

eWOM on Tokopedia Marketplace to Enhancing Purchase Decisions: The Role of eWOM Information Usefulness and eTrust

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ABSTRACT

The purpose of this study is to discuss the role of ewom information usefulness and etrust in mediating ewom information quality, ewom information quantity, ewom information credibility on epurchase decision on Tokopedia. The method used in this study is quantitative, while the analysis technique used is descriptive and verification analysis. The population in this study is all Tokopedia users during 2024, which according to Databoks in 2024 Tokopedia users numbered 18 million. This research was conducted with 130 generation z male respondents, the sampling technique used Hair's theory with SEM-PLS data analysis techniques. This study found that ewom information quality has no effect on etrust and ewom information usefulness, then ewom information quantity has an influence on etrust and ewom information usefulness. eWom information credibility has an influence on etrust and ewom information usefulness. eWom information usefulness and etrust affect ePurchase Decision. This research also provides a view for Tokopedia, which must increase new innovations to attract female consumers, so that its market reach is wider, as it is known that Tokopedia is mostly used by men, it could be due to the lack of information factors needed on Tokopedia.

1. INTRODUCTION

Technological developments continue to increase, the positive impacts obtained are ease in communicating and finding information (Savitri et al., 2022) The ease of technology is also felt by the public in carrying out sales and marketing activities (Alamin et al., 2023) The rapid development of technology, buying and selling transactions can now be done anywhere, without having to meet the seller directly (Kurnia, 2023) The high public interest in E-Commerce has an impact on the proliferation of marketplaces which are one of the electronic trading sites in Indonesia (Savitri & Maemunah, 2021). Marketplaces that are often used today in Indonesia are Shopee, Tokopedia, Lazada, Blibli and Bukalapak (Ahdiat, 2024). Law Number 11 of 2008 Article 9 explains that every business actor who sells their products must provide complete and clear information.

Tokopedia is included in the E-Commerce category with the most visitors after Shopee and is ranked second as the most frequently visited online marketplace (Ahdiat, 2023). Tokopedia still occupies the leading marketplace in Indonesia due to the quality of innovation and technology factors and the quality of service provided (Fajarpos, 2024). Based on gender, Shopee gets greater involvement from women while Tokopedia users are dominated by men (Hamdani, 2024). The fashion product category on Tokopedia is one of the best-selling product categories purchased by men, namely 42%, other categories are gadget and electronic product categories (Katadata.co.id, 2023)

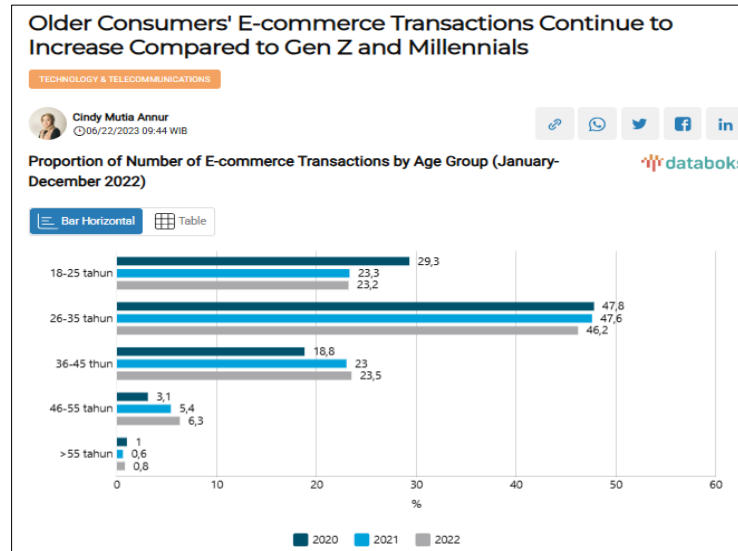


Fig 1. Number of E-Commerce Transactions by Age
Source: (Databoks, 2022)

Figure 1 shows that the increase in E-Commerce transactions occurs in old age. COVID-19 has spurred the acceleration of online shopping adoption across all age ranges, including the older generation who began to shift towards online shopping as a safer and more convenient option during a period of social isolation, which illustrates that the elderly are now accustomed to using online platforms and e-commerce transactions for means of purchasing products and customer shifts in the elderly in line with developments that have been running for ten years in e-commerce in Indonesia (Ahdiat, 2024). In contrast, gen z and millennials experience fluctuations in E-Commerce transactions. This phenomenon is not without reason, the ups and downs in the level of marketplace usage can come from the. Tokopedia platform reviews. Not feeling the benefits of the product due to unreliable reviews, low quality of arguments, and unconvincing strength of arguments. Generation Z, in particular, tends to be skeptical of these reviews and feels that customer reviews are not what gen z wants (Fadhillah et al., 2021)

eWom is a review / information found on the marketplace from people who have used the product/ service (Santyadewi, 2024). eWom is internet marketing that triggers the influence of information that is spread orally to achieve marketing targets (Ahmad, 2022). Reviews are able to entice customers to shop for products that they know from the results of eWom (Haya Tsamarah Hanin et al., 2024).

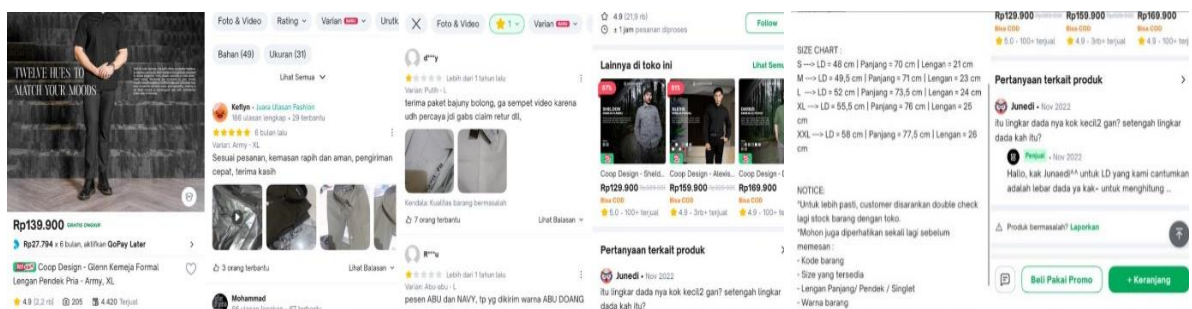


Fig 2. Reviews and Information on Tokopedia

Source: Tokopedia Marketplace

Figure 2 shows the reviews and information provided by sellers and former customers for potential customers who will make a purchase. For companies, analyzing the process of things that customers do in making purchases is very important. A deep understanding of how consumers make decisions allows marketers to design more effective strategies (Savitri et al., 2021). eWom has been shown to be an aspect that influences purchasing decisions (Savitri et al., 2022). The discussion explains

that reviews or dimensions eWom (eWom information quantity, credibility and quality) can have an impact on consumer purchasing decisions.

According to (Indrawijaya, 2024) marketing management is an activity of planning, directing and monitoring all product marketing activities of the company. According to (Hulu et al., 2021) marketing management is a combination of fields of study that bring together techniques and concepts to analyze markets, influence customer responses, and increase sales of products or services. Based on these two definitions, it can be concluded that marketing management is an activity that includes directing, planning, and monitoring product marketing activities, as well as analyzing the market to increase sales.

According to (Taufiqurrochman & Wahyudi, 2024) the marketing mix is a marketing tool in the form of product, price, promotion, distribution, put together to provide responses according to the expectations of the target market. According to (Ibrahim & Arifuddin, 2022) the marketing mix is a combination of various core elements / activities of the marketing system, so that it can be managed by companies to influence consumer response. Based on this understanding, it can be concluded that the marketing mix is a combination of marketing aspects used to influence market response and achieve sales goals.

Consumer behavior refers to the steps that customers choose at the stage of obtaining, using, and removing a product or service, with the intention of completing their wishes (Silvia & Anwar US, 2021). According to (Harahap & Krahara, 2023) there are four main components comprising the theory of buyer behavior: stimulus variables, response variables, hypothetical constructs, and exogenous variables. Based on this understanding, it can be concluded that consumer behavior is the behavior of customers who are influenced by several components in the process of getting products to meet their needs.

According to (Suganda & Kushendar, 2024), eTrust is an effective promotion in eTrust plays an important role in creating strong bonds between brands and customers. The dimensions of eTrust are Ability, Benevolence, and Integrity and the indicators of eTrust are instilling trust, being able to meet needs, trusted review providers, reviews of former consumers are true, and responsible (Al-Adwan et al., 2020). Based on this understanding, it can be concluded that eTrust is the delivery of consistent and relevant messages through various communication channels, companies can influence consumer perceptions and behavior, strengthen brand loyalty, and achieve marketing goals.

According to (Anggi Muningsar et al., 2022) eWom is a review of the results of active customers, such as former customers of a product or company, and these reviews are open to the public via internet media. According to (Nur Fitria Febriyanti & Renny Dwijayanti, 2022) there are 3 indicators in Electronic Word of Mouth (eWom), namely: Intensity, positive valence includes good or bad reviews and recommendations from users about products or services and content is information about products or services that include variety, price, and quality. There are five dimensions of eWom, namely (eWom Information Quality, eWom Information Quantity, eWom Information Credibility, eWom Information Usefulness, eWom Information Adaption) (Indrawati et al., 2023). Based on the definition, it can be concluded that eWom is consumer reviews about products or companies available online including various types of online interactions that can influence consumer shopping decisions. There are indicators such as intensity, valence, and content.

Electronic purchasing decisions are the stages taken by customers in determining the purchase of products or services specifically the variety of choices available (Nabila Adillati Azka, 2023). Indicators of electronic purchasing decisions include several important aspects, namely, easy to obtain, product suitability, product buying habits, and payment variations (Mbete & Tanamal, 2020). Based on this understanding, it can be emphasized purchasing decision is the process of selecting products from a variety of choices that are influenced by ease of access, suitability, habits, and payment methods.

eTrust is the behavior of consumer availability to accept the risks that occur when making transactions (Pratiwi et al., 2021). eTrust refers to customer trust and expectations of online merchants. When consumers feel comfortable interacting online, consumer trust will grow so that they show interest. Interest in this case, the purchase has been made by the customer, thus showing that there is an impact of eTrust on purchasing decisions (Jayaputra & Kempa, 2022). This study aims to determine

whether the dimensions of eWom with mediation of eTrust and eWom Information Usefulness can influence purchasing decisions for men's fashion products on Tokopedia.

Research Framework and Hypothesis

H1: eWom Information Quality affects on eTrust.

H2: eWom nformation Quantity affects eTrust.

H3: eWom Information Credibility affects eTrust.

eWom Information Quality is very persuasive and accelerates the product search process (Fadhillah et al., 2021). eWom Information Quantity addresses the number or frequency of consumer reviews on the marketplace. The higher the quantity of reviews, the higher the level of trust (Bernard et al., 2021). Credible sources give consumers confidence. According to (Al-Adwan et al., 2020) information quality has a positive and significant effect on trust. According to (Khwaja et al., 2020; Zhao et al., 2020) shows that consumers' views on high-quality information can reduce the distance of doubt between customers and information providers, thus affecting the confidence of this information. According to (Nilashi et al., 2020) and (Santya Dewi, 2024) state that the quantity of information has a positive effect on eTrust. According to (Amarullah et al., 2022; Nilashi et al., 2020; Santya Dewi, 2024) shows that information credibility has a positive and significant effect on trust.

H4: eWom Information Quality affects eWom Information Usefulness.

H5: eWom Information Credibility affects eWom Information Usefulness.

Information quality can review the extent to which information is able to provide benefits so that it can influence purchasing decisions (Santya Dewi, 2024). Information credibility is useful in the decision-making process (Indrawati et al., 2023). According to (Leong et al., 2022; Park, 2020; Rahaman et al., 2022) eWom Information Quality, eWom Information Credibility has a significant impact on the usefulness of electronic information.

H6: eWom Information Usefulness affects ePurchase Decision.

Electronic purchasing decisions are the final choice chosen by customers with consideration (Yulia Puspita et al., 2023). The more product choices, the more complex the purchasing decision (Wardhana, 2022). Consumers consider that decision making is a fairly crucial aspect of buying a product (Tragandi et al., 2024). Information usefulness has a positive and significant influence on online shopping decisions (Iriani & Andjarwati, 2020).

H7: eTrust affects ePurchase Decision.

Trust has a close relationship with the results of consumer purchasing decisions. The greater the customer's confidence in a brand or product, the higher the chance of consumers making a purchase. According to (Numanovich & Abbosxonovich, 2020) eTrust on electronic purchasing decisions has a positive influence. According to (Regina et al., 2021) stating that eTrust has a positive effect on electronic purchasing decisions.

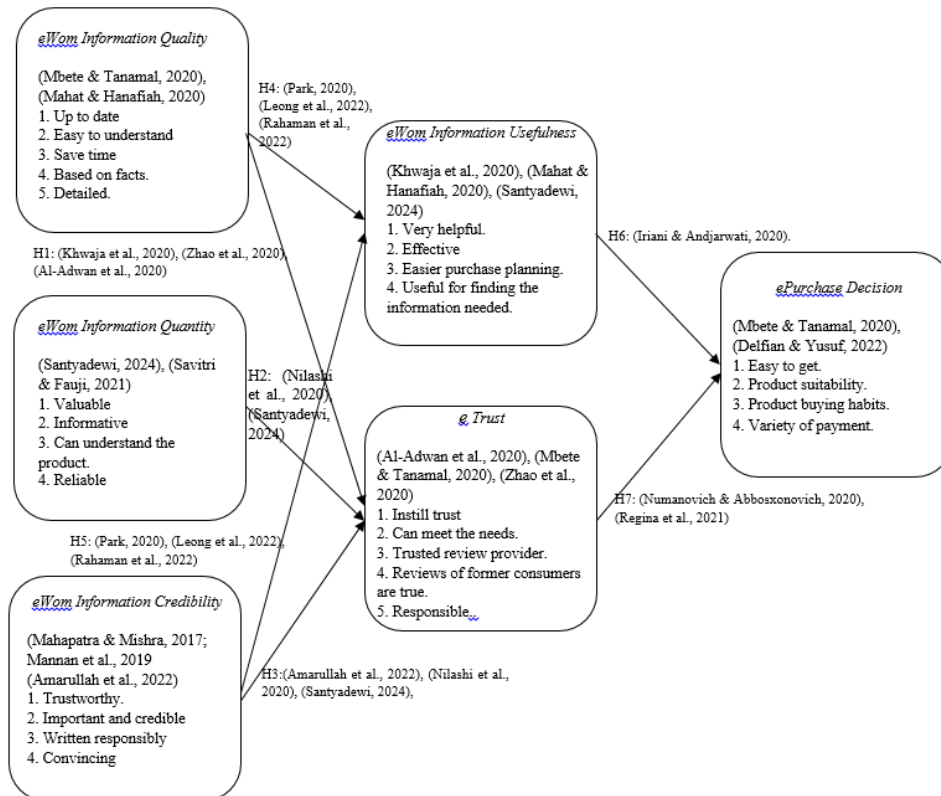


Fig 3. Research Model
Source: Researcher, 2024

2. METHODS

The quantitative method is applied to this research, with a descriptive and verification approach. The population of this study is all Tokopedia users during 2024, which according to Databoks in 2024 Tokopedia users totaled 18 million. Determining the sample in this study is based on the opinion of (Hair et al., 2019), which recommends using a minimum sample of 5-10 x variables, which is due to the unknown population size. This study has 26 indicators, therefore the minimum sample required based on the calculation is $26 \times 5 = 130$ respondents. Samples were taken using non-probability sampling techniques, with purposive sampling sample selection (Ferdinand, 2014a). In this study, Tokopedia users, generation z males who purchase fashion products on Tokopedia are the sample criteria used.

Data was collected through a survey using an electronic questionnaire to at least 130 respondents through Google Form. The type of questionnaire used was closed-ended questions. The research questionnaire was structured using a Likert scale. The data were analyzed using SEM through the SmartPLS 4.0 application (Ferdinand, 2014b). The following is a recap of the analysis results.

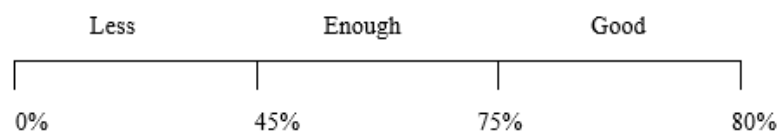


Fig 4.. Recapture Result
Source: Researcher, 2024

4. RESULTS AND DISCUSSION

Respondent Profile

Table 1. Respondent Demographic Data

Index	Category	Frequency	Percentage
Gender	Male	130	100%
Age	12-27 Years	130	100%
Domicile	Karawang	43	33%
	Indramayu	53	41%
	Bekasi	5	4%
	Bandar Lampung	3	2%
	Yogyakarta	11	8%
	Semarang	1	1%
	Bandung	3	2%
	Tangerang	5	4%
	Jakarta	2	2%
	Jember	1	1%
	Depok	1	1%
	Purwakarta	1	1%
	Purwokerto	1	1%
Occupation	Student	89	68%
	Private Employee	19	15%
	BUMN Employee	1	1%
	Entrepreneur	11	8%
	Civil Servant	2	2%
	Not Working	7	5%
	Contractor	1	1%
Income	0 - 1.000.000	87	67%
	1.000.000 - 2.000.000	13	10%
	2.000.000 - 3.000.000	8	6%
	3.000.000 - 4.000.000	11	8%
	4.000.000 - 5.000.000	3	2%
	>5.000.000	8	6%

Source: Processed Data, 2024

Table 1 shows that gen z with male gender aged 12-27 years with the highest percentage in Indramayu and Karawang with status as students and with this income is the profile of respondents to be used in this study, thus in line with research (Yacob & Hasbi, 2024), namely the existence of attractive programs, where product prices become more affordable for generation Z who are sensitive to prices. This means that with as a result, Tokopedia provides cashback and free shipping programs to be the main attraction for gen z in Indonesia, allowing them to make purchases without incurring other costs. Through these programs, young consumers can more easily manage their spending, so that even with low finances, gen z will transact, and they still actively participate in providing reviews and feedback.

Descriptive Statistical Analysis

The standard deviation value on the question items of each variable indicator has a value lower than the average value (mean) stating that there is no data deviation on the variable. Furthermore, the excess kurtosis and skewness values state normal data when the variable indicator values lie within the value limits of -2 to 2. The overall skewness value on the indicator is within the value range of -2 to 2, which means that the data is normal.

The results of the SmartPLS output obtained, the results of the recapitulation of the eWom Information Quality variable, the categorization of the eWom Information Quality variable is 76% in the good category, while the results of the respondents' answers obtained the highest average (mean) value on the eWom Information Quality variable indicators contained in question items X1.1 and X1.2 with a value of 3.946 and a percentage of (79%) which is in the good category, it can be

interpreted that respondents agree about the statement that the information / reviews about the products offered are always up to date and information / reviews about products are easy to understand on Tokopedia. The smallest average (mean) value on question item X1.5 with a value of 3.585, and a percentage value (71%) is in the good category, meaning that respondents are neutral that the information / product reviews on Tokopedia are detailed

Based on the results of the recapitulation of the eWom Information Quantity variable, the categorization of the eWom Information Quantity variable is 75% in the good category, while the results of the respondents' answers obtained the highest average (mean) value on the eWom Information Quantity variable indicator contained in question items X2. 1 and X2.3 with a value of 3.754 and a percentage of (75%) which is in the good category, it means that respondents agree about the statement that all product information / reviews on Tokopedia are valuable and product information / reviews on Tokopedia can help understand the product,. The smallest average value (mean) in question item X2.4 with a value of 3.692, and a percentage value of (74%) is in the good category, meaning that respondents agree that the amount of information / product reviews on Tokopedia is reliable.

Based on the results of the recapitulation of the eWom Information Credibility variable, the categorization of the eWom Information Credibility variable is 75% in the good category, while the results of the respondents' answers obtained the greatest average (mean) value on the eWom Information Credibility variable indicator is in question item X3.2 with a value of 3.677 and a percentage of (72%) which is in the good category, it can be interpreted that respondents agree that the statement of product information/reviews on Tokopedia is important and credible,. The smallest average (mean) value on question item X3.3 with a value of 3.592, and a percentage value of (73%) is in the good category, meaning that respondents are neutral about product information/reviews on shopee being written responsibly.

Based on the results of the recapitulation of the eWom Information Usefulness variable, the categorization of the eWom Information Usefulness variable is 75% in the good category, while the results of the respondents' answers obtained the greatest average (mean) value on the eWom Information Usefulness variable indicator is in question item M1.4 with a value of 3.785 and a percentage of (76%) which is in the good category, it can be interpreted that respondents agree about the statement that product information/reviews on shopee are useful in determining purchases. The smallest average (mean) value on question item M1.3 with a value of 3.592, and a percentage value (75%) is in the good category, meaning that respondents agree that product information / reviews on shopee make it easy to make purchases.

Based on the results of the recapitulation of the eTrust variable, the categorization of the eTrust variable is 75% in the good category, while the results of the respondents' answers obtained the highest average (mean) value on the eTrust variable indicator in question item M2.3 with a value of 3.785 and a percentage of (79%) which is in the good category, it can be interpreted that respondents agree about the statement Tokopedia is a trusted provider of information / reviews. The smallest average (mean) value on question item M2.4 with a value of 3.592, and a percentage value (74%) is in the good category, meaning that respondents agree that the information / reviews of Tokopedia buyers must be true

Based on the results of the ePurchase Decision recapitulation, the categorization of the ePurchase Decision variable is 76% in the good category, while the results of the respondents' answers obtained the largest average (mean) value on the ePurchase Decision variable indicator contained in question item Y1. 1 with a value of 3.677 and a percentage of (77%) which is in the good category, it means that respondents agree that the Tokopedia statement makes it easy to get the product they are looking for. The smallest average (mean) value is in question item Y1.3 with a value of 3.592, and the percentage value (75%) is in the good category, meaning that respondents agree about the Tokopedia marketplace which is often used to buy products.

Outer Model Test

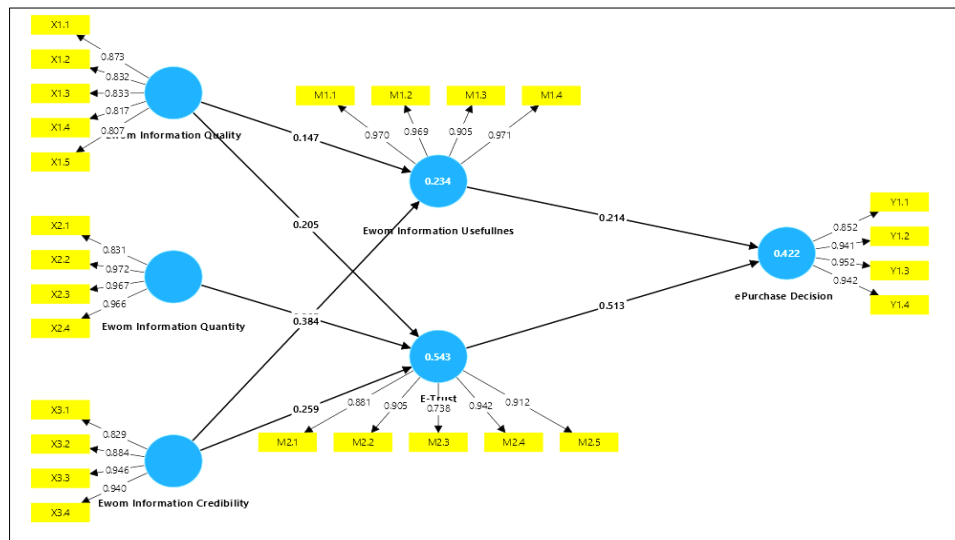


Fig 5. Measurement Model
Source: Processed Data, 2024

Assessment of the reflective measurement model includes a number of criteria, namely loading factor which must be ≥ 0.70 , composite reliability of at least ≥ 0.70 , as well as Cronbach's value alpha and average variance extracted (AVE) greater than 0.50. As the evaluation of discriminant validity was carried out using the Fornell and Larcker criteria and the Heterotrait Monotrait ratio (HTMT) must be < 0.90 , as well as the analysis of cross loadings.

Variable	Measurement Items	Indicators	Outer Loading	Cronbachs Alpha	Composite Reability (rho_c)	AVE
<i>eWOM Information Quality</i>	X1.1	Up to date	0,873	0,890	0,966	0,875
	X1.2	Easy to understand	0,832			
	X1.3	Saves time	0,833			
	X1.4	Fact-based	0,817			
	X1.5	Detailed.	0,807			
<i>eWOM information Quantity</i>	X2.1	Valuable	0,831	0,952	0,919	0,694
	X2.2	Informative	0,972			
	X2.3	Understands the product.	0,967			
	X2.4	Reliable	0,966			
<i>EWOM Information Credibility</i>	X3.1	Trustworthy.	0,829	0,924	0,945	0,812
	X3.2	Important and credible	0,884			
	X3.3	Written responsibly	0,946			
	X3.4	Convincing	0,940			
<i>EWOM Information Usefulness</i>	M1.1	Very helpful.	0,970	0,967	0,976	0,911
	M1.2	Effective	0,969			
	M1.3	Purchase planning is easier.	0,905			
	M1.4	Useful for finding needed information.	0,971			
	M2.1	Instills trust	0,881	0,925	0,944	0,772
<i>E-Trust</i>	M2.2	Can fulfill the need.	0,905			
	M2.3	Trusted review provider.	0,738			
	M2.4	Reviews of former customers are true.	0,942			
	M2.5	Responsible	0,852			
<i>e-Purchase Decision</i>	Y.1	Easy to obtain.	0,941	0,941	0,958	0,851
	Y.2	Product suitability.	0,952			
	Y.3	Product buying habits.	0,942			
	Y.4	Variety of payment	0,852			

Table 2. Outer Loading, composite Reability

Source: Processed Data, 2024

Based on the results of the output above, it shows that all variables measured by each item with outer loading > 0.70 are valid, meaning that all item measurements are said to be valid according to the measurement of each variable. Cronbach's alpha and composite reliability are > 0.70, indicating that the variable is reliable. In addition, good convergent validity is reflected in the Average Variance Extracted (AVE) value > 0.50, meeting the criteria for optimal convergent validity.

Discriminant Validity

Table 3. Fornell-Lacker Criterions

	E-Trust	Ewom Information Credibility	Ewom Information Quality	Ewom Information Quantity	Ewom Information Usefulness	ePurchase Decision
E-Trust	0,878					
EIC	0,595	0,901				
EIQl	0,629	0,582	0,833			
EIQn	0,676	0,562	0,710	0,936		
EIU	0,513	0,469	0,370	0,514	0,954	
E-PD	0,623	0,521	0,702	0,597	0,477	0,923

Source: Processed Data, 2024

The eTrust variable has a root AVE (0.878) greater than the correlation with the eWom Information Credibility variable (0.595), eWom Information Quality (0.629), EWom Information Quantity (0.676), Ewom Information Usefulness (0.513), ePurchase Decision 0.623) this data shows that the discriminant validity of the eTrust variable is fulfilled. A variable is declared valid if the resulting AVE value is > 0.50. This means that according to the results of the Fornell Lacker analysis, all constructs in this research model show strong discriminant validity.

Table 4. HTMT

	E-Trust	Ewom Information Credibility	Ewom Information Quality	Ewom Information Quantity	Ewom Information Usefulness	ePurchase Decision
E-Trust						
EIC	0,614					
EIQl	0,681	0,628				
EIQn	0,698	0,580	0,767			
EIU	0,532	0,473	0,390	0,522		
E-PD	0,653	0,535	0,764	0,625	0,494	

Source: Processed Data, 2024

HTMT is recommended because this measure of discriminant validity is considered more appropriate for identifying discriminant validity. The recommended value is <0.90. The test results explain that the HTMT value < 0.90 for variable pairs, so discriminant validity can be considered fulfilled (Hair et al., 2019).

Table 5. Cross Loading

	E-Trust	Ewom Information Credibility	Ewom Information Quality	Ewom Information Quantity	Ewom Information Usefulness	ePurchase Decision
M1.1	0,491	0,463	0,385	0,487	0,970	0,491
M1.2	0,494	0,463	0,346	0,477	0,969	0,472
M1.3	0,454	0,400	0,275	0,457	0,905	0,370
M1.4	0,515	0,460	0,393	0,537	0,971	0,475
M2.1	0,881	0,515	0,533	0,557	0,449	0,538
M2.2	0,905	0,473	0,575	0,651	0,494	0,605
M2.3	0,738	0,321	0,382	0,441	0,290	0,349
M2.4	0,942	0,592	0,611	0,648	0,496	0,604
M2.5	0,912	0,651	0,616	0,637	0,480	0,588
X1.1	0,476	0,504	0,873	0,652	0,329	0,663
X1.2	0,560	0,507	0,832	0,630	0,389	0,624
X1.3	0,509	0,542	0,833	0,600	0,352	0,573
X1.4	0,547	0,400	0,817	0,531	0,253	0,509
X1.5	0,519	0,465	0,807	0,534	0,196	0,549
X2.1	0,433	0,410	0,583	0,831	0,309	0,465
X2.2	0,706	0,591	0,713	0,972	0,531	0,620
X2.3	0,667	0,545	0,657	0,967	0,500	0,569
X2.4	0,671	0,531	0,695	0,966	0,536	0,563
X3.1	0,427	0,829	0,458	0,434	0,253	0,362
X3.2	0,444	0,884	0,427	0,404	0,352	0,333
X3.3	0,594	0,946	0,551	0,555	0,486	0,525
X3.4	0,626	0,940	0,623	0,590	0,528	0,588
Y1.1	0,477	0,396	0,579	0,487	0,368	0,852
Y1.2	0,597	0,511	0,640	0,552	0,465	0,941
Y1.3	0,621	0,499	0,672	0,571	0,481	0,952
Y1.4	0,590	0,504	0,693	0,587	0,436	0,942

Source: Processed Data, 2024

The results of the Cross Loading value output show that all items have a loading factor number that is greater than the crossloading value. All indicators can be considered valid and reliable to be applied in the research model.

Inner Model Test

First, the Inner VIF value < 5 states that there is no multicollinearity in each variable (Hair Jr. et al., 2021). Hypothesis testing for each variable is done by checking the T-statistic or P-value. If the calculated T-statistic is greater than 1.96 (T-table) or the P-value of the test results is lower than 0.05, there is a significant influence between the variables. Next is the f square value, which describes the direct effect of variables at the structural level with criteria (f square 0.02 is considered low, 0.15 moderate, and 0.35 high).

Multicollinearity Test

Table 6. Inner VIF (Variance Inflated Factors)

	E-Trust	Ewom Information Credibility	Ewom Information Quality	Ewom Information Quantity	Ewom Information Usefulness	ePurchase Decision
E-Trust						1,356
EIC	1,622				1,512	
EIQl	2,238				1,512	
EIQn	2,163					
EIU						1,356
E-PD						

Source: Processed Data, 2024

The estimation results show that the inner VIF value < 5 states that the level of multicollinearity between variables is small. This result strengthens the parameters in SEM PLS are unbiased. From this data, the hypothesis test results are as follows:

Table 7. Hypothesis Test Results

Hipotesis	Path Coefficient	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result	f square
Ewom Information Quality -> E-Trust	0,205	0,219	0,125	1,640	0,101	Rejected	0,041
Ewom Information Quantity -> E-Trust	0,385	0,376	0,114	3,391	0,001	Accepted	0,150
Ewom Information Credibility -> E-Trust	0,259	0,257	0,075	3,460	0,001	Accepted	0,091
Ewom Information Quality -> Ewom Information Usefulness	0,147	0,155	0,114	1,282	0,200	Rejected	0,019
Ewom Information Credibility -> Ewom Information Usefulness	0,384	0,384	0,084	4,558	0,000	Accepted	0,127
Ewom Information Usefulness -> ePurchase Decision	0,214	0,220	0,094	2,274	0,023	Accepted	0,059
E-Trust -> ePurchase Decision	0,513	0,514	0,065	7,895	0,000	Accepted	0,336

Source: Processed Data, 2024

- H1: The eWom Information Quality variable on eTrust obtained a positive relationship with a path coefficient value of 0.205, but eWom Information Quality has no effect on eTrust because the p-value is 0.101 and the T-statistic value is 1.640 where the p-value > 0.05 and T statistic < 1.96. So it can be concluded that H1 is rejected.
- H2: The eWom Information Quantity variable on eTrust obtained a positive relationship with a path coefficient value of 0.385. eWom Information Quantity has a significant effect on eTrust because the p-value is 0.001 and the T-statistic value is 3.391, where the P-value < 0.05 and T-statistic > 1.96, moderate influence (f square = 0.150). So it can be concluded that H2 is accepted.
- H3: The eWom Information Credibility variable on eTrust obtained a positive relationship with a path coefficient value of 0.259. eWom Information Credibility has a significant effect on eTrust because the p-value is 0.001 and the T-statistic value is 3.460, where the P-value < 0.05 and T-statistic > 1.96 low influence (f square = 0.091). So it can be concluded that H3 is accepted.
- H4: The variable eWom Information Quantity on eWom Information Usefulness obtained a positive relationship with a path coefficient value of 0.147, but eWom Information Quality has no effect on eWom Information Usefulness because the P-value is 0.200 and the T-statistic value is 1.282 where the p-value > 0.05 and T-statistic < 1.96. So it can be concluded that H4 is rejected.
- H5: The eWom Information Credibility variable on eWom Information Usefulness obtained a positive relationship with a path coefficient value of 0,384. eWom Information Credibility has a significant effect on eWom Information Usefulness because the P-value is 0.000 and the T-statistic value is 4.558, where the p-value < 0.05 and T-statistic > 1.96, the effect is low (f square = 0.127). So it can be concluded that H5 is accepted.
- H6: The eWom Information Usefulness variable on ePurchase Decision obtained a positive relationship with a path coefficient value of 0.214. eWom Information Usefulness has a significant effect on ePurchase Decision because the P-value is 0.023 and the T-statistic value is 2.274, where the P-value < 0.05 and T-statistic > 1.96, the effect is low (f square = 0.059). So it can be concluded that H6 is accepted.
- H7: The eTrust variable on ePurchase Decision obtained a positive relationship with a path coefficient value of 0.513. eTrust has a significant effect on ePurchase Decision because the p-value is 0.0200 and the T-statistic value is 7.895, where the P-value < 0.05 and Tstatistic > 1.96, high influence (f square = 0.336). So it can be concluded that H7 is accepted.

Model Suitability and Goodness of Fit

Table 8. R Square and Q Square

	R-square	R-square adjusted	Q Square
E-Trust	0,543	0,532	0,505
Ewom Information Usefullnes	0,234	0,222	0,206
ePurchase Decision	0,422	0,413	0,421

Source: Processed Data, 2024

Table 8 shows that the influence of eWom Information Quality, eWom Information Quantity, eWom Information Credibility on eTrust is 53.2% (influence is close to high). The magnitude of the influence of eWom Information Quality and eWom Information Credibility on eWom Information Usefulness is 22.2% (low influence). The magnitude of the influence of eWom Information Usefulness and eTrust on ePurchase Decision is 41.3% (moderate influence). Based on the processing results above, the Q square value of the eTrust variable is 0.505 (high influence), eWom Information Usefulness is 0.206 (moderate influence) and ePurchase Decision is 0.421 (moderate influence).

Table 9. SRMR Test Results

Model Estimates	
SRMR	0,107

Source: Processed Data, 2024

In Hair et al (2021), the standardized root mean squared residual (SRMR) value <0.08 states that the model fits. Although according (Yamin, 2021), the SRMR value between 0.08 - 0.10 indicates an acceptable fit model. The result of the model calculation is 0.107, which means that the model has an acceptable fit. Empirical data is able to explain the influence between variables in the model (Table 9)

Discussion

Based on the research results, it is known that there is no influence between the eWom Information Quality variable on eTrust and this supports research from (Mahat & Hanafiah, 2020) which shows that information quality has no effect on trust. However, this finding is not in line with research (Al-Adwan et al., 2020; Khwaja et al., 2020; Zhao et al., 2020) which states that information quality has a positive and significant effect on trust. In some situations, such as impulse purchases or when consumers need the product urgently, other factors such as price or availability may influence their decision more than the quality of information on Tokopedia.

The research results indicate that it is known that the eWom Information Quantity variable has a significant effect on eTrust, which supports research from (Nilashi et al., 2020; Santyadewi, 2024) which shows that eWom quantity has a positive effect on eTrust. The quantity of information on Tokopedia is an important factor, because the volume of online reviews reflects the popularity of the seller or product. The amount of information shared by Tokopedia allows readers to analyze the consistency of information about the products offered on the marketplace. The more information that is shared, the more likely it is that the information can convince individuals (Pranata et al., 2024).

From the data obtained, eWom credibility is an important factor that positively and significantly affects trust. The analysis results show that eWom credibility acts as a determinant that can increase trust. These results support research conducted by (Amarullah et al., 2022; Nilashi et al., 2020; Santyadewi, 2024) these results show that eWom information credibility affects eTrust. Consumers tend to seek adequate information about products before making a purchase. The higher the credibility of eWom available on Tokopedia, the more likely consumers are to conclude that the marketplace can be trusted.

Drawing upon the research results, it is stated that the eWom Information Quality variable has no effect on eWom Information Usefulness, which supports research from (Pranata et al., 2024) which states that information quality has no significant effect on information usability. However, this study does not support research (Leong et al., 2022; Park, 2020; Rahaman et al., 2022) which shows that information quality significantly affects information usefulness. Consumers only consider satisfactory information as high quality. Therefore, information quality acts as a major factor in determining information usability. This could be due to the fact that when a seller account promotes its own products, the information provided, although complete, is still considered less useful. While the information on Tokopedia about products shared online is clear, detailed and up-to-date, it can be meaningless if there are negative reviews from other users.

According to the research findings, it states that information credibility has a significant effect on information usability. This supports research from (Leong et al., 2022; Park, 2020; Rahaman et al., 2022) which states that eWom Information Credibility has a significant effect on the usefulness of electronic information. This credibility affects individual attitudes towards the benefits of information. Positively, the credibility of information on Tokopedia has an impact on perceived benefits. Credibility plays a role in determining the usefulness of information received by a person, consumers will find the information useful if it is trustworthy and reliable.

As the research showed, it was found that there was an influence between the eWom Information Usefulness variable on ePurchase Decision, this supports research from (Iriani & Andjarwati, 2020) which shows that information usefulness has a positive effect on online purchasing decisions. They get complete information about product details, prices, and payment methods on the Tokopedia marketplace. Useful information helps consumers in the decision-making process by providing a deeper understanding. In addition, they also enjoy a wide range of shipping and various attractive promotional offers.

In light of the findings, it is known that there is no influence between the eTrust variable on the ePurchase Decision, this supports research from (Numanovich & Abbosxonovich, 2020; Regina et al., 2021) which shows that eTrust has a positive effect on electronic purchasing decisions. Consumers need to feel trust in the seller, which can be seen from the seller's integrity, kindness, and ability, before they make a decision to buy. If consumers feel that the marketplace provides good service, and can be trusted, then this will influence their purchasing decisions.

This research uses SEM-PLS, so it is recommended to try other analysis methods. Future research can also explore the direct relationship between eWOM dimensions and purchasing decisions to generate new findings. This research also provides a view for Tokopedia, which must increase new innovations to attract female consumers, so that its market reach is wider, as it is known that Tokopedia is mostly used by men, it could be due to the lack of information factors needed on Tokopedia. One suggestion that can be implemented is that Tokopedia implements eWOM innovation by adding a video feature "try" products that can be adjusted to various body shapes way, consumers will find it easier to determine the size, model, and color that best their body. This feature will not only improve the shopping experience, but also help consumers feel more confident in choosing the right product.

CONCLUSIONS

This study investigated the factors influencing online purchasing decisions among Gen Z male consumers on Tokopedia, focusing on the impact of electronic Word-of-Mouth (eWOM) Information Quality, Quantity, and Credibility, mediated by eWOM Information Usefulness and eTrust. The findings revealed that eWOM Information Quantity and, especially, eWOM Information Credibility, significantly boosted eTrust and Usefulness, both of which, in turn, strongly drove the final ePurchase Decision. Crucially, while eTrust and Usefulness successfully mediated the effects of Quantity and Credibility on purchase intent, eWOM Information Quality surprisingly showed no direct or mediated influence on either the generation of eTrust, perceived Usefulness, or the final buying decision. This suggests that for this demographic, the volume and trustworthiness of online reviews are more potent drivers of purchase intent than the perceived detailed quality of the information itself.

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