

## THE INFLUENCE OF SOCIAL MEDIA USAGE, ELECTRONIC WORD OF MOUTH, AND TRUST AS A MEDIATING VARIABLE TOWARDS PURCHASE DECISION INVOLVEMENT ON ZALORA INDONESIA

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### ABSTRACT

In today's modern era, every human being is helped by various digitalized things to carry out various activities and one of the examples is shopping online. Currently in Indonesia, there are many types of e-commerce and one of them is fashion e-commerce. Zalora is ranked first in the fashion e-commerce industry in Indonesia. Therefore, this study was conducted to determine the influence of social media usage and electronic word of mouth on purchase decision involvement mediated by trust on Zalora Indonesia. Data collection was carried out by distributing electronic questionnaires with a sample size of 235 people. The sampling technique used is non-probability sampling with purposive sampling. The data is processed using validity, reliability, and statistical analysis methods. Data is processed through Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. From the research results it can be concluded that social media usage can positively and significantly influence purchase decision involvement, either directly or through trust as the mediating variable. Meanwhile, electronic word of mouth does not directly influence purchase decision involvement, and must be mediated by trust in order to have a positive and significant influence on purchase decision involvement.

**Keywords:** Social media usage; electronic word of mouth; trust; purchase decision involvement

### ABSTRAK

Di era modern saat ini, setiap manusia dibantu oleh berbagai hal digital untuk melakukan berbagai kegiatan dan salah satu contohnya adalah berbelanja online. Saat ini di Indonesia, ada banyak jenis e-commerce dan salah satunya adalah *fashion e-commerce*. Zalora menduduki peringkat pertama dalam industri e-commerce fashion di Indonesia. Oleh karena itu, penelitian ini dilakukan untuk mengetahui pengaruh penggunaan media sosial dan elektronik dari mulut ke mulut terhadap keterlibatan keputusan pembelian yang dimediasi oleh kepercayaan pada Zalora Indonesia. Pendataan dilakukan dengan mendistribusikan kuesioner elektronik dengan ukuran sampel 235 orang. Teknik sampling yang digunakan adalah *non-probability sampling* dengan *purposive sampling*. Data diproses menggunakan validitas, keandalan, dan metode analisis statistik. Dari hasil penelitian dapat disimpulkan bahwa penggunaan media sosial dapat secara positif dan signifikan mempengaruhi keterlibatan keputusan pembelian, baik secara langsung maupun melalui kepercayaan sebagai variabel mediasi. Sementara itu, elektronik dari mulut ke mulut tidak secara langsung mempengaruhi keterlibatan keputusan pembelian, dan harus dimediasi oleh kepercayaan agar memiliki pengaruh positif dan signifikan terhadap keterlibatan keputusan pembelian.

**Kata Kunci:** Penggunaan media sosial; elektronik dari mulut ke mulut; kepercayaan; keterlibatan keputusan pembelian

## INTRODUCTION

In today's modern era, every human being is definitely helped by various things that have been digitalized to carry out various activities, where this can certainly facilitate human life positively every time. In addition, the progress of globalization which is increasing rapidly every day makes human needs easier to obtain. This digitally globalized environment makes the world becomes more connected than ever. This phenomenon has changed the condition of the landscape of business and social of our planet dramatically (Lifintsev & Wellbrock, 2019).

Shopping online has become a lifestyle that everyone has today. When a need for something increases, more and more sellers will compete to market their products, especially within the field of online sales. The rapid growth of the market in Indonesia has led to the increasing number of retailers who offer products that are produced abroad to be marketed in Indonesia. For the online sales, these retailers are called e-retailers, while the sales activities that they are doing can be called as e-retailing. E-retailing can be defined as the activity of selling products and services via the internet or other electronic media for individual consumers. These various e-retailing marketplaces can enable product and service providers to facilitate the trading process and furthermore to harness the condition of economies of scale as well (Gong et al., 2020).

In Indonesia, shopping experience through e-retail and e-commerce platforms is increasing every day. Based on research data collected from I-prices in 2020, there are at least 50 e-commerce sites in Indonesia that offer their respective services. The top 10 e-commerce in Indonesia which includes Shopee, Tokopedia, and Bukalapak in the first, second, and third rank, and Zalora Indonesia in the 9<sup>th</sup> place. Zalora Group is an e-retailer that was founded in 2012 where its e-commerce website has operated in several countries in Southeast Asian countries. Zalora provides a wide range of products, ranging from fashion for men and women, as well as health and beauty products. Zalora performs its services both through the website and mobile application platforms.

Zalora is one of the pioneers in the field of fashion e-commerce. But now, there are a lot of fashion e-commerce in Indonesia. According to Statista.com (2020), Zalora is ranked 1<sup>st</sup> in the top 10 fashion e-commerce in Indonesia. According to ecommerceDB.com, in Indonesia, zalora.co.id is ranked #1 in the apparel or fashion industry with > US\$ 75m in 2019. Hence, in this segment, Zalora Indonesia accounts for 0 percent-5 percent of e-Commerce net sales. According to I-prices in 2020, about the statistical data on the overall ranking of e-commerce in Indonesia, which shows Zalora Indonesia's position in 9<sup>th</sup> place, shows that the popularity of fashion e-commerce is starting to erode with other types of e-commerce that offer broader product categories, not only about fashion, for example Shopee, Tokopedia, and Lazada. One of the reasons that possibly can make Zalora Indonesia's popularity in the rank of e-commerce industry in general is increasingly being shifted is due to the lack of reviews from customers on its site directly. This is of course very different from other e-commerce that ranks above Zalora like Tokopedia, Shopee, and Lazada, where they provide features for consumers to be able to provide ratings and reviews of the products they buy.

In this digitalized era of globalization, electronic word of mouth which can be in the form of a review is very important to show the success of sales in e-commerce. Various studies have

demonstrated that the ratings and reviews of the consumers impact the purchasing behavior and intentions of people, as well as attitudes towards retailers and products (von Helversen, et al., 2018). Globally, 61% online shoppers give the importance of the electronic word of mouth (e-WOM) before making a purchase decision (Roy et al., 2018). The marketers and customers have been empowered by the use of social media with the fast communication and interaction process to intensify the customer service and enhance brand awareness to build a strong customer-brand relationships (Hanaysha, 2018). Knowing that reviews give positive impacts on a customer's purchase decision gives Zalora insights to possibly open a review and feedback column on the platform they have.

Based on the preliminary research to 50 respondents conducted by the researcher to support issues concerning Zalora above, it can be concluded that ratings and reviews of the previous consumers influence the purchasing behavior and attitudes of other consumers, which is a challenge for Zalora because it does not have this type of supporting feature on its platform, thus it's better for Zalora to have a supporting feature such as a rating and review column on the platform in order to influence consumer purchasing decision behavior in a more positive direction. This research is a modification of the previous research by using the research model conducted by Prasad et al. in 2017 entitled "Social Media Usage, Electronic Word of Mouth and Purchase Decision Involvement". Therefore, the author of this research is very interested in conducting research on Zalora Indonesia with the title "The Influence of Social Media Usage, Electronic Word of Mouth, and Trust as a Mediating Variable Towards Purchase Decision Involvement On Zalora Indonesia".

## **LITERATURE REVIEW AND RESEARCH HYPOTHESES**

### **The Effect of Social Media Usage on Purchase Decision Involvement**

The increasing number of world population requires humans to have a sophisticated media of the internet so that everyone can connect to other people in various parts of the world quickly and precisely. One of them is social media. The developments of various applications on social media have given consumers, organizations, and communities the chance of more substantial access to social networks, information, and communication channels (Ahmad et al., 2020).

The usage of social media has constructed human interaction in various ways. Presumably, 94% of adolescents in the world have an account of social media of their choice and have used or visited in the previous month (Akakandelwa & Walubita, 2018). The social media usage can be described as the online practices and technologies that are being used to share information and opinions, content, build up discussion, and build relationships (Ansari & Sharma, 2017).

Based on the book that was written by Van Looy (2016), social media can be classified based on its types and tools. Nonetheless, essentially, social media can be divided into 6 categories, which are social bookmark application, social networking, social news, microblogging, media sharing, blog comments, and forum (Mohamed et al., 2019). If businesses use these social media categories properly, then social media can become an outstanding opportunity to connect with attractive leads, learn more about the target customers, and generate and increase the sales.

The knowledge of consumers about products is the characteristic of an individual that has

been shown to have an influence on the process of purchase while the other studies don't show any momentous connection (Karimi et al., 2015). Purchase decision involvement can be described as the consideration of consumers when there are brand choices and alternatives that are available in market, about which choices is the most suitable choice which result in the correct choice during the decision making process (Mittal, 1989 cited by Vongurai et al., 2018). The higher of customer's involvement level, the more detailed information on a product or service they desire and more efforts of the customers in selecting product, generating in positive satisfaction (Jung & Yoon, 2012).

Social media can be interpreted as the aid of online service where the users are enabled and empowered to not create only, but also to share different contents (Prasad et al., 2017). Sharma & Rehman (2012) in Yogesh & Yesha (2014) stated that a product's or brand's negative or positive information that are available on social media, overall significantly influence consumer purchase behavior. Social media can also influence the behavior of consumer from acquisitioning information to the post-purchase behavior, like the dissatisfaction behaviors or statements (Mangold & Faulds, 2009 cited by Yogesh & Yesha, 2014). Based on the description of the research above, the following hypothesis is suggested:

H<sub>1</sub>: Social media usage positively influences customers' purchase decision involvement

### **The Effect of Electronic Word of Mouth on Purchase Decision Involvement**

Access to the use of the internet, which is now increasingly easy to obtain, helps people to disseminate and get the information they want to have. And currently, many researchers say that consumers' purchasing decisions are greatly influenced by the word of mouth of others on the platforms of social commerce (Ahmad & Laroche, 2017). As mentioned earlier, the emergence of various kinds of technology, especially communication technology, can change the way humans convey information today. Like word of mouth that has another form, which is electronic word of mouth. Electronic word of mouth can be defined as various positive and negative statements made by potential, actual, or former customers regarding a product or company, which is made available to a multitude of people and institutions via the Internet (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004 cited by Ahmad & Laroche, 2017).

According to Park et al. (2011), there are three influencing e-WOM factors that could affect consumer buying decision, there are: perceived e-WOM credibility, experience of e-WOM, and vulnerability of customer to the interpersonal influence. In one of the factors, which is the experience of e-WOM, individuals who make purchases online by attributing periodically to online reviews are likely to be more inclined to use and distribute online reviews of products they have purchased or used.

The reviews of online consumer have become increasingly important just as the consumers remain to purchase products online. At the point where the consumers can't pass judgment of a product in person, they frequently depend on e-WOM to mitigate risks about the product quality and the honesty of the seller (Yayli & Bayram, 2012). Vongurai et al. (2018) stated that purchase decision involvement can be enhanced by e-WOM as it has firmly affected purchase intention

directly and indirectly. Other than that, studies confirms that e-WOM has become an important and permanent element of online marketing mix. It has significantly affects the customer's purchase decision involvement (Prasad et al., 2017). Based on the description of the research above, the following hypothesis is suggested:

H<sub>2</sub>: Electronic word of mouth positively influences customer's purchase decision involvement

### **The Effect of Social Media Usage on Trust**

Trust is a valuable thing in today's world. Trust is something that is very valuable because it can play a very important role in social life, even the foremost trivial economic transaction depends on small acts of trust. Trust can be defined as the belief of customer in the reliability and goodwill of a relationship (Morgan & Hunt, 1994 cited by Quoquab et al., 2019). In e-commerce, the trust of the consumer is determined mostly by the trustworthiness of the online stores (such as the integrity, the benevolence, and the competence), where they may evaluate companies' trustworthiness in e-commerce through the direct online shopping experience (Che et al., 2017).

Research has determined that the credibility of news matters beyond mere attitudinal trust and can also inform behavior, especially the behavior of information-seeking (Turcotte et al., 2015). As mentioned earlier, social media significantly influence consumer purchase behavior (Yogesh & Yesha, 2014). Joining social media can fulfill people's need for belongingness and the feeling of being connected socially can be stated as the central element of someone's psychological sense of community (Laroche et al., 2012) where studies suggest that trust is a critical state of psychological (Barton & Barton, 2011).

These days, people are into communities online yet they have concern on how the credibility of the information in these platforms. But research indicates that information produced through the individuals' social interaction facilitated by social media provides trust for customers (Hajli, 2018). The popularity in social media is one of the most accepted measurement for assessing the credibility of contents and users, thus the credibility and popularity are commonly used interchangeably (Abbasi & Liu, 2013). Based on the description of the research above, the following hypothesis is suggested:

H<sub>3</sub>: Social media usage positively influences customer's trust

### **The Effect of Electronic Word of Mouth on Trust**

For e-WOM to be viable as decision-making aids, customers have to initially trust the reviewer (Xu, 2014). On the platforms of e-WOM, anonymity can become a kind of protection, where it can create opportunities for individuals to express their true opinions (Wu et al., 2020). From this we can see, that someone can communicate their true opinion, so it can increase the trust of others about products that have been given feedback or reviews. Bulut & Karabulut (2018) cited some researchers on their journal about the influence of e-WOM on trust. Like Abubakar (2016) validates that receiving activities of e-WOM positively related to trust in activities of destination deciding. Based on the description of the research above, the following hypothesis is suggested:

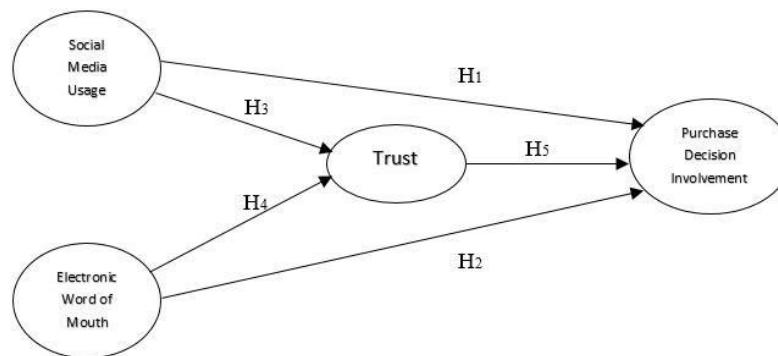
H<sub>4</sub>: Electronic word of mouth positively influences customers' trust

### The Effect of Trust on Purchase Decision Involvement

The trust of the customers may lead to positive disposition towards a brand, where it would enhance the dependability and encourage purchase intents (Abubakar, 2016). By understanding the trust of the consumer's in the context of e-commerce, it will give significant meaning for understanding online purchasing contemporary model. Trust is a vital concept for purchasing online because it can ease the uncertainties that the consumers have and diminish the risks related with purchasing from web-based vendors (Che et al., 2017). Trust is seriously relevant with online consumer purchasing that positively influences the intention to purchase (Vongurai et al., 2018). Based on the description of the research above, the following hypothesis is suggested:

H<sub>5</sub>: Trust mediates the relationship between social media usage and electronic word of mouth with customers' purchase decision involvement positively.

### Theoretical Framework



**Figure 1 Research Model**

Source: The research of Prasad, Gupta, & Totala (2017)

## **RESEARCH METHOD**

### **Sample**

The type of this research is causal research with a quantitative approach to test the hypotheses regarding the relationship between variables. Data is collected through both primary and secondary data, where primary data is collected through the research questionnaire and the secondary data is collected through scientific journals, books, official statistical websites, and forums. The population of this research is those who know Zalora Indonesia either in the form of website or mobile application and distributed to people who are domiciled in Indonesia. The sampling technique is using non-probability sampling technique with purposive sampling type where the sample used for this research is 235 respondents. Sampling technique used is a way to spread the questionnaire when there is no known population number in quantitative or usually called convenience sampling. This sampling was conducted because only certain types of people had information related to the criteria for this research.

### **Instrument**

The scale used in this study is the interval scale which is the Likert scale to measure the level of attitude of the respondents. The Likert scale is aimed to analyze how strongly subjects agree or disagree with statements on a five-point scale (Sekaran & Bougie, 2016). In this study, respondents were asked to express their answers to various statements given through choices from strongly disagree, disagree, neither agree nor disagree (neutral), agree, and strongly agree.

This study consists of 21 indicators that are used to measure variables. A total of 8 indicators for the Social Media Usage variable are adapted from Rapp et al. (2013), as many as 5 indicators for Electronic Word of Mouth variable are adapted from Bambauer-Sachse and Mangold (2011); Goyette et al., (2010), as many as 5 indicators for the Trust variable are adapted from Connolly and Bannister (2007); Harris and Goode (2004), and 3 indicators for Purchase Decision Involvement variable are adapted from Mittal (1989). After the data is collected, the data will be analyzed using a statistical structural equation modeling (SEM) model with the Partial Least Square (PLS) approach using the SmartPLS 3.0 software. After the pre-test was carried out, there were several indicators that were invalid so that only 16 indicators are used for the actual test of the study.

## **RESEARCH RESULT**

### **Respondent's Profile**

In this study, the number of respondents used for this study are 235 respondents who know Zalora Indonesia either in the form of website or its mobile application, where 68.94% of respondents are female and 31.06% are male, with questionnaire responses dominated by respondents aged 16–20 years old, amounting to 55.75%. 95.32% of respondents in this study are not married, with the majority of respondents having an education level at Bachelor's degree (66.38%). Respondents' occupation is dominated by university students (78.30%) and the majority domicile is in Depok with the percentage level of 27.23%. The respondent's monthly income are

dominated by those with income below Rp5.000.000 per month with a percentage of 79.15%.

### Measurement Model

In this study, the model is measured by doing the validity and reliability test. The validity test used the convergent validity test and discriminant validity. Convergent validity is defined when there is a highly correlated obtained scores with two separate instruments measuring the same concept (Sekaran & Bougie, 2016). Convergent validity can be evaluated through two steps, which are by Average Variance Extract (AVE) value and factor loading/outer loading value. The indicator is considered valid if the AVE value is greater than 0.5 and the factor loading value is greater than 0.7. But according to Hair et al (2016), the outer loading indicators of 0.4 to 0.7 can also be maintained as long as the Average Variance Extracted has achieved 0.5.

After fulfilling the various requirements for the convergent validity test, then the discriminant validity test will be carried out. Discriminant validity is defined when two variables are expected to be theoretically uncorrelated, and the scores obtained by measuring it are also empirically found to be so (Sekaran & Bougie, 2016). The criteria used to test the discriminant validity is to look at the square value of the AVE or also known as the Fornell and Larcker Criterion.

Reliability in research usually refers to the observation consistency, normally on the separate occasions of the same observer or two (or more) observers, observing the same occurrence to obtain the same outcomes (Sekaran & Bougie, 2016). Reliability testing is very useful to prove the accuracy and consistency of an instrument to measure constructs (Ghozali & Latan, 2015), the testing can be done by using the value of composite reliability. Generally, reliabilities below 0.60 are usually considered poor, those in the 0.70 range are acceptable, and those above 0.80 are good (Sekaran & Bougie, 2016).

Table 1. Convergent Validity Measurement Model Evaluation

Constructs and Items		Outer Loading
<b><i>Social Media Usage / SMU (AVE=0.545, CR=0.826)</i></b>		
SMU3	I use social media to follow promotions	0.734
SMU4	I use social media to monitor events	0.821
SMU7	I use social media to keep current on trends	0.725
SMU8	I use social media to communicate with Zalora	0.665
<b><i>Electronic Word of Mouth / EWOM (AVE=0.655, CR=0.883)</i></b>		
EWOM1	I speak good things online about Zalora	0.856
EWOM2	I speak positive things online about Zalora	0.830
EWOM3	I recommend others online to purchase Zalora	0.823



EWOM4	When I buy product on Zalora, others' online product reviews make me confident in purchasing the product	0.723
<b>Trust / T (AVE=0.677, CR=0.912)</b>		
T1	Using Zalora has been good experience to me personally	0.850
T2	I get useful information through online	0.661
T3	Zalora is reliable	0.859
T4	It is easy for me to trust Zalora	0.846
T5	I get satisfaction by using Zalora	0.879
<b>Purchase Decision Involvement / PDI (AVE=0.797, CR=0.922)</b>		
PDI1	In selecting from many types and brands of the product available in the market, I care as to which one I buy	0.886
PDI2	It is important to me that I make a right choice of the product.	0.893
PDI3	In making my selection of the product, I am concerned about the outcome of my choice	0.899
Note: AVE=Average Variance Extracted, CR= Composite Reliability		
Source: Result of data processing (2020)		

The results of data processing from the research conducted which can be seen in table 1 indicate that the measurement of the instrument can be said to be valid based on data through convergent validity testing. The instrument can be said to be valid because the AVE value is > 0.5 and the outer loading value is between 0.4–0.7. Based on the value of composite reliability in table 1 above, where each variable shows a value above 0.70, it can be said that each of these variables has met the predetermined criteria for composite reliability, so it can be stated that all latent variables are acceptable and reliable. After fulfilling the various requirements for the convergent validity test, then the discriminant validity test will be carried out. Below is the result of data processing carried out by discriminant validity testing.

Table 2. Discriminant Validity Test Results - Fornell and Larcker

	<i>Social Media Usage (X1)</i>	<i>Electronic Word of Mouth (X2)</i>	<i>Trust (M)</i>	<i>Purchase Decision Involvement (Y1)</i>
<i>Social Media Usage (X1)</i>	0.738			

<b><i>Electronic Word of Mouth (X2)</i></b>	0.545	<b>0.810</b>		
<b><i>Trust (M)</i></b>	0.561	0.757	<b>0.823</b>	
<b><i>Purchase Decision Involvement (Y1)</i></b>	0.464	0.449	0.522	<b>0.893</b>

Source: Result of data processing (2020)

Table 2 shows the actual discriminant validity test result using the criteria of Fornell and Larcker, where the criteria have been met and it can be stated that all latent variables have good discriminant validity because the AVE squared value in each construct has a higher correlation than the correlation values of other constructs.

### Structural Model

After analyzing the measurement of outer model, the data analysis stage will be continued by evaluating the structural or inner model. Inner model is used to test or assess the effect of a variable on other variables, or this model is also used to show the relationship between latent variables (Ghozali & Latan, 2015). In this study, the structural or inner model is examined using the coefficient of determination ( $R^2$ ), the multicollinearity test, and the hypotheses test.

Table 3. Value of R-square ( $R^2$ )

	<b>R-square</b>
<b>M (Trust)</b>	0.604
<b>Y1 (PDI)</b>	0.317

Source: Result of data processing (2020)

Note: PDI: Purchase Decision Involvement

Based on the data on table 3, it can be seen that that the R-square ( $R^2$ ) value in the purchase decision involvement variable which is influenced by the social media usage, electronic word of mouth, and trust variables is 0.317% (31.7%) and the R-square value ( $R^2$ ) of the trust variable which is influenced by social media usage and electronic word of mouth variables is 0.604 (60.4%). So, it can be concluded that the R-square ( $R^2$ ) value of the mediating variable is moderate

and the dependent variable is low because the coefficient value is below 0.70 and is between the values of 0.33 to 0.67.

Table 4. Multicollinearity (VIF)

	<b>X1 (SMU)</b>	<b>X2 (EWOM)</b>	<b>M (Trust)</b>	<b>Y1 (PDI)</b>
<b>X1 (SMU)</b>			1.423	1.535
<b>X2 (EWOM)</b>			1.423	2.463
<b>M (Trust)</b>				2.524
<b>Y1 (PDI)</b>				

Source: Result of data processing (2020)

Note: SMU: Social Media Usage; EWOM: Electronic Word of Mouth; PDI: Purchase Decision Involvement

Based on Table 4, it can be seen that the VIF value of the variable is below the value of five ( $<5$ ) which is the predetermined criteria for the value of VIF, so it can be concluded that there is no multicollinearity or the independent variable is uncorrelated. After the testing of coefficient of determination ( $R^2$ ), and the multicollinearity test, data processing will be continued by testing the significance level of the variable to other variables through the T-test to determine whether the hypothesis is supported or not supported and to know the effect is positive or negative. The statistic used is the t-statistic with the provisions of the one tailed t-table test of 1.65 with a significant level of 0.05 (5%) (Hair et al., 2017). The test was conducted using a one tailed test because the hypotheses are directed. And then there is the path coefficient value to see whether the relationship in the hypothesis is positive or negative, and there is the p-value to see the relationship is significant or not.

Table 5. Hypotheses Test Results

<b>Hypotheses</b>	<b>The relation of variables</b>	<b>Path Coefficient Value</b>	<b>t-statistics</b>	<b>P-value</b>	<b>Result</b>	<b>Conclusion</b>
H <sub>1</sub>	Social Media Usage → Purchase Decision Involvement	0.24	3.507	0.000	Significant	Supported
H <sub>2</sub>	Electronic Word of Mouth → Purchase Decision Involvement	0.058	0.685	0.247	Insignificant	Not Supported

H <sub>3</sub>	Social Media Usage → Trust	0.211	3.957	0.000	Significant	Supported
H <sub>4</sub>	Electronic Word of Mouth → Trust	0.642	15.581	0.000	Significant	Supported
H <sub>5</sub>	Socialmedia Usage & Electronic Word of Mouth → Trust → Purchase Decision Involvement	0.343	3.81	0.000	Significant	Supported

Source: Result of data processing (2020)

According to the table of the hypotheses test result above, we can see various test results against the previously formulated hypotheses. The results of this test include the value of path coefficient which says that the variables in a hypothesis can have a positive or negative relationship, where the relationship that is strong and positive is implied by the values close to (+1), and vice versa for the relationship that has negative values (-1) (Hair et al., 2017). After that, the t-statistic value shows the significance level of a relationship, where if the value of the relationship is  $> 1.65$ , then the relationship is significant and if  $< 1.65$ , the relationship between the variables in the hypothesis is not significant. And finally there is P-value, where the P-value must be  $\leq 0.05$  in order to make the relationship significant under the consideration (Hair et al., 2017). If the variable test value exceeds 0.05, then the hypothesis will be not supported.

Based on the data shown in the second hypothesis, which is about the influence of electronic word of mouth on purchase decision involvement, this relationship is not supported. Because based on the available data, the t-statistic value is 0.685 which is below 1.65, besides the second hypothesis P-value is 0.247 which exceeds the criterion of 0.05, so that this relationship is insignificant hence the hypothesis is not supported. Apart from the second hypothesis, all the hypotheses H<sub>1</sub>, H<sub>3</sub>, H<sub>4</sub>, and H<sub>5</sub> are supported because they have met the predefined significance criteria, which are the t-statistic shows the value  $> 1.65$ , the path coefficient are close to +1 so they have a positive influence on each of the relations, and four of the hypotheses have the P-value  $< 0.05$ , so it can be concluded that four of the hypotheses are supported.

## DISCUSSION

Based on the results of hypotheses testing that has been carried out by researchers on 235 respondents for 5 hypotheses, there are 4 hypotheses whose test results are significant or supported and 1 hypothesis that is not in accordance with the initial hypotheses established because the test results are not significant or not supported.

Based on the results of testing on the first hypothesis that has been done, it can be concluded that the social media usage variable has a positive and significant effect on the purchase decision involvement variable. This also has the same implications as the research by Timothy & Tettey Odoi (2017) in which most of the consumers use social media to make product decisions and purchase intention can make better forecasting sales. Social media usage refers to the online practices and technologies that are being used to share information and opinions, content, build up discussions, and build relationships (Ansari & Sharma, 2017). So from this we can see that various information collected by consumers through social media can affect purchase decision involvement

Based on the results of the testing of the second hypothesis that has been done, it can be concluded that the electronic word of mouth does not have a significant direct effect on the purchase decision involvement variable. This is certainly different from the results of research conducted by Yang et al. (2015) where they stated that word of mouth is the most powerful media to gather information of products hence consumers typically prefer to seek WOM from friends before they make purchase decisions, and as the growth of technology, e-WOM (electronic word of mouth) plays an important role in purchase decision making for consumers and has been respected by companies. e-WOM is certainly a good thing because someone's words can certainly influence other people in making purchasing decisions, but for research it can be seen from the test results that show no significant effect between e-WOM and purchase decision involvement. Therefore, other variables such as trust is needed to mediate so that electronic word of mouth can provide a significant relationship on purchase decision involvement.

Based on the testing results of the third hypothesis that has been done, it can be concluded that the social media usage variable has a positive and significant effect on the trust variable. This also has the same implications as the research done by Mainardes & Cardoso (2019), even though the research is about physical store and this research is about online store, but still around the same media which is store, where it suggests that the social media usage has positively influences the trust on the physical store. Especially in today's digitalized era, technology is very helpful for human life, especially socially, social media is one of the main means that can increase a person's level of trust in something, one of which is trust in the product to be purchased. Therefore, companies or sellers or brands must be able to build an effective and integrated social media platform so that buyers can feel comfortable and can increase their level of trust in the brand. So the better the use of social media, the higher the level of trust owned by consumers.

According to the testing results of the fourth hypothesis, it can be concluded that the electronic word of mouth variable has a positive and significant effect on the trust variable. This is also certainly supported by the results of research that has been conducted by Syafaruddin et al. (2016), where they state that the communication of electronic word of mouth has a positive and significant influence on trust, where this word of mouth can also affect consumer's trust in making purchasing decisions. Electronic word of mouth that can take in the form of ratings and reviews can make it easier for consumers to make choices when they want to buy something online. This also determines that e-WOM can have a positive and significant influence on one's beliefs. In addition, according to the test results in this study, trust is the only way of mediation so that e-WOM can have a positive and significant impact on purchase decision involvement. Therefore, the better the quality of e-WOM, the higher the level of consumer trust.

Finally, according on the testing results of the fifth or last hypothesis, it can be concluded that the social media usage and electronic word of mouth has a positive influence on the purchase decision involvement mediated by trust. This is also supported by the research done by Vongurai et al. (2018) which states that the involvement of purchase decision is strongly impacted by trust which is significantly influenced by social media usage and electronic word of mouth about traveling services in Thailand. Trust is a crucial thing in building good relationships with consumers. Like the test results in this study, it also states that only trust is able to significantly mediate the relationship between electronic word of mouth and purchase decision involvement, because without trust, e-WOM does not have a significant relationship with purchase decision involvement. In addition, the use of social media also requires trust in its operations because with trust, consumers can have more confidence in the products they will buy in ways that consumers can do before buying, such as for example gathering reliable information through social media. Therefore, it can be said that the relationship between social media usage and electronic word of mouth on purchase decision involvement can be mediated by trust.

## **CONCLUSION**

Based on the results of the analysis and discussion which can be seen in the previous chapter regarding the influence of social media usage and electronic word of mouth towards purchase decision involvement on Zalora Indonesia which is mediated by the trust variable, it can be concluded as follows: social media usage has a positive and significant influence on customer's purchase decision involvement on Zalora, electronic word of mouth has a positive but insignificant influence on customer's purchase decision involvement on Zalora, social media usage has a positive and significant influence on customer's trust on Zalora, electronic word of mouth has a positive and significant influence on customer's trust on Zalora, social media usage and electronic word of mouth has a positive and significant influence on customer's purchase decision involvement mediated by trust on Zalora.

## **RESEARCH LIMITATION AND FUTURE RESEARCH SUGGESTION**

This study has several limitations, namely the first is that the respondent's profile is mainly dominated by those whose occupation are university students and have a monthly income of < Rp5,000,000. This could potentially be one of the reasons on why electronic word of mouth is not significant on purchase decision involvement. Therefore, future research is suggested to look for respondents who are not significantly dominated by a particular profile party so that the research results can represent the population better. Another limitation, this study has limited variables that can affect purchase decision involvement. In research conducted by Prasad et al. (2019), brand reputation can provide a significant relationship with a person's purchase decision. Brand reputation is also a good variable because it can explain the relationship between social media and electronic communication with customer trust. Therefore, future research is suggested to add this brand reputation variable in order to provide different research results compared to this study. The last research limitation is that this research is only based on those who know Zalora Indonesia through the website or mobile application in Indonesia. This research, which is only carried out in Indonesia, can certainly provide the possibility of different test results if Zalora is tested in other countries. So that the results of this

test can only be applied and applied to problems and conditions that exist in Indonesia only.

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