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THE ROLE OF TRUST AND BRAND IMAGES IN MEDITATION OF E-WOM EFFECTS ON PURCHASE DECISIONS

Anak Agung Agus Juliana Saputra[1], I Made Wardana[2]
Faculty of Economics and Business, Udayana University, Bali, Indonesia

ABSTRACT: Trust and brand image in the eyes of the public is an important component of the company that can influence purchasing decisions. This research was conducted to users. Data collection was obtained by distributing questionnaires through Google form. Data analysis techniques used are path analysis, classic assumption tests, and multiple tests. From the results of this study the influence of E-Wom on purchasing decisions has a positive and significant effect, the effect of E-Wom on trust has a positive and significant effect, the influence of E-Wom on brand image has a positive and significant effect, the influence of trust on a buying decision has a positive and significant effect, the influence brand image on purchasing decisions has a positive and significant effect, the role of trust and brand image mediate E-Wom on purchasing decisions have a positive and significant effect. These results indicate that the higher E-Wom, brand image and trust will be able to increase decisions in making purchasing decisions on Tokopedia Products in Denpasar.

Keywords: E-Wom, trust, brand image, purchasing decisions

I. INTRODUCTION

The masive development of technology, makes it easier for people to get the information needed. One impact of technological development is the internet. Increasingly easy access to the internet in Indonesia, making it easier for people to add knowledge, conduct online trading transactions, access data, communication media. Internet users in Indonesia based on the results of a survey conducted by APJII (Indonesian Internet Service Providers Association) around 171.17 million people (64.8%) of the total population of Indonesian population (264.16 million people), have been connected to the internet (Providers Association Indonesian Internet Services 2018). Digitalization creates opportunities for companies with many new technologies to emerge, a number of cheaper and newer channels to reach consumers widely (Kotler et al., 2017).

Digitalization makes many companies and sellers compete for consumers. Companies must be able to convince consumers so that consumers are interested in and trust in the products sold and ultimately consumers make a purchase. Purchasing decisions are related to consumer decisions about product and service offerings. This is defined as the process of gathering, processing and evaluating information to then choose the best choice in solving problems and making purchasing choices (Prasad et al., 2014). According to Frambach, Roest and Krishnan (2007) found consumers who get information with high intensity about products and services online, then they will think about buying products and using services. The decision to buy the product is influenced by several factors including trust, brand image, and E-Wom

Trust is a dimension that has had a big effect and their path is the strongest on consumers' attitudes towards online shopping behavior (Mutaz et al., 2015). Good service received now will continue for the future, so that service quality has a positive effect on trust (Mutaz et al., 2015). Research by Syafaruddin et al., (2016) states that there is a positive influence between trust on purchasing decisions. This states that the influence of trustworthiness on purchasing decisions is positive and significant which means that increasing trust will definitely improve purchasing decisions.

According to the research of Matute et al., (2016), stating consumer reviews provide first-hand information, enabling them to detect potential failures or improve other services, stores must provide good customer service related to complaints and suggestions, and facilitate online portals where customers can express their opinions and formulate complaints. Therefore, companies must not only observe and learn from customer recommendations, but also manifest an active attitude by engaging consumers and trying to satisfy their needs and suggestions. Finally, companies must consider consumer reviews. And design appropriate marketing strategies and ad campaigns that are tailored to customer reviews.

According to Kotler and Keller (2012: 248), brand image illustrates the extrinsic nature of a product or service, including the ways in which a brand tries to meet a customer's psychological or social needs. Brand image considers the extrinsic nature of a product or service according to the way in which the brand meets the customer's psychological or social needs. Customer trust in a particular brand and how customers perceive a brand.

A positive brand image will make customers like a product with the relevant brand in the future, while for producers a good brand image will hinder competitors' marketing activities. In making a product there must be highlighted in terms of quality, uniqueness, environmentally friendly, product comfort. According to the research of Arifin et al., (2016), states the company's image rises or increases, it will result in consumer purchasing decisions also increase and product images rise or increase, it will result in consumer purchasing decisions also increase.

II.   LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

According to Kunja's research (2018), this study can also be useful for building positive perceptions about products and services because positive E-Wom will consequently influence purchasing decisions. Therefore, it is necessary for companies to focus on activating consumer involvement.

Decision making through consideration of relevant information can be used to solve the problem of ambiguity and uncertainty of online purchase intentions (Citrin, 2001: 33). E-wom greatly influences users' purchase intentions. Marketers must consider the ecology they want to influence users' purchase intentions (Mortazani et al., 2014).

H1: E-WOM has a positive effect on purchasing decisions

The results of Twinarutami and Hermiati's (2013) study stated that e-wom had a positive and significant effect on trust. Lack of security on an online shopping website will lead to a lower level of trust on the website. Therefore, online shopping websites must handle all transactions in a secure environment that enjoys strong authentication, authorization, and accountability characteristics.

Encryption algorithms and mechanisms also need to be used for financial information in stores and also on the go, that the higher the quality of online shopping websites in terms of systems and content, the more positive E-Wom and the higher the trust (Mutaz et al., 2015). The results of research conducted by Semuel and Lianto (2014) stated that E-Wom had a positive and significant effect on brand trust.

H2: E-WOM has a positive and significant effect on trust

According to research Wedanta et al., (2018), states that the better the electronic word of mouth that is obtained or received, it will improve the brand image in the eyes of consumers on Yamaha Aerox brand motorcycle products. And previous research conducted by Torlak et al., (2014) revealed that E-Wom has a significant and positive relationship to brand image. Research conducted by Elseidi and El-Baz (2016) states that E-Wom has a significant positive effect on brand image.

H3: E-WOM has a significant and positive effect on brand image

According to research by Syafaruddin et al., (2016), it states that there is a positive influence between trust on purchasing decisions. This states that the influence of trustworthiness on purchasing decisions is positive and significant which means that increasing trust will definitely improve purchasing decisions. According to research Mamahit et al., (2015) trust has a positive and significant effect on purchasing decisions.

According to the research of Matute et al., (2016), stating consumer reviews provide first-hand information, enabling them to detect potential failures or improve other services, stores must provide good customer service related to complaints and suggestions, and facilitate online portals where customers can express their opinions and formulate complaints.

H4: Trust has a positive and significant effect on purchasing decisions

According to Hidayati et al., (2013) research, it is known that brand image will influence the level of buying interest and consumer purchasing decisions. This can be seen from the results of the path analysis in which the brand image variable has a positive influence on consumer buying interest and purchasing decisions on Indomie instant noodle products. The existence of a positive brand image of Indomie instant noodle products, so consumers increasingly trust and believe in these products. Brand image is a strong sub-variable in a company and is very important in purchasing decisions for consumers (Nigam et al., 2011). Research conducted by Oladepo and Abimbola (2015) states that brand image has a significant influence on purchasing decisions.

H5: Brand image has a positive effect on purchasing decisions

According to research by Purnamasari and Yulianto (2018), significant brand trust mediates the influence of E-Wom on purchasing decisions. According to the research of Syafaruddin et al., (2016), states trust has a significant and positive and positive influence on their relationship to purchasing decisions. Trust felt by consumers gives a positive influence on purchasing decisions to be made by consumers, meaning that when consumers have felt satisfaction with what they expect so far, that trust arises in consumers. And E-Wom communication has a significant and positive effect on trust. According to research by Prasad et al., (2017), states trust has an important role as a mediator between E-Wom on purchasing decisions.

H6: Trust is able to mediate e-wom on purchasing decisions

According to research Hidayati et al., (2013), states the more a brand has a positive image in the minds of consumers, the more trust consumers have in the product. This will foster consumer buying interest in line with the purchase decision on a particular product. Wedanta et al. (2018) stated that Electronic word of mouth had a positive and significant effect on brand image. According to research by Elseidi and El-Baz (2016), it is stated that E-Wom has a positive effect on interest in purchasing decisions with brand image as a mediating variable.

H7: Brand image is able to mediate e-Wom on purchasing decisions

III. METHODS

This research was conducted in Denpasar City in 2019. Denpasar City was chosen because it has a high population density and high level of purchasing power. Dense population and high purchasing power make more and more producers competing to market their products in the city of Denpasar. 54.2 percent of internet users in Bali are from Denpasar City. The high purchasing power of consumers and owning people who are literate about technology in the city of Denpasar are considered suitable to be used as research locations. The objects in this study are consumers who have purchased products in Tokopedia, including after using and purchasing community assessment of products judged by their trust and brand image of consumer purchasing decisions.

The population in this study were all consumers of Tokopedia in Denpasar City.

The technique used for sampling in this study is the non-probability sampling method, using purposive sampling technique, namely the selection of samples is based on the assessment or the views of researchers based on the aims and objectives of the study or the researcher chooses a sample based on certain criteria. The criteria in question is a respondent who has used Tokopedia. The minimum sample size ranges from 100-200 depending on the number of questions of the estimated indicator, the question items on the research indicator multiplied by 5-10. From the research to be tested will use a sample of 170.

The analysis technique used in this study is the path analysis technique. Path analysis is an extension of multiple linear regression analysis in estimating causality relationships between variables that have been predetermined based on theory. Path analysis is used to test the causality relationship between two or more variables. Path analysis is used to analyze the pattern of relationships between variables with the aim to determine the direct or indirect influence of a set of independent variables on the dependent variable. The basis for calculating path coefficients is correlation and regression analysis and in calculations using software with the SPSS for windows program.

Ridwan and Kuncoro (2011: 152) mention the steps in analyzing data using path analysis as follows:

Sub-structural Equations 1

$M1 = \beta 1X + e_1$ …………………………………. (1)

Sub-structural Equations 2

$M2 = \beta 1X + e_1$ …………………………………. (2)

Sub-structural Equations 3

$Y = \beta 1X + \beta 2M1 + \beta 2M2 + e_2$ ………………………………… (3)

IV. RESULT AND DISCUSSION

In this study, path analysis techniques are used to see the effect of the causal relationship of each exogenous variable consisting of E-Wom on endogenous variables consisting of trust, brand image and purchasing decisions. This study also examines the role of mediating variables namely trust and brand image in mediating the relationship between E-Wom variables on purchasing decisions. In this study the effect of E-Wom on trust through the SPSS 21.0 for windows program was calculated. The following results show the calculation of the first structure in Table 1.

Table 1.
Path Analysis I

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.480	0.228		6.482	0.000
E-Wom	0.551	0.065	0.550	8.540	0.000
R^2 : 0,303					

Primary Data, 2020

Based on the results of the path analysis in Table 4, the structural equation can be formulated as follows:

M1= 0,550 X1 +e1

The E-Wom variable has a coefficient of 0.550 meaning that E-Wom has a positive influence on trust, this means that if E-Wom increases, trust will increase by 0.550.

In this study, the effect of E-Wom on brand image through the SPSS 21.0 for windows program was calculated. The following shows the results of the first structural calculation in Table 2.

Tabel 2.
Path Analysis II

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
(Constant)	1.411	0.213		6.625	0.000
E-Wom	0.574	0.060	0.592	9.525	0.000
R^2 : 0,351					

Primary Data, 2020

Based on the results of the path analysis in Table 2 the structural equation can be formulated as follows:

$$M2 = 0.592 \, X1 + e2$$

The E-Wom variable has a coefficient of 0.592 meaning that E-Wom has a positive influence on brand image, this means that if E-Wom increases, the brand image will increase by 0.592.

In this study, the influence of E-Wom, brand image and trust on purchasing decisions through the SPSS 21.0 for windows program was calculated. The following shows the results of the calculation of the second structure in Table 3.

Table 3.
Path Analysis III

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.300	0.222		1.351	0.178
E-Wom	0.295	0.070	0.284	4.199	0.000
Trust	0.245	0.068	0.236	3.616	0.000
Brand Image	0.392	0.073	0.366	5.409	0.000
R^2 : 0.561					

Primary Data, 2020

Based on the results of the path analysis in Table 6, the structural equation can be formulated as follows:

$$Y = 0.284X1 + 0.236M1 + 0.366M2$$

The E-Wom variable has a coefficient of 0.284 meaning that E-Wom has a positive effect on purchasing decisions, this means that if E-Wom increases, the purchasing decision will increase by 0.284.

The Trust variable has a coefficient of 0.236 which means that brand image has a positive effect on purchasing decisions, this means that if trust increases, the purchasing decision will increase by 0.236.

Variable brand image has a coefficient of 0.366 means that trust has a positive effect on purchasing decisions, this means that if brand image increases, purchasing decisions will increase by 0.366.

The sobel test is an analytical tool to test the significance of the indirect relationship between the independent variable and the dependent variable mediated by the mediator variable. The Sobel test is formulated with the following equation and can be calculated using the Microsoft Excel 2010 application. If the Z calculation value is greater than 1.96 (with a 95 percent confidence level), the mediator variable is assessed to significantly mediate the relationship between the dependent variable and the independent variable.

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}} \dots\dots\dots\dots\dots\dots\dots(4)$$

$$Z = \frac{0,550 \, . \, 0,236}{\sqrt{(0,236^2 0,065^2) + (0,550^2 0,0068^2) + (0,065^2 0,068^2)}}$$

$$Z = \frac{0,130}{0,041}$$

$$Z = 3,192$$

Based on the results of the Sobel Test shows that the tabulated results Z = 3.192> 1.96 which means that the E-Wom variable has a positive and significant effect on purchasing decisions on Tokopedia Products in Denpasar City with Trust mediation, so that trust is the mediating variable of the influence between E-Wom on the Decision Purchases on Tokopedia Products in Denpasar City, So that the sixth hypothesis is accepted

The Sobel test is an analytical tool to test the significance of the indirect relationship between the independent variable and the dependent variable mediated by the mediator variable. The Sobel test is formulated with the following equation and can be calculated using the Microsoft Excel 2010 application. If the Z calculation value is greater than 1.96 (with a 95 percent confidence level), the mediator variable is assessed to significantly mediate the relationship between the dependent variable and the independent variable.

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}} \dots\dots\dots\dots\dots\dots\dots\dots(5)$$

$$Z = \frac{0,592 \,.0,366}{\sqrt{(0,366^2 0,060^2) + (0,592^2 0,0073^2) + (0,060^2 0,073^2)}}$$

$$Z = \frac{0,217}{0,046}$$
$$Z = 4,706$$

Based on the results of the Sobel Test shows that the tabulated results Z = 4.706> 1.96 which means that the E-Wom variable has a positive and significant effect on purchasing decisions on Tokopedia Products in Denpasar City with mediation of brand image, so brand image is a mediating variable of influence between E-Wom on the purchase decision on Tokopedia Products in Denpasar City, so that the sixth hypothesis is accepted

In this test, the values of each determination coefficient for structure 1 and structure 2 will be seen as well as the value of each error variable in each structure with the aim of preparing the final path diagram model. Following are the results of calculating the error variable values in each structure.

$$e_i = \sqrt{1 - R_i^2}$$
$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,303} = 0,835$$
$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,351} = 0,806$$
$$e_3 = \sqrt{1 - R_3^2} = \sqrt{1 - 0,561} = 0,663$$

In the calculation of the effect of error (e) we get the results for the effect of structural error 1 (e1) of 0.835, the effect of structural error 2 (e2) of 0.806 and the effect of structural error 3 (e3) of 0.663. Next the total determination coefficient will be calculated as follows:

$$R^2_m = 1 - (e_1)^2 (e_2)^2 (e_3)^2$$
$$= 1 - (0,835)^2 (0,506)^2 (0,663)^2$$
$$= 1 - (0,697)(0,649)(0,439)$$
$$= 1 - 0,199 = 0,801$$

In calculating the value of the total determination coefficient obtained by 0.801, the conclusion is 80.1% of the purchase decision variable on Tokopedia Products in Denpasar. Influenced by E-Wom, brand image and trust, while the remaining 19.9% is influenced by other factors that are not included in the research model or outside the research model.

In this final step, the results of the value of the calculation of the path coefficient will be explained through the standardized coefficient Beta values on each effect of the relationship between variables.

Table 4.
Summary Effect Variable

Variable	Direct	Indirect Effect	Indirect Effect	Total Effect
X→M1	0,550			0,550
X→M2	0,592			0,592
X →Y	0,284	0,130	0,217	0,631
M1→Y	0,236			0,236
M2→Y	0,366			0,366

Primary Data, 2020

In the research conducted on Tokopedia Products in Denpasar City. About the influence of E-Wom on trust, the E-Wom results obtained have a direct influence on trust of 0.550. In research conducted on Tokopedia Products in Denpasar City. About the influence of E-Wom on brand image, the E-Wom results obtained have a direct influence on brand image of 0.592. In research conducted on Tokopedia Products in Denpasar City. About the influence of E-Wom on purchasing decisions, the E-Wom results obtained have a direct influence on purchasing decisions of 0.284. In research conducted on Tokopedia Products in Denpasar City. About the influence of trust on purchasing decisions, the results obtained trust has a direct influence on purchasing decisions of 0.236. In a study conducted on Tokopedia Products in Denpasar City. About the

influence of brand image on purchasing decisions, the results obtained brand image has a direct influence on purchasing decisions of 0.366. In research conducted on Tokopedia Products in Denpasar City. About the role of trust and brand image in mediating the influence of E-Wom on purchasing decisions, the results show that E-Wom has a direct and indirect influence through trust and brand image on purchasing decisions with coefficient values each of them is 0.284, 0.130 and 0.217 so the magnitude of the total effect is 0.631.

The results of the hypothesis in this study indicate that E-Wom has a positive and significant effect on purchasing decisions in other words increasing E-Wom, the purchase decision on Tokopedia Products in Denpasar will increase. So the first hypothesis is accepted. This is in line with the results of research conducted by Kunja (2018), stating this study can also be useful for building positive perceptions about products and services because positive e-mail will consequently influence purchasing decisions. Therefore, it is necessary for companies to focus on activating consumer involvement. Decision making through consideration of relevant information can be used to solve the problem of ambiguity and uncertainty of online purchase intentions (Citrin, 2001: 33). E-wom greatly influences users' purchase intentions. Therefore, marketers must consider e-women when they want to influence users' purchase intentions (Mortazani et al., 2014).

The results of the hypothesis in this study indicate that E-Wom has a positive and significant effect on trust, in other words the E-Wom increase in Tokopedia Products in Denpasar City, the higher the level of trust in Tokopedia Products in Denpasar City. So the second hypothesis is accepted. This is in line with the results of research conducted by Twinarutami and Hermiati (2013) stating e-wom has a positive and significant effect on trust. Safety is an important factor that significantly influences consumer confidence. Lack of security on an online shopping website will lead to a lower level of trust on the website. Therefore, online shopping websites must handle all transactions in a secure environment that enjoys strong authentication, authorization, and accountability characteristics. Algorithms and encryption mechanisms also need to be used for financial information that is in store and also on the go, that the higher the quality of online shopping websites in terms of systems and content, the more positive e-wom and the higher the trust (Mutaz et al., 2015). The results of research conducted by Semuel and Lianto (2014) stated e-wom had a positive and significant effect on brand trust.

The results of the hypothesis in this study indicate that E-Wom has a positive and significant effect on brand image, in other words the more E-Wom on Tokopedia Products in Denpasar City, the higher the brand image level on Tokopedia Products in Denpasar City. So the third hypothesis is accepted. This is in line with the results of research conducted by Wedanta et al., (2018), stating that the better electronic word of mouth is obtained or received, it will improve the brand image in the eyes of consumers on Yamaha Aerox brand motorcycle products. And previous research conducted by Torlak et al., (2014) revealed that electronic word of mouth had a significant and positive relationship with brand image. Research conducted by Elseidi and El-Baz (2016) states that e-wom has a significant positive effect on brand image.

The results of the hypothesis in this study indicate that Trust has a positive and significant influence on purchasing decisions, in other words if trust increases, purchasing decisions on Tokopedia Products in Denpasar City. will increase. So the fourth hypothesis is accepted. The results of this study are consistent with research conducted by Syafaruddin et al., (2016), stating that there is a positive influence between trust on purchasing decisions. This states that the influence of trustworthiness on purchasing decisions is positive and significant which means that increasing trust will definitely improve purchasing decisions. According to research Mamahit et al., (2015) trust has a positive and significant effect on purchasing decisions. According to the research of Matute et al., (2016), stating consumer reviews provide first-hand information, enabling them to detect potential failures or improve other services, stores must provide good customer service related to complaints and suggestions, and facilitate online portals where customers can express their opinions and formulate complaints.

The results of the hypothesis in this study indicate that the brand image has a positive and significant effect on purchasing decisions in other words the brand image increases the purchasing decisions on Tokopedia Products in Denpasar will increase. So the fifth hypothesis is accepted. This is in line with the results of research conducted by Hidayati et al., (2013), stating that it is known that brand image will influence the level of buying interest and consumer purchasing decisions. This can be seen from the results of the path analysis in which the brand image variable has a positive influence on consumer buying interest and purchasing decisions on Indomie instant noodle products. The existence of a positive brand image of Indomie instant noodle products, so consumers increasingly trust and believe in these products. Brand image is a strong subvariable in a company and is very important in purchasing decisions for consumers (Nigam et al., 2011). Research conducted by Oladepo and Abimbola (2015) states that brand image has a significant influence on purchasing decisions.

The results of the hypothesis in this study indicate that E-Wom has a positive and significant effect on purchasing decisions on Tokopedia Products in Denpasar with trust mediation, so trust is a mediating variable of the influence between E-Wom on purchasing decisions. On Tokopedia Products in Denpasar City, So the sixth hypothesis is accepted. The results of this study are in line with the results of a study conducted by Syafaruddin et al., (2016), stating that trust has a significant and positive and positive influence on its relationship with purchasing decisions. Trust felt by consumers gives a positive influence on purchasing decisions to be made by consumers, meaning that when consumers have felt satisfaction with what they expect so far, that trust arises in consumers. And e-wom communication has a significant and positive effect on trust. According to the research of Prasad et al., (2017), states trust has an important role as a mediator between e-women towards purchasing decisions.

The results of the hypothesis in this study indicate that E-Wom has a positive and significant effect on purchasing decisions on Tokopedia Products in Denpasar with brand image mediation, so brand image is a mediating variable of the influence between E-Wom on purchasing decisions. On Tokopedia Products in Denpasar City, So the seventh hypothesis is accepted. The results of this study are in line with the results of research conducted by Hidayati et al., (2013), stating that the more a brand has a positive image in the minds of consumers, the more trust consumers have in the product. This will foster consumer buying interest in line with the purchase decision on a particular product. And the study of Wedanta et al., (2018) states that Electronic word of mouth has a positive and significant effect on brand image. According to research by Elseidi and El-Baz (2016), it states that e-wom has a positive effect on interest in purchasing decisions with brand image as a mediating variable.

The theoretical implications of the results of this research provide evidence on the development of the science of consumer behavior, especially regarding E-Wom, brand image, trust and purchasing decisions. In addition, the results of this study can be practically one of the references for other researchers who want to research about E-Wom, brand image, trust and purchasing decisions. Theoretically this study also provides an understanding that E-Wom, brand image and trust can significantly improve purchasing decisions, when E-Wom obtained by consumers increases trust and brand image, then trust and brand image are perceived to be getting stronger so that it has the potential to increase buying decision.

V. CONCLUSION

E-Wom has a positive and significant influence on purchasing decisions on Tokopedia Products in Denpasar. so hypothesis 1 is accepted. E-Wom has a positive and significant effect on trust in Tokopedia Products in Denpasar, so hypothesis 2 is accepted. E-Wom has a positive and significant effect on brand image of Tokopedia Products in Denpasar, so hypothesis 3 is accepted. Trust has a positive and significant effect on purchasing decisions on Tokopedia Products in Denpasar. so hypothesis 4 is accepted. Brand image has a positive and significant effect on purchasing decisions on Tokopedia Products in Denpasar so hypothesis 5 is accepted. Trust is a mediating variable of influence between E-Wom on purchasing decisions on Tokopedia Products in Denpasar City. so hypothesis 6 is accepted. Brand image is a mediating variable of influence between E-Wom on purchasing decisions on Tokopedia Products in Denpasar City. so hypothesis 7 is accepted

Based on the results obtained by E-Wom, brand image and trust have a significant positive effect on purchasing decisions on Tokopedia Products in Denpasar, this shows that the higher E-Wom, brand image and trust will be able to increase decisions in making purchasing decisions on products Tokopedia in Denpasar City. Parties To Tokopedia Products in Denpasar must maintain E-Wom and brand image so that it will increase purchasing decisions on Tokopedia Products in Denpasar. In terms of E-Wom the indicator that has the lowest average is Tokopedia is an up-to-date media, the thing that the company must do is to increase updates so consumers feel interested in making purchases on Tokopedia products. In terms of trust the indicator that has the lowest average is Tokopedia because it wants to hear and help the problems of consumers that must be done is to listen and help the problems of consumers so that consumers feel cared for, by providing customer service to consumers. In terms of brand image indicators that have the lowest average is Tokopedia offers prices that suit me, the thing that must be done by companies is to offer affordable prices for consumers so they are interested in making purchases on Tokopedia.

For further research is expected to be able to add variables that can influence purchasing decisions, able and able to expand the scope of research that is not only limited to consumers Tokopedia Products in the City of Denpasar, or can also replace research locations that are not only focused on a research location, thus providing a more insightful and able to be implemented in general.

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