The Impact of ePWOM and Social Media Marketing on Purchase Intention: the Mediating Role of Product Trust

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Abstract
This study investigates the influence of positive electronic word-of-mouth (ePWOM) and social media marketing on purchase intention, with trust in product as a mediating variable. Using a quantitative approach, data were collected from 250 Shopee users who had never purchased rice on the platform. Validity testing involved assessing convergent validity through outer loading values and Average Variance Extracted (AVE), while the Fornell-Larcker Criterion method was employed to evaluate discriminant validity. Reliability was measured using Cronbach's Alpha and Composite Reliability, with data analyzed via SmartPLS 3. The findings reveal that online customer review ePWOM, influencer review ePWOM, and social media marketing significantly affect both purchase intention and trust in product. Moreover, trust in product plays a mediating role in the relationship between these variables and purchase intention. Theoretically, the results reinforce signaling theory by highlighting the role of trust in shaping consumer behavior. Practically, this study underscores the importance of leveraging ePWOM and social media marketing to build product trust and drive consumer purchase decisions.

Keywords: ePWOM, Online Customer Review, Influencer Review, Social Media Marketing, Trust in Product, and Purchase Intention.

1. Introduction

The advancement of internet technology has significantly transformed consumer behavior, particularly in shopping habits, which have increasingly shifted toward digital platforms. E-commerce in Indonesia has been growing rapidly, driven by the public's demand for fast, practical, and efficient services. However, this transition to online shopping also presents several challenges, such as uncertainty regarding product information, transaction risks, and a decrease in consumer trust due to the inability to directly assess products.

A survey conducted by the Indonesian Institute of Sciences (LIPI) in 2020 revealed a decline in direct shopping at traditional markets. Consumers are now more likely to purchase food supplies online, with 53.66% of households reporting that they now purchase food items less frequently

from markets Databoks, 2020. This indicates a shift in consumer preference for fulfilling daily food needs, from traditional methods to digital platforms.

The change in online shopping behavior has also extended to basic necessities such as rice, reflecting increased consumer dependence on e-commerce services. Consumers today are more likely to seek information before making a purchase, especially in urgent situations (Kotler & Keller, 2009). According to research by Compas, Shopee is the most popular e-commerce platform for purchasing food and beverage products, holding a market share of 56.9% (Annur, 2024 in Databoks, 2024). In 2023, the transaction value for this category reached IDR 11.8 trillion, with essential goods contributing 17.6% and rice accounting for 3.6% (Databoks, 2024). However, in 2024, the sales value decreased to IDR 10.8 trillion, despite the share of essential goods increasing to 19.4%, while the contribution of rice dropped to 3.2% (Compas, 2024).

In this context, marketing strategies for rice products play a crucial role in achieving success amidst the increasingly competitive and dynamic industry. Rice, as a staple food, holds a strategic position in the domestic consumption market (Goodstats, 2022). Therefore, understanding effective marketing strategies is essential for companies to survive and grow. Consumers tend to be more selective and conduct thorough evaluations before making a purchase in order to minimize the risk of dissatisfaction and ensure product quality.

One of the main challenges in online transactions is the limited ability of consumers to directly verify product quality. They must rely on the images and descriptions provided, which often do not represent the actual condition of the product. Discrepancies between expectations and reality can lead to a decline in consumer trust in the seller. This situation encourages businesses to develop more creative and responsive marketing approaches to adapt to the dynamics of the digital market.

To address this challenge, the role of Electronic Word of Mouth (eWOM), particularly positive eWOM (ePWOM), becomes crucial in building trust in products. Forms of ePWOM, such as customer reviews and influencer reviews, play a key role in shaping consumer perceptions. Additionally, social media marketing has also been shown to have a significant impact on consumer perceptions and purchasing decisions.

This study aims to evaluate the impact of ePWOM and social media marketing on purchase intention, with trust in product as a mediating variable. The focus of the research is on how customer reviews, influencer reviews, and social media strategies can influence consumer purchase intention for rice products online, with trust in product serving as a mediating factor. Purchase intention itself is a significant outcome of ePWOM that can potentially enhance sales performance for companies or marketers (Mudaim & Dirgiatmo, 2024).

The variables used in this study align with the models developed by Dwidienawati et al. (2020), Banerji & Singh (2024), and Khan (2022). In this study, trust in product is used as a mediating variable, differing from previous approaches where it was treated as a moderating variable. This

change follows the recommendation from Dwidienawati et al. (2020), which found that trust in product had no significant moderating effect and suggested that it be treated as a mediating variable in future research.

Based on the comprehensive background review, the study defines its research problem as follows:
1. Does online customer review ePWOM have a direct effect on purchase intention?
2. Does online customer review ePWOM influence trust in the product?
3. Does influencer review ePWOM have a direct effect on purchase intention?
4. Does influencer review ePWOM influence trust in the product?
5. Does social media marketing have a direct effect on purchase intention?
6. Does social media marketing influence trust in the product?
7. Does trust in the product have a direct effect on purchase intention?
8. Does trust in the product mediate the relationship between online customer review ePWOM, influencer review ePWOM, and social media marketing on purchase intention?

It is hoped that the findings of this study will contribute to the development of digital marketing strategies, particularly in enhancing consumer trust and purchase intention for rice products on e-commerce platforms.

2. Literature Review

2.1. Signaling Theory

Signaling Theory explains consumer purchase intentions in e-commerce, addressing the information asymmetry between buyers and sellers (Dwidienawati et al., 2020). The signaler uses observable cues like eWOM, influencer reviews, and social media to reduce uncertainty and shape perceptions of product quality (Negash & Akhbar, 2024). Signals such as logos and product descriptions help evaluate hidden qualities (Treiblmaier & Garaus, 2023). However, biases and manipulation can undermine their effectiveness, especially in trust-sensitive sectors like food.

2.2. Electronic Positive Word of Mouth (ePWOM)

Electronic Positive Word of Mouth (ePWOM) represents a highly influential form of marketing communication in shaping consumer purchase decisions in the digital era. According to Dichter's early classification (1966, as cited in Sheu & Chu, 2017), positive WOM can be driven by four types of involvement, product, self, others, and message. ePWOM significantly influences consumer purchase decisions, especially in reducing perceived risks and boosting purchase intentions for new products (Purnasari & Yuliando, 2015). Unlike traditional marketing, ePWOM is affordable, scalable, and more trusted, especially as consumers rely on recommendations from their social circles (Chia-Hua & Tho, 2017; Talwar et al., 2021). Trust in online reviews is crucial for its effectiveness (Rao et al., 2021).

2.3. Online Customer Review

Online customer reviews play a vital role in decision making by providing credible, unbiased information from real consumers (Jeong & Koo, 2015). Positive reviews boost trust and purchase intentions (Yan et al., 2016), with detailed reviews having more impact. Platforms like Shopee help consumers assess product quality through others' experiences, with negative reviews deterring purchases (Nadeak et al., 2023).

2.4. Influencer Review

Influencer reviews are a powerful marketing tool, leveraging the credibility and reach of influencers to impact purchase decisions (Dwidienawati et al., 2020). Authenticity is key in building trust, and influencer promotions like unboxing or demonstrations are effective in driving engagement and sales (Salsabila et al., 2024).

2.5. Social Media Marketing

Social media marketing enables direct consumer engagement, shaping product perceptions through dynamic interactions (Khan, 2022). Personalized eWOM messages, particularly on mobile-optimized platforms, significantly influence purchase decisions (Ni & Cheng, 2024). Social media fosters trust and brand equity by delivering credible information (Fan et al., 2024; Huang et al., 2024).

2.6. Trust in Product

Trust in a product reduces perceived risks in e-commerce, directly influencing purchase intentions (Lu et al., 2016). Higher trust leads to increased purchase likelihood and positive eWOM (Jadil et al., 2022). Lack of trust may cause cart abandonment (Sullivan & Kim, 2018), making trust-building essential for customer loyalty (Dwidienawati et al., 2020).

2.7. Purchase Intention

Purchase intention reflects a consumer's readiness to buy based on product evaluation and motivations (Kotler & Keller, 2016). Positive attitudes and product understanding increase purchase intent (Mackenzie et al., 2013). Understanding purchase intention is crucial for analyzing consumer behavior (Mudaim & Dirgiatmo, 2024).

3. Hypothesis Development

The influence of online customer reviews on purchase intention has been a widely researched topic in e-commerce. Customer reviews, which are part of electronic word-of-mouth (eWOM), provide previous consumers' product experiences and evaluations that can influence potential buyers' decisions (Mudambi & Schuff, 2010). As a social reference, positive reviews can strengthen the relationship between consumer trust and their intention to shop online (Dwidienawati et al., 2020). In this context, online reviews are considered important because they provide additional information that helps consumers in the decision-making process,

reduces uncertainty, and increases product credibility (Wang et al., 2019). Therefore, the more positive reviews given, the higher the likelihood of a purchase, because consumers feel more confident and more confident in the quality of the products offered (Yan et al., 2016). Previous studies have shown that customer reviews have a significant positive impact on purchase intention (Iskamto & Rahmalia, 2023; Kim & Park, 2023).

H1: Online customer reviews ePWOM have a direct positive effect on purchase intention.

Online customer reviews (eWOM) can build trust in a product, which is an important factor in e-commerce because it reduces uncertainty and risk in online transactions (Lu et al., 2016; Dwidienawati et al., 2020). Positive reviews given by previous consumers help create a better perception of product quality and increase consumer confidence in making purchasing decisions. This trust plays a crucial role in influencing purchase intentions, where credible information can strengthen consumer confidence in the products offered (Oktaviana et al., 2023; Handi et al., 2018). Previous studies have shown that customer reviews have a significant effect on consumer trust, which in turn affects purchase intentions (Pasi & Sudaryanto, 2021; Choi et al., 2024).

H2: Online customer reviews ePWOM have a positive effect on trust in product.

Influencer marketing has become an effective strategy in increasing consumer purchase intention, with influencers acting as opinion leaders who can influence purchase decisions through endorsements and product reviews. Influencers have a wide reach due to their large following, and their credibility plays a significant role in increasing consumer trust in the promoted product (De Veirman et al., 2017; Rizmaa & Marsasib, 2024). Previous studies have shown that influencer endorsements significantly increase product appeal and strengthen brand trust, which ultimately affects purchase intention (Yang et al., 2024; Cabeza-Ramírez et al., 2022). Credible influencers can provide relevant information and increase the effectiveness of promotions, especially if their self-image is in line with the target audience (Shan et al., 2020).

H3: Influencer ePWOM reviews have a direct positive effect on purchase intention.

Influencers play an important role in building trust in products through their reviews, as they are considered credible and trustworthy sources of information by their audiences (Dwidienawati et al., 2020; Sokolova & Kefi, 2020). Authentic interactions and high social skills of influencers can strengthen their relationships with followers, which in turn increases consumer trust in the promoted product. This trust has the potential to drive more positive purchase intentions and transaction behavior (Christianie & Sihombing, 2021). However, although some studies have shown that trust can mediate the relationship between customer reviews and purchase intentions (Oktaviana et al., 2023), other studies suggest that the effect of trust on purchase intentions may be more direct, especially when consumers feel more trust in influencers (Li et al., 2025).

H4: Influencer ePWOM reviews have a positive effect on trust in products.

Social media marketing plays an important role in shaping purchase intention, due to its influence on product preferences and customer evaluations of the products offered. With the development of e-commerce platforms and social media, social media marketing is increasingly relevant in strengthening the relationship between companies and customers, as well as influencing purchasing decisions (Khan, 2022; Ni & Cheng, 2024). Positive eWOM spread through social media can increase consumer loyalty and strengthen their willingness to purchase the promoted product (Huang et al., 2024). Previous studies have shown that social media marketing significantly influences purchase intention, especially through the presentation of interesting and informative content that can attract consumers' attention (Liyi Xia et al., 2021; Oktaviana et al., 2023).

H5: Social media marketing has a positive effect on purchase intention.

Social media marketing plays an important role in building consumer trust in products, especially through communication and interactions that occur on social media platforms. Consumers actively share experiences and information about products or services, which in turn strengthens social relationships and increases trust in the promoted product (Huang et al., 2024). Previous studies have shown that marketing through social media can increase trust in products, with effective social media marketing helping to build customer trust and strengthen relationships with consumers (Banerji & Singh, 2024; Sohail et al., 2019). Findings from Oktaviana et al., (2023) also indicate that consumer trust plays a mediating role between social media marketing and purchase intention.

H6: Social media marketing has a positive effect on trust in products.

Trust in a product plays an important role in shaping consumer purchase intention, because trust reflects consumer confidence in the product's ability to meet their needs (Guo et al., 2017). This trust serves as a major factor in the relationship between buyers and sellers, which influences purchasing decisions (Wu et al., 2010). Research by Dwidienawati et al., (2020) shows that the higher the level of trust in a product, the greater the consumer's intention to make a purchase. Similar findings were found in the studies of Lien et al., (2015) and Duong et al., (2024), which stated that trust had a significant effect on purchase intention.

H7: Trust in product has a positive effect on purchase intention.

Trust in product plays an important role in mediating the influence of electronic positive word-of-mouth (ePWOM) on consumer purchase intention. According to Oktaviana et al., (2023), customer trust built through reliable and friendly interactions can strengthen their purchase intention. This is also supported by Guo et al., (2017) who stated that trust in product reflects consumer confidence in the product's ability to meet their needs, which in turn increases purchase intention. Previous studies, such as those conducted by Yusi (2016) and Dwidienawati et al., (2020), have shown that previous purchasing experiences can increase consumer trust, which has a significant effect on purchase intention. Meira et al., (2024) also found that trust in

product has a positive effect on purchase intention, and thus, trust in product plays a role as a mediator in the relationship between ePWOM and purchase intention.

H8a, b, c: Trust in product mediates online customer review ePWOM, influencer review ePWOM, and social media marketing towards purchase intention.
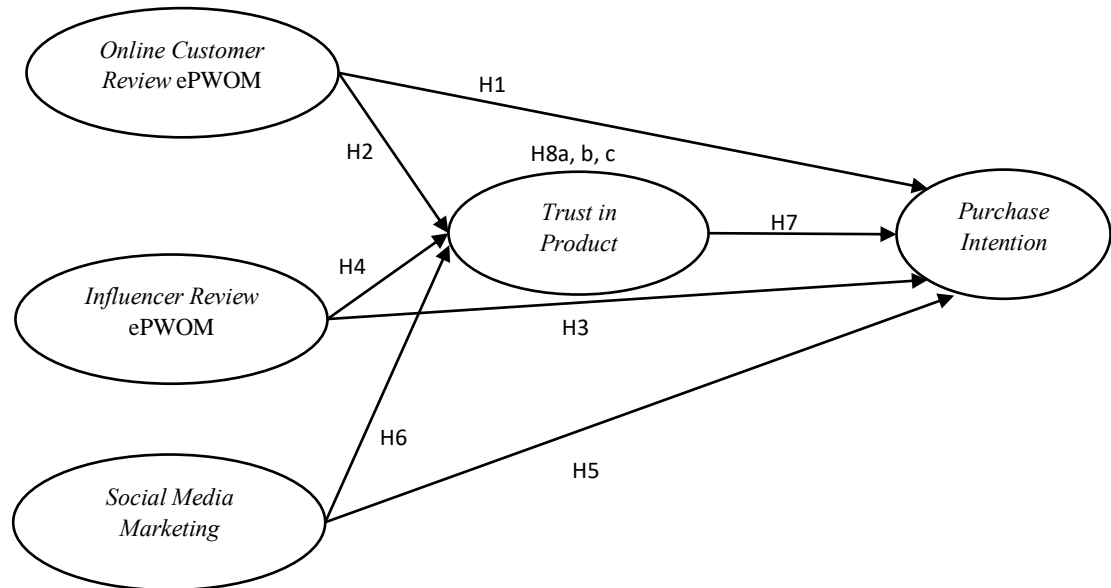

Figure 1. Theoretical Framework

4. Method

This study employs a quantitative approach, with a final sample of 250 Shopee users who had never purchased rice on the platform. The method applied is a survey, where data are collected through questionnaires filled out by respondents, with distribution conducted via WhatsApp. In this study, a non-probability sampling method was used, namely the selection of samples that do not provide an equal opportunity for each member of the population to be selected. The technique used is purposive sampling, where samples are selected based on certain criteria that are relevant to the research objectives (Sugiyono, 2017). The criteria for this study is Shopee users who had never purchased rice on the platform.

The questionnaire in this research consists of 22 questions. Online customer reviews, influencer reviews, social media marketing, trust in product, and purchase intention significantly influence consumer behavior in e-commerce. Online customer reviews enhance trust and reduce perceived risks through indicators like reading reviews, ensuring correct purchases, gathering information, and boosting confidence (Dwidienawati et al*.,* 2020). Similarly, influencer reviews influence confidence with indicators such as reading reviews, ensuring purchase decisions, gathering information, and increasing confidence (Dwidienawati, et al*.*, 2020). Social media marketing supports decision-making by offering engaging content, up-to-date product information, trend alignment, customized searches, and personalized services (Banerji dan Singh, 2023; Khan, 2022). Trust in product is built through indicators like quality, reliability, safety, honesty, and

integrity, which reduce transaction uncertainty (Meira et al., 2024). Finally, purchase intention is driven by indicators such as the likelihood of purchase, considering future purchases, purchase probability, and willingness to buy (Dwidienawati et al*.,* 2020). These factors collectively shape consumer decision-making, underscoring the role of trust and informational sources in purchasing behavior.

5. Results

This research utilizes PLS-SEM analysis through SmartPLS 3 to evaluate the reflective measurement model, focusing on validity, reliability, and hypothesis testing (Hair et al., 2022). Reliability is assessed using composite reliability and Cronbach's alpha, with both indicators exceeding the acceptable threshold of 0.70 Hair et al*.,* (2022), confirming adequate internal consistency, composite reliability values range from 0.881 to 0.891, and Cronbach's alpha values range from 0.820 to 0.849, as presented in Table 5.2. Convergent validity is examined by analyzing factor loadings and Average Variance Extracted (AVE) values, with all factor loadings surpassing 0.70 and AVE values exceeding 0.50 Hair et al*.,* (2022), as shown in Table 5.1 and Table 5.2, thus meeting the recommended criteria. Furthermore, discriminant validity is verified using the Fornell-Larcker criterion, where the square root of AVE for each construct is greater than its correlations with other constructs Table 5.3, thereby confirming satisfactory discriminant validity (Hair et al., 2022).
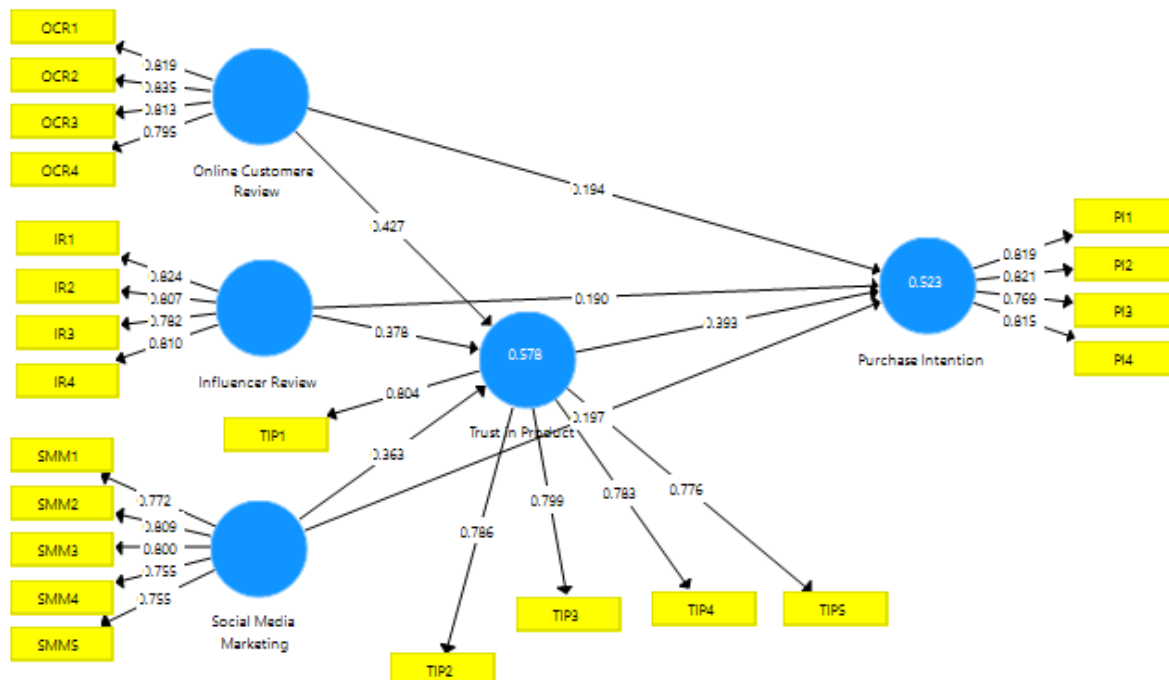

Figure 2. Structural Model

Table 5.1. Outer loading

| Indicator | Test Results | | | | | Test Criteria > 0.70 |
| | Loading Factor | | | | | |
	Influencer Review	Online Customer Review	Purchase Intention	Sosial Media Marketing	Trust in Product	
IR1	0.824					Valid
IR2	0.807					Valid
IR3	0.782					Valid
IR4	0.810					Valid
OCR1		0.819				Valid
OCR2		0.835				Valid
OCR3		0.813				Valid
OCR4		0.795				Valid
PI1			0.819			Valid
PI2			0.821			Valid
PI3			0.769			Valid
PI4			0.815			Valid
SMM1				0.772		Valid
SMM2				0.809		Valid
SMM3				0.800		Valid
SMM4				0.755		Valid
SMM5				0.755		Valid
TIP1					0.804	Valid
TIP2					0.786	Valid
TIP3					0.799	Valid
TIP4					0.783	Valid
TIP5					0.776	Valid

Source: Data Processed SmartPLS 3 (2025)

Table 5.2. Cronbach's Alpha, rho_A, Composite Reliability, and AVE

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Influencer Review	0.820	0.824	0.881	0.649
Online Customer Review	0.834	0.843	0.888	0.666
Purchase Intention	0.821	0.827	0.881	0.650
Sosial Media Marketing	0.838	0.838	0.885	0.606
Trust in Product	0.849	0.849	0.892	0.623

Source: Data Processed SmartPLS 3 (2025)

Table 5.3. Fornell-Larcker Criterion

Variabel	Influencer Review	Online Customer Review	Purchase Intention	Sosial Media Marketing	Trust In Product
Influencer Review	0.806				
Online Customer Review	0.109	0.816			
Purchase Intention	0.430	0.447	0.806		
Sosial Media Marketing	0.153	0.142	0.443	0.779	
Trust in Product	0.480	0.520	0.680	0.482	0.790

Source: Data Processed SmartPLS 3 (2025)

The structural model was evaluated using the Coefficient of Determination (R^2) and predictive relevance (Q^2). R^2 values, ranging from 0 to 1, indicate the model's explanatory power and are classified as substantial (0.75), moderate (0.50), or weak (0.25), based on Table 5.4, all endogenous variables fall into the weak category. Predictive relevance was assessed using the blindfolding technique, where Q^2 values above 0 suggest acceptable predictive capability (Hair et al., 2017). As shown in Table 5.4, all endogenous variables exhibit moderate predictive relevance.

Tabel 5.4. R^2 & Q^2

Variabel	R^2	R^2 Adjusted	Q^2
Purchase Intention	0.523	0.515	0.328
Trust in Product	0.578	0.573	0.353

Source: Data Processed SmartPLS 3 (2025)

The findings from the hypothesis testing, presented in Table 5.5, indicate that all hypotheses are supported. The testing process was carried out using SmartPLS 3, employing the bootstrap resampling technique with 5,000.

Table 5.5. Result of Direct Effects

	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H1	Online Customer Review → Purchase Intention	0.194	0.196	0.062	3.151	0.002
H2	Online Customer Review → Trust in Product.	0.427	0.427	0.055	7.809	0.000
H3	Influencer Review → Purchase Intention	0.190	0.190	0.060	3.157	0.002
H4	Influencer Review → Trust in Product.	0.378	0.376	0.056	6.750	0.000

H5	Social Media Marketing → Purchase Intention	0.197	0.199	0.061	3.258	0.001
H6	Social Media Marketing→ Trust in Product.	0.363	0.364	0.055	6.576	0.000
H7	Trust in Product → Purchase Intention	0.393	0.396	0.071	5.542	0.000
Mediation						
H8 a	Online Customer Review → Trust in Product → Purchase Intention	0.168	0.169	0.037	4.566	0.000
H8 b	Influencer Review → Trust in Product → Purchase Intention	0.149	0.150	0.037	3.968	0.000
H8 c	Social Media Marketing → Trust in Product → Purchase Intention	0.143	0.144	0.033	4.289	0.000

Source: Data Processed SmartPLS 3 (2025)

6. Discussion

This research explores how various elements of Electronic Word of Mouth (eWOM) such as customer reviews, endorsements from influencers, social media promotions, and product trust, affect consumers' intentions to make a purchase.

6.1. Online Customer Review and Purchase Intention

Online customer reviews are proven to have a positive effect on purchase intention, with a T-statistic value of 3.151, P-value of 0.002, and an original sample of 0.194, so hypothesis 1 is accepted. The higher the online reviews, the higher the purchase intention of rice products on Shopee, although the structural effect is small ($f^2 = 0.054$). The majority of respondents showed high scores on reviews, which confirms the importance of reviews in building trust and purchasing decisions, especially for consumers who have never purchased before. This finding is in line with research by Pebruriyanti & Sabran (2022) and Kim & Park (2023), but contradicts Dwidienawati et al. (2020). In e-commerce like Shopee, where products cannot be seen or tried directly, reviews are the main source of information for consumers. Therefore, managing positive reviews is an important strategy to increase business competitiveness and drive sales on online platforms.

6.2. Online Customer Review and Trust in Product

Online customer reviews are proven to have a positive and significant effect on trust in products, with a T-statistic value of 7.809, P-value of 0.000, and an original sample of 0.427, so hypothesis 2 is accepted. The higher the quality and quantity of reviews, the greater the consumer trust in rice products on Shopee, with a large structural effect ($f^2 = 0.329$). Reviews provide transparency

and objective information for prospective buyers, especially for those who have never made a transaction before. This study is in line with the findings of Choi et al. (2024), but contradicts Dwidienawati et al. (2020), who found no relationship between trust and purchase intention. Therefore, sellers in e-commerce are advised to encourage customers to provide informative and honest reviews in order to build trust in products and increase the chances of purchasing.

6.3. Influencer Review and Purchase Intention

Influencer reviews are proven to have a positive and significant effect on purchase intention, with a T-statistic value of 3.157, P-value of 0.002, and an original sample of 0.190, so hypothesis 3 is accepted. The more positive the influencer review, the higher the consumer's purchase intention for rice products on Shopee, although the effect is structurally small ($f^2 = 0.055$). This study is in line with Dwidienawati et al. (2020) and Cabeza-Ramírez et al. (2022), which emphasize the importance of influencer credibility in building trust in products and increasing purchase intention. Trusted influencers provide relevant information and encourage inexperienced consumers to trust the product, while strengthening purchasing decisions through the spread of electronic word of mouth (eWOM) on e-commerce platforms such as Shopee.

6.4. Influencer Review and Trust in Product

Influencer reviews have a positive and significant effect on trust in products, with a T-statistic value of 6.750, P-value of 0.000, and an original sample of 0.332, which indicates that the higher consumer trust in influencers, the greater the trust in products for rice products on Shopee. This study shows a large effect ($f^2 = 0.329$) of influencer reviews on trust in products, especially for consumers who have never purchased before. The majority of respondents gave a positive assessment of influencer reviews, which are considered a credible source of information that increases consumer trust in products. This finding supports the research of Li et al. (2025), but contradicts Dwidienawati et al. (2020), who did not find a moderating role of trust in the relationship between influencer reviews and purchase intention.

6.5. Social Media Marketing and Purchase Intention

Social media marketing is proven to have a positive and significant influence on purchase intention, with a T-statistic value of 3.258, P-value of 0.001, and an original sample of 0.197, so the fifth hypothesis is accepted. The majority of respondents considered that social media marketing for rice on Shopee was interesting, informative, and followed the latest trends, with an average value of 4.633. This finding reflects how social media marketing can help inexperienced potential buyers in choosing products and making purchasing decisions. Social media marketing provides consumers with access to new, relevant information, thereby increasing purchase intention. This study is supported by Khan (2022) and Liyi Xia et al. (2021), which also show the positive impact of social media marketing on purchase intention, especially in the e-commerce industry.

6.6. Social Media Marketing and Trust in Product

Social media marketing has a positive and significant influence on trust in product, with a T-statistic value of 6.576, P-value of 0.000, and original sample of 0.363, which shows that the higher the influence of social media marketing, the greater the consumer trust in the product. This study also revealed that social media marketing plays an important role in building trust in product in prospective buyers who have no previous experience, especially in e-commerce. Positive information conveyed, either in the form of product descriptions or consumer or influencer reviews, can strengthen consumer trust and encourage purchase intention. This finding is supported by research by Lien et al. (2015) and Duong et al. (2024), which states that trust in products has a significant effect on consumer purchase intention.

6.7. Trust in Product and Purchase Intention

Trust in product has a positive and significant effect on purchase intention, with a T-statistic of 5.542, P-value of 0.000, and an original sample of 0.393, indicating that the higher consumer trust in a product, the greater their intention to purchase the product on Shopee. This study reveals that trust in product plays an important role in purchasing decisions, especially for consumers who have never purchased the product. Respondent analysis shows that the majority gave positive responses to rice products on Shopee, with an average value of 4.370, and an effect size of 0.136 indicating a significant impact. Trust in the product is also strengthened by other factors such as online customer reviews, influencer reviews, and social media marketing. This finding is supported by research by Lien et al. (2015) and Duong et al. (2024), which states that trust in product has an effect on purchase intention.

6.8. Trust in Product Mediates ePWOM on Purchase Intention

Trust in product acts as a significant mediating variable in the relationship between online customer reviews, influencer reviews, and social media marketing on purchase intention. The test results show that trust in product mediates the relationship between the three factors and purchase intention significantly, although its influence is relatively low at the structural level. Hypotheses 8a, 8b, and 8c indicate that online customer reviews, influencer reviews, and social media marketing can increase purchase intention through trust in product, with a positive mediation effect. This study confirms that trust in product not only directly influences purchase intention but also strengthens the influence of external factors such as online reviews and social media on purchasing decisions. This finding is supported by previous studies, including Meira et al. (2024) and Dwidienawati et al. (2020), which also found an important role of trust in product in increasing purchase intention.

7. Conclusions

This study shows that online customer reviews, influencer reviews, and social media marketing have a positive effect on purchase intention, with trust in product acting as a mediator. Positive online customer reviews increase consumer trust and purchase interest, as do influencer reviews that provide more in depth information and increase consumer loyalty. Relevant social media

marketing also increases consumer trust in the product, which ultimately drives purchase intention. In addition, trust in product not only directly affects purchase intention, but also strengthens the influence of the three previous variables on consumer purchasing decisions.

8. Limitation and Suggestions

This study has several limitations, including the use of a cross-sectional design that only analyzes data at one point in time, and the focus on respondents who have never purchased rice at Shopee, which limits the generalizability of the research results. In addition, the mediation effect size in the structural model shows low results, and the R^2 value for the influence of online customer reviews, influencer reviews, and social media marketing on purchase intention is also in the small category. For further research, it is recommended to use a longitudinal design to understand long term effects, expand the scope of respondents to include consumers who have shopped, and add new exogenous or mediating variables to increase the strength of the model and R^2.

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