The decline in tourism visits was due to the large number of flight cancellations which resulted in huge losses. If this pandemic lasts for a long time, it will have a very bad impact on the sustainability of the economy in Indonesia and even the world. Many aspects are severely disadvantaged, including casual daily workers, small, micro and medium enterprises (MSMEs), restaurant businesses and other businesses that involve many people. This impact will reduce people's purchasing power where the velocity of money will be minimal and at the same time the production of goods will be limited and cause a trade deficit (Yamali and Putri, 2020)

The presence of social media has become phenomenal, such as Facebook, Twitter, YouTube, Instagram to Path are some of the various types of social media that are in demand by many audiences (Mulawarman, 2017). The development of social media not only makes social media a means to share moments, but also becomes a means for shopping. Based on the results of research conducted by the Central Statistics Agency of Bali Province in 2019, cellular phone users totaled 82.96 percent, for computer users (including PCs, Desktops, Laptops, Notebooks, Tablets) as many as 18.62 percent of the total regencies. the percentage of internet access users in the province of Bali is 54.08 percent, including access to social media such as Facebook, Twitter, Whats-App. The presence of internet facilities at this time which is easily accessible by the people in the province of Bali is one of the factors for starting and developing an online business.

Table 1 – Percentage of the population of Bali Province who accessed information and communication technology in 2019

Regency/ City	Activity Types		
	<i>Uses Cellular Phone</i>	<i>Uses Computer</i>	<i>Has Internet Access</i>
Jembrana	81.14	11.63	45.86
Tabanan	72.32	14.43	48.06
Badung	81.85	26.25	67.62
Gianyar	77.41	21.10	54.81
Klungkung	76.57	15.92	47.67
Bangli	72.33	13.23	37.38
Karangasem	80.04	10.83	35.06
Buleleng	78.03	12.04	38.66
Denpasar	90.96	25.91	74.04
<i>Total :</i>	82.96	18.62	54.08

Source: Central Bureau of Statistics, 2019.

Besides using the website as a means of starting an online buying and selling business, and supported by very sophisticated technological advances, it makes the perpetrators comfortable in running their online buying and selling business. In general, buying and selling activities carried out by young people by utilizing technology through websites or social media can be regarded as e-commerce activities. E-commerce is a process of buying and selling products electronically by consumers and from company to company with a computer or smartphone as an intermediary for business transactions (Sari et al. 2017). The presence of e-commerce is one of the important factors to support the success of a product from a business. To accelerate and increase sales, by utilizing information technology very rapidly, e-commerce can be used as a place for online sales. According to the Indonesian E-Commerce Association (idEA), the rapid growth of e-commerce in Indonesia has necessitated a healthy industrial climate and integrated means of communication between industry players and partners, including the government.

Ease of access to shopping using e-commerce increases people's interest in online shopping so that many e-commerce applications appear that provide convenience to consumers as well as fast and convenient service. The large number of choices of e-commerce sites is able to attract the attention of consumers to use them, this is evident from the increasing number of e-commerce visitors. During the current Covid-19 pandemic, online shopping has become a very popular thing to stay at home to prevent the spread of Covid-19. Based on iPrice Group data from several online shopping sites, the most visited during

the Covid-19 pandemic was Shopee as e-commerce with a total of 71.5 million visits during the first quarter of 2020. Tokopedia and Bukalapak ranked next, with 69 each. .8 million and 37.6 million visits. Shopee is the most visited e-commerce compared to other e-commerce in Indonesia.

Shopee is an e-commerce site headquartered in Singapore under the auspices of the SEA Group, previously known as Garena, founded in 2009 by Forrest Li. Shopee also has interesting features in its application, such as live chat, social sharing, Shopee pay, and Cash On Delivery (COD) features to facilitate communication between sellers and buyers and make it easier to find products that consumers want. The Shopee application can be downloaded for free on the App Store and Google Play Store. However, there are some consumers who are disappointed with Shopee's performance. The Indonesian Consumers Foundation (YLKI) said it received many consumer complaints related to online shopping throughout 2019. The complaints were aimed at disappointing e-commerce services.

Table 2 – Percentage of Total Consumer Complaints Against E-commerce Services Throughout 2019

<i>E-commerce</i>	Number of Consumer Complaints
Bukalapak	17.6%
JDID	17.6%
Shopee	14.7%
Tokopedia	8.8%
Harga Dunia	5.8%
OYO	5.8%
Tiket.com	5.8%
Lazada	2.9%

Source: Yayasan Lembaga Konsumen Indonesia, 2019.

The most frequent complaints were occupied by e-commerce Bukalapak and JDID, each with 17.6 percent, followed by Shopee with 14.7 percent, Tokopedia 8.8 percent, World Price 5.8 percent, OYO 5.8 percent, Tiket.com is 5.8 percent, and Lazada is 2.9 percent. This shows that Shopee is the e-commerce with the third most complaints after Bukalapak and JDID. It is necessary to do research and re-evaluate the causes of many Shopee consumer complaints to increase repurchase intention.

This study conducted a pre-survey of 20 respondents in Denpasar City. A total of 15 respondents stated that they had repurchase intentions on Shopee because Shopee has a good brand image and brand trust arising from transactions that have been carried out by respondents before. After purchasing a product at Shopee, the respondent feels satisfied, thereby creating trust in the minds of consumers. This creates repurchase intention on Shopee. However, there are 5 respondents who do not agree to repurchase intention at Shopee. Based on the background and pre-survey research conducted previously, further research is needed that aims to determine the role of brand image and brand trust in mediating the effect of EWOM on Shopee's repurchase intention in Denpasar City.

According to research conducted by Zhang et al. (2011) there are two stages of behavior in online shopping. The first stage is where the consumer is concerned about the initial online purchase and the consequences he or she thinks about, such as the imminent risk or doubts about payment or product receipt. The second stage is related to the intention to repurchase the same online store products. Repurchase intention can be defined as an individual's assessment of purchasing the appointed service again from the same company, taking into account the current situation (Matute et al., 2016). Repurchase intention arises when you see a product with the best offer and good quality. Oebit and Sari (2018) suggest that consumer repurchase intention is one of the factors that shows customer loyalty to a product, then has an influence on company profits.

Research conducted by Rahman et al. (2020) revealed that to increase consumer repurchase intention, EWOM plays an important role in marketing success that affects consumer buying behavior. EWOM influences product ratings by consumers, as well as purchase decisions and post-purchase reviews. This study reveals the effect of trust between EWOM and intention to buy products from the internet can create a brand image for an

organization and build trust among buyers. Based on research conducted by Rahman et al. (2020), repurchase intention on Shopee consumers cannot be separated from EWOM which is mediated by brand image and consumer brand trust in the services provided by Shopee.

EWOM is a form of non-formal communication directed at consumers through an internet-based technology related to the characteristics or use of certain goods and services (Dewi and Sudiksa, 2019). EWOM is able to attract more customers into the digital business (Rahman et al., 2020). Yap et al., (2013) argue that EWOM provides positive or negative data because consumers may suggest or warn others about a product based on their experience. Positive EWOM has a greater influence on consumers than negative EWOM, because it increases a positive view of brands and goods (Rahman et al., 2020). EWOM can affect consumers' repurchase intention in shopping. This statement is supported by previous research conducted by Rahman et al. (2020) and Arif (2019) which stated that the more positive EWOM published by previous consumers could influence subsequent consumers to repurchase intention. Brand image is an important competitive advantage that helps in creating value through brand differentiation, shaping the reason for buying, and value significance for Shopee (Kala and Chaubey, 2018). Every interaction between the company and customers becomes an input for the company's brand image, such as noting that everyone in the organization understands the importance of providing consistent and high quality performance to provide the best brand image for the company in the eyes of consumers (Jalilvand and Samiei, 2012). Brand image can affect repurchase intention based on EWOM contained in previous consumer reviews. This statement is supported by previous research conducted by Arif (2019) and Jalilvand and Samiei (2012) which stated that the better the brand image of a company, the more considerate consumers are to repurchase intention. Brand image also has a positive and significant role in mediating the effect of EWOM on repurchase intention according to research conducted by Gadhafi (2015) and Yohana et al. (2020).

In addition to the influence of brand image, repurchase intention is also caused by the brand trust that consumers have towards the brand. Consumers will repurchase intention because consumers feel the security and trust they have in Shopee is high, so consumer expectations are high, this trust can arise from previous purchases and opinions of people around or previous consumer reviews. This statement is supported by several previous studies conducted by Samuel and Lianto (2014) and Syafaruddin et al. (2016) which states that the effect of brand trust on repurchase intention is positive and significant, which means that if consumers have trust in a brand and have made a previous purchase, it will increase repurchase intention on the product. Brand trust also has a positive and significant role in mediating the effect of EWOM on repurchase intention according to research conducted by Prasad et al. (2017) and Rahman et al. (2020).

In this digital era, the spread of EWOM is very fast. EWOM plays an important role in playing consumer attitudes and their purchasing decisions (Abubakar and Ilkan, 2015). EWOM communication is carried out through social media which can lead to interactions between consumers with one another to share experiences in the form of opinions and knowledge (Pedersen et al., 2014). EWOM makes consumers have knowledge about the product they will choose before making a purchase, then the risk that consumers receive will be less than when consumers have absolutely no knowledge about the product (Matute et al., 2016). With reviews about products from previous consumers, it can affect consumers' repurchase intentions for these products, this statement is supported by research conducted by Arif (2019) and Rahman et al. (2020). There is a research gap in this study, namely the research conducted by Torlak et al. (2014) which stated that EWOM had no significant effect on repurchase intention in their research conducted in Turkey. Research conducted by Savitri and Zahara (2016) states that there is no direct effect of EWOM on repurchase intention at Radja Mas Restaurant in Palu City. Arumsari and Ariyanti (2015) stated that EWOM had no effect on repurchase intention of Go-Jek consumers.

The results of the research of Torlak et al. (2014), Savitri and Zahara (2016) and Arumsari and Ariyanti (2015) stated that EWOM had no significant effect on repurchase intention. The inconsistent research results between EWOM and repurchase intention is a

research gap. To fill the research gap, brand image and brand trust variables are used as mediating variables, because brand image and brand trust are basically consumer trust arising from a long process until the consumer trusts a brand. Good service quality will lead to customer perceptions and directly affect brand image (Jalilvand and Samiei, 2012). Research conducted by Dharma and Sukaatmadja (2015) states that brand image has a positive and significant effect on repurchase intention. This means, the higher the brand image, the higher the level of continued repurchase intention. The role of brand trust in mediating the effect of EWOM on repurchase intention has an important role. Based on research conducted by Eun-Jung (2019) when consumers have trust in a brand, then consumers will be willing to rely on the brand and believe that the brand has high reliability and integrity. The higher the level of consumer brand trust, it will have an impact on repurchase intention. Based on this background and previous research, the formulation of the hypothesis and conceptual framework of this study are:

H1: Electronic word of mouth has a positive and significant effect on repurchase intention

H2: Electronic word of mouth has a positive and significant effect on brand image.

H3: Electronic word of mouth has a positive and significant effect on brand trust

H4: Brand image has a positive and significant effect on repurchase intention

H5: Brand trust has a positive and significant effect on repurchase intention.

H6: The role of brand image mediates the effect of electronic word of mouth on repurchase intention has a positive and significant effect

H7: The role of brand trust mediates the effect of electronic word of mouth on repurchase intention has a positive and significant effect

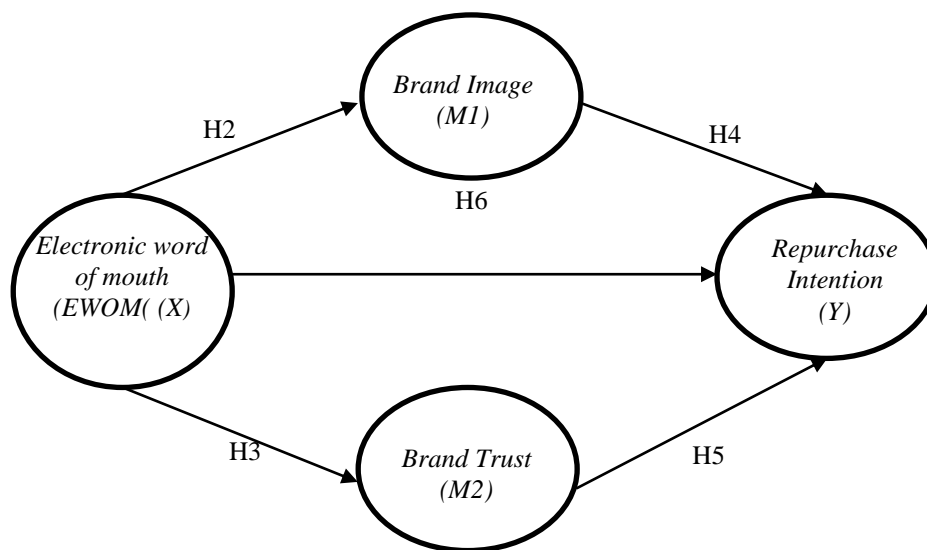


Figure 1 – Conceptual Framework (Sources: Jalilvand dan Samiei, 2012; Nuseir, 2019; Rahman *et al.*, 2020; Syafaruddin *et al.*, 2016)

METHODS OF RESEARCH

This study was conducted to determine the role of brand image and brand trust in mediating the effect of electronic word of mouth on repurchase intention by referring to the concepts and theories of all research variables as well as empirical evidence which is then formulated into a hypothesis. The analytical technique used to answer the problems in this research is PLS-based SEM analysis. The population of this study is Shopee users in Denpasar City who have made purchases within the last six months. The population of this study is infinite or cannot be known with certainty. In this study used non-probability sampling data collection techniques with purposive sampling method. The best suggested sample size for measuring multivariate is 5-10 observations per parameter estimated. So that the

calculation is carried out with a total number of indicators as many as 16 x 8 = 128 respondents. Thus, the respondents needed in this study were 128 respondents.

RESULTS AND DISCUSSION

In this study, the characteristics of the respondents can be seen based on gender, age, and occupation. Research data obtained from questionnaires that have been distributed to all respondents amounted to 128 people. The number of respondents is dominated by women by 68.0 percent, the age of respondents is dominated by the age of 22-27 years by 78.9 percent, the respondent's occupation is dominated by private employees by 45.3 percent.

Table 2 – Direct Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value	Information
Brand image -> Repurchase intention	0,379	0,386	0,081	4,685	0,000	Significant
Brand trust -> Repurchase intention	0,310	0,309	0,085	3,653	0,000	Significant
EWOM -> Brand image	0,524	0,530	0,061	8,628	0,000	Significant
EWOM -> Brand trust	0,532	0,538	0,072	7,416	0,000	Significant
EWOM -> Repurchase intention	0,213	0,210	0,101	2,119	0,017	Significant

Source: Primary data, processed (2021).

Table 3 – Indirect Effect Test Result

Variable mediation	Effect				Information
	(A)	(B)	(C)	(D)	
EWOM (X1) -> Brand Image (M1) -> Repurchase Intention (Y1)	0,198	0,213	0,524	0,379	Partial Mediation
EWOM (X1)-> Brand Trust (M2) -> Repurchase Intention (Y1)	0,165	0,213	0,532	0,310	Partial Mediation

Note: Significance (Sig.) = t-Statistic > 1.96 at a = 5 percent.

(A) : Indirect effect of exogenous variables (X1) on endogenous variables (M1 or M2);

(B): The direct effect of exogenous variables (X1) on endogenous variables (Y1);

(C) : The direct effect of exogenous variables (X1) on endogenous variables (M1 or M2);

(D): The direct effect of endogenous variables (M1 or M2) on endogenous variables (Y1).

Table 4 – Direct Effects, Indirect Effects, Total Variable Effects and VAF Calculations

Variables	Direct Effect	
	Coef. Correlation	t-Statistics
Brand image (M ₁) -> Repurchase intention (Y)	0,379	4,685
Brand trust (M ₂) -> Repurchase intention (Y)	0,310	3,653
EWOM (X) -> Brand image (M ₁)	0,524	8,628
EWOM (X) -> Brand trust (M ₂)	0,532	7,416
EWOM (X)-> Repurchase intention(Y)	0,213	2,119
Variables	Indirect Effect	
	Coef. Correlation	t-Statistics
EWOM (X ₁) -> Brand image (M ₁) -> Repurchase intention (Y ₁)	0,198	3,740
EWOM (X ₁)-> Brand trust (M ₂) -> Repurchase Intention (Y ₁)	0,165	3,255
Variables	Total Effect	
	Coef. Correlation	t-Statistics
Brand Image -> Repurchase intention	0,379	4,685
Brand Trust -> Repurchase intention	0,310	3,653
EWOM -> Brand image	0,524	8,628
EWOM -> Brand trust	0,532	7,416
EWOM -> Repurchase intention	0,576	8,091
VAF Values		
VAF -> Indirect Effect / Total Effect (0,198/0,576)	0,343	
VAF -> Indirect Effect / Total Effect (0,165/0,576)	0,286	

Hypothesis testing is based on the value obtained in the structural model analysis, the path coefficient significance level is obtained from the t-value and the standardized path coefficient value. The limit value for hypothesis testing is the t-value of the factor loadings (outer loadings) which is greater than the critical value (≥ 1.96).

Based on the results of hypothesis testing in Table 2, it shows that each relationship between variables is positively related to t statistics > 1.96 . This means that the variable brand image, brand trust, and EWOM have a positive and significant effect on the repurchase intention variable. The EWOM variable has a positive and significant effect on the brand image and brand trust variables.

The criteria for assessing the mediating effect can be based on the VAF value. If the VAF value is > 80 percent then the mediation variable is full mediation, if < 20 percent VAF < 80 percent then the mediation variable is partial mediation and if < 20 percent then the mediation variable is not a mediator.

The effect of EWOM towards repurchase intention on Shopee

The results of statistical analysis showed that EWOM had a positive and significant effect on repurchase intention. This result means that the better EWOM Shopee has, the higher the consumer's intention to repurchase. EWOM measured by indicators: I read Shopee reviews in the comments column to find out which products give a good impression, I often collect information from Shopee consumer reviews before I shop, I know information about the security of transacting using Shopee, I see a clear description of Shopee product quality. The highest indicator on the EWOM variable is that I know information about the security of transacting using Shopee, if it is associated with the highest indicator, namely consumers who know the security of transactions, they will be more confident in their repurchase intention at Shopee to shop online.

The results of this study are in accordance with research conducted by Rahman et al. (2020) in this study respondents pointed to online market consumers in Malaysia with the results of the study that the effect of EWOM on repurchase intention showed that EWOM had a significantly positive effect on repurchase intention. This shows that EWOM is able to influence the assessment of products and services by consumers, the better the EWOM generated, the higher repurchase intention in the online market in Malaysia. These results are in line with research conducted by Liang et al. (2017), Kudeshia (2017), Nuseir (2019), Arif (2019), and Sari et al. (2017) in his research stated that EWOM had a positive and significant effect on repurchase intention.

The effect of EWOM towards brand image on Shopee

The results of statistical analysis show that EWOM has a positive and significant effect on brand image. This means that the better EWOM on Shopee, the better the Shopee brand image in the minds of consumers. EWOM has an important role when doing online shopping, with EWOM consumers can find out information about products and experiences from previous consumers. EWOM measured by indicators: I read Shopee reviews in the comments column to find out which products give a good impression, I often collect information from Shopee consumer reviews before I shop, I know information about the security of transacting using Shopee, I see a clear description of Shopee product quality. The highest indicator on the EWOM variable is that I know information about the security of transacting using Shopee. Meanwhile, the highest indicator of brand image is Shopee, which has attractive product features. If it is linked, the higher the security level of transactions using Shopee, consumers will feel safe in accessing the interesting features that Shopee has, the security of consumer personal data is very well maintained when accessing these features, this can increase the brand image created on Shopee

The results of this study are in accordance with research conducted by Pratiwi and Yasa (2019) finding that EWOM has a significant positive effect on brand image on the Shopee fashion e-commerce brand, this is because with EWOM consumers get appropriate information so that it is able to meet consumer expectations. and will improve the brand image created on Shopee. These results are in line with research conducted by Jalilvand and

Samiei (2012), Torlak et al. (2014), Yohana et al. (2020), Rahman et al. (2020) and Putri and Amalia (2018) in their research stated that EWOM had a positive and significant effect on brand image.

The effect of EWOM towards brand trust on Shopee

The results of statistical analysis show that EWOM has a positive and significant effect on brand trust. This means that the positive quality of Shopee EWOM can increase consumer confidence to make transactions using Shopee. EWOM is a consideration for consumers when shopping at Shopee, with EWOM consumers can find out the post-shopping experience at Shopee to information about a product, the better reviews written by previous consumers can increase consumer confidence further to shop at Shopee. EWOM measured by indicators: I read Shopee reviews in the comments column to find out which products give a good impression, I often collect information from Shopee consumer reviews before I shop, I know information about the security of transacting using Shopee, I see a clear description of Shopee product quality . The highest indicator on the EWOM variable is that I know information about the security of transacting using Shopee. Meanwhile, the highest indicator of brand trust is that Shopee can be relied on for online shopping. If it is linked, that is, when consumers know the security of transacting using Shopee, consumers will be more confident and feel safe so they rely on Shopee when shopping online.

The results of this study are in line with research conducted by Rahman et al. (2020) conducted in the Malaysian online marketplace. The results of his research show that EWOM has a positive influence on brand trust, by getting information from the internet and social media, it can increase consumer confidence in the product. With the existence of EWOM, it can increase brand trust in consumers in the Malaysian online market for shopping. The results of this study are in line with research conducted by Bulut and Karabulut (2018), Anggitasari and Wijaya (2016), Syafaruddin et al. (2016), Seifert and Kwon (2019) and Seo et al. (2020) which states that EWOM has a positive and significant effect on brand trust.

The effect of brand image towards repurchase intention on Shopee

The results of statistical analysis show that brand image has a positive and significant effect on repurchase intention. The results of this study explain that the higher the brand image of a company, the higher the level of consumer interest in repurchase intention. Shopee's current brand image includes various interesting features and Shopee is also the most visited e-commerce site during this pandemic. Brand image is measured by indicators: Shopee is one of the best brands from other e-commerce, Shopee has interesting product features, Shopee can improve my self-image, Shopee is very easy to pronounce. The highest indicator of the brand image variable is that Shopee has attractive product features and the highest indicator of the repurchase intention variable is that I will actively look for Shopee to shop. If linked, Shopee has attractive features such as free shipping, cash on demand (COD), cashback and vouchers, Shopee pay, and many other features that make consumers feel comfortable and Shopee is able to realize consumer desires from these features so that consumers will actively looking for Shopee to shop.

The results of this study are in accordance with research conducted by Rahman et al. (2020) in the Malaysian online market which states that brand image has a positive influence on repurchase intention, the high level of brand image can influence consumers to repurchase intention in the Malaysian online market. The results of this study are also in line with research conducted by Yundari and Wardana (2019), Torlak et al. (2014), Nuseir (2019), and Yohana et al. (2020) which states that brand image has a positive and significant effect on repurchase intention.

The effect of brand trust towards repurchase intention on Shopee

The results of statistical analysis show that brand trust has a positive and significant effect on repurchase intention. The results of this study explain that the higher the brand trust of a company, the higher the level of consumer interest in repurchase intention. Brand trust that arises in Shopee is due to the perception of consumers regarding Shopee services, the

level of security when transacting, as well as trustworthy Shopee reviews. Brand trust is able to convince consumers that they will get the product as expected. When consumers already have trust in a brand, consumers will actively repurchase intentions. Brand trust is measured based on the following indicators: Shopee gives me more convenience in shopping, Shopee can be relied on for online shopping, Shopee has trustworthy reviews, Shopee gives me a sense of security in transactions. The highest indicator of brand trust is that Shopee can be relied on for online shopping and the highest indicator of repurchase intention is that I will actively look for Shopee to shop. If it is related, namely when Shopee has trust from consumers, consumers will always rely on Shopee to shop so that consumers will actively seek Shopee for repurchase intentions.

The results of this study are in accordance with the research conducted by Astarina et al. (2014) which states that brand trust has a positive influence on repurchase intention, this study was conducted on Go-Jek consumers in Denpasar City who have confidence in the online motorcycle taxi service provider, the higher the level of trust in Go-Jek, consumers will return to using Go-Jek. Jack. The results of this study are also in line with research conducted by Syafaruddin et al., (2016), Heesup et al. (2019), Rahman et al. (2020), and Lailiyah (2020) state that brand trust has a positive and significant influence on repurchase intention.

The role of brand image in mediating the effect of EWOM towards repurchase intention on Shopee

The results of the analysis show that brand image is able to mediate the effect of EWOM on repurchase intention. Brand image in this study is as a partial mediation (partial mediation). Based on these results, it can be interpreted that the brand image variable is not able to fully mediate the effect of EWOM on repurchase intention. Brand image is able to mediate the effect of EWOM on repurchase intention as a partial mediation because the direct effect of EWOM on repurchase intention has a significant value.

The results of this study are also in accordance with research conducted by Putri and Amalia (2018) which states that EWOM mediated by brand image on repurchase intention has a positive and significant effect, which means that if EWOM improves company image, consumers' repurchase intention will be high on the Shopee online site. en. The results of this study are also in line with research conducted by Gadhafi (2015), Anggitasari and Wijaya (2016), and Yohana et al. (2020) which states that brand image is able to mediate the effect of EWOM on repurchase intention.

The role of brand trust in mediating the effect of EWOM towards repurchase intention on Shopee

The results of the analysis show that brand trust is able to mediate the effect of EWOM on repurchase intention. Brand trust in this study is a partial mediation (partial mediation). Based on these results, it can be interpreted that the brand trust variable is not able to fully mediate the effect of EWOM on repurchase intention. Brand trust is able to mediate the effect of EWOM on repurchase intention as a partial mediation because the direct effect of EWOM on repurchase intention has a significant value. The results of this study support the TPB Model which explains that a person's behavior will arise because of an intention to behave, TPB states that subjective attitudes and norms towards behavior are stated to affect interest and include elements of controlling behavioral perceptions as additional factors that influence behavior as factors that influence consumer interest.

The results of this study support the results of research by Prasad et al.(2017), Dewi and Sudiksa (2019), Rahman et al. (2020) which states that brand trust is able to mediate the effect of EWOM on repurchase intention. In addition, Purnamasari and Yulianto (2018) state that the effect of EWOM on repurchase intention mediated by brand trust has a significant positive effect on purchasing OPPO smartphones which are able to provide a high level of trust and convenience for consumers.

Research Implication

The results of this study have shown that EWOM has a positive and significant effect on repurchase intention, EWOM has a positive and significant effect on brand image, EWOM has a positive and significant effect on brand trust, brand image has a positive effect on repurchase intention, and brand trust has a positive effect on repurchase intention. Brand image is able to mediate the effect of EWOM on repurchase intention and brand trust is able to mediate the effect of EWOM on repurchase intention. Based on these findings, the results of this study are expected to be empirical evidence for future research and to be able to enrich the development of marketing management science related to consumer behavior, EWOM, brand image, brand trust, and repurchase intention. This research is also expected to be a reference for further research.

Limitations

This research has been carried out to the maximum, but still has limitations as follows. This research is limited to discussing Shopee in Denpasar City, so it cannot be generalized to other wider areas. Data collection is done based on a cross section or within a certain period of time while the environment is changing so that this research is important to do in the future.

CONCLUSION

Based on data analysis and discussion in previous chapters, the conclusion obtained from this study is that EWOM has a positive and significant effect on repurchase intention. EWOM has a positive and significant effect on brand image. Positive EWOM can shape consumer perceptions of Shopee's brand image. EWOM has a positive and significant effect on brand trust. The positive quality of EWOM has an effect on brand trust to share reliable information for Shopee consumers. Brand image has a positive and significant effect on repurchase intention. Brand trust has a positive and significant effect on repurchase intention. Brand image is able to mediate the effect of EWOM on repurchase intention. Brand trust is able to mediate the effect of EWOM on repurchase intention. Brand trust in this study is a partial mediation.

The EWOM variable, the EWOM indicator that gets the lowest results, is reading Shopee reviews in the comments column to find out which products give a good impression. This shows that many respondents pay attention to product reviews in making purchases, so it is hoped that Shopee management can filter sellers who comply with the seller's criteria standards at Shopee so that the products sold are in accordance with consumer expectations. Suggestions for further research are expected that further research can add other research variables and reach a wider research area because the results of this study cannot reflect conditions in other areas.

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