

The Influence of E-WOM on Repurchase Intention with Trust as a Mediating Variable (A Case Study of Wearing Klamby)

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Abstract

Purpose – This research discusses the influence of E-WOM on Repurchase Intention to Wearing Klamby products.

Methodology - The method used is quantitative with Path Analysis for the analysis technique. In the research, the sampling technique used is non-probability sampling, and the non-probability sampling used is the purposive sampling technique. The data used are primary and secondary

Findings - The primary data were obtained by distributing online questionnaires to respondents. The result of this study shows that Trust mediates E-WOM and Repurchase Intention of Wearing Klamby products.

Keywords: E-WOM, Trust, Repurchase Intention, Wearing Klamby

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1. INTRODUCTION

The halal fashion industry is experiencing steady growth due to the rising consumer demand for halal fashion. In addition, most Indonesian people are Muslim and show an increasing public awareness of covering their private parts of the body. Therefore, halal fashion has become a necessity for the Muslim community. Technological developments nowadays lead people to do more online shopping. Currently, fashion is the dominant product in online sales.

Merchants must understand the effectiveness of using technology, especially on social media and e-commerce. Gaining the high benefits of social media and e-commerce requires merchants to carry out various strategies using both platforms. Electronic word of mouth (E- WOM) is one of the precise strategies for utilizing social media and e-commerce because E- WOM is the main factor that shapes consumer attitudes and behavioral intentions (Myudhiohammad, Quoquab, and Mohamed Sadom 2020). However, many Muslim fashion entrepreneurs still do not benefit from the effectiveness of E-WOM, which can be seen from the lack of feedback from the company.

The high rate of online shopping, supported by the advancement of technology, has made many halal fashion entrepreneurs use online platforms as a marketplace for their wares. However, since consumers cannot directly see the products, they must have trust in doing online shopping. According to Chetioui, Lebdaoui, and Chetioui (2021), trust is an influential key factor in e-commerce and online shopping.

Repurchase intention is an individual reasoning to shop again from the same company, based on the previous effect of the brand attitude in prior experience (Heryana 2020). Several factors shape the consumers' intention to repurchase (repurchase intention), namely product recommendations and trust (Heryana 2020).

Wearing Klamby is one of the halal fashion products which started its sales through an online shop on Instagram. Unsurprisingly, Wearing Klamby has become a local Muslim fashion brand that sells out in seconds. Not only on Instagram, but Wearing Klamby also has a website and an e-commerce account on Tokopedia.

Wearing Klamby needs to improve its E-WOM and trust strategy to develop its business in this technological age. The company may grow and compete with other halal fashion products by optimally working with technology. Therefore, the authors are interested in conducting research titled "The Influence of E-WOM (Electronic Word of Mouth) on Repurchase Intention on Wearing Klamby Products with Trust as a Mediating Variable."

This study focuses to examine (a) the influence of E-WOM on trust in Wearing Klamby, (b) the influence of E-WOM on repurchase intention on Wearing Klamby, (c) the influence of trust on repurchase intention on Wearing Klamby, and (d) the influence of E-WOM on repurchase intention with trust as a mediating variable to halal fashion in Wearing Klamby.

2. LITERATURE REVIEW

2.1 Islamic Marketing

Syed Ali in Hussnain (2011) defines Islamic marketing as identifying and implementing strategies that maximize value for the welfare of stakeholders and the community based on the Quran and Sunna. According to Hassan et al. (2008), quoted in Ghazali and Mutum (2016), Islamic marketing is the principle of maximizing value with justice for all. Saeed et al. (2001), mentioned in Hossain

et al. (2018), also define Islamic marketing similarly. Islamic marketing is a new paradigm based on the most basic and vital needs, namely honesty, morals, and ethics in business. In sharia, Islamic marketing is divine marketing since there is a value of worship and no process that repudiates the principles of muamalah (Zaki, 2020).

2.2 E-WOM

As reported by Hennig-Thurau et al. (2004), E-WOM is a positive or negative online discussion about goods, services, or companies that anyone can view online. According to Litvin, Goldsmith, and Pan (2008), E-WOM is any information disseminated via the internet about goods, services, or companies. According to Chetioui, Benlafqih, and Lebdaoui (2020), E-WOM is any positive or negative statement from potential consumers, actual consumers, or previous consumers about products or companies made available to consumers and institutions via the internet. In summary, E-WOM is any positive or negative statement from consumers written in social media regarding the perceived effect of a product, service, or company that can affect other consumers since the information can be accessed easily via the internet.

2.3 Repurchase Intention

According to Trivedi and Yadav (2020), repurchase intention is a subjective probability that an experienced consumer will keep shopping from the same online seller or buy other products/services from the same company (Hellier et al. 2003). Repurchase intention is also defined as consumer confidence to repeat buying (Adekunle and Ejechi, 2018). In addition, Harris and Goode (2010) say that Repurchase Intention is a willingness to repurchase certain brands in the future (Adekunle and Ejechi, 2018). In conclusion, repurchase intention is the possibility of repurchasing both products or services from the same company.

2.4 Trust According to Mayeret et al. (1995) in Trivedi and Yadav (2020), trust is a person's

Willingness to be sensitive to the actions of others with the hope that others will take specific actions toward people who trust them. Trust is a belief that other parties will act to meet each other's needs (Chetioui et al., 2020). In Marculescu et al. (2016), trust is a person's belief to trust and care for others and act in mutual interests because good people will not act opportunistically. In conclusion, Trust is a person's belief in another person with the hope that they will take actions that meet each other's needs and will not act opportunistically.

2.5 The Influence of E-WOM on Repurchase Intention

E-WOM is a place to share knowledge and opinions and get information about the product or service we want to know (Gharib et al. 2020), which are very important in shaping buying behavior (Gharib et al. 2020). Evidence that supports the relationship between E-WOM and repurchase intention has also been found (Boulding et al. 1985). While an exploratory study by Parthasarathy and Keaveney (2001) shows that E-WOM positively increases repurchase intention, it also has become one of the factors for consumers to revisit websites and make repurchases (Gruen,

Osmonbekov, and Czaplewski 2006). Parthasarathy and Keaveney (2001) also prove that E-WOM positively enhances repurchase intention. According to Liang et al. (2018), there is a significant, positive relationship between E-WOM and repurchase intention. Therefore, the hypothesis of this study is:

H1: E-WOM has a significant effect on repurchase intention

2.6 The influence of E-WOM on Trust

The increasing number of internet and social media users makes E-WOM a place to find relevant information where they feel the impact of credible and trustworthy online opinions or reviews (Chetioui et al., 2021). Electronic word of mouth (E-WOM) is the most frequently used medium to share points of view and reviews about products or services (Nuseir 2019). Previous research on online shopping emphasizes the importance of E-WOM in building online trust (Awad and Ragowsky 2008). One of the factors of trust is the interaction that has happened using E-WOM as the media (Chetioui et al., 2021). Research has shown that consumers trust strangers who post reviews online more than they trust reviews broadcast on TV, radio, newspapers, or magazines (Nuseir 2019). Trust forms and maintains relationships that are critical in encouraging individual participation in E-WOM communication (Gharib et al., 2020). According to Chetioui et al. (2020), there is a significant positive effect of the female gender on the relationship between E-WOM and trust. Therefore, the hypothesis of this study is:

H2: E-WOM has a significant effect on trust

2.7 The influence of Trust on Repurchase Intention

According to The, Review, and Jul (1995), trust is the eagerness of a party to trust others that they will take mutually beneficial actions and not harm either party. Marquardt (1978) identifies a significant, positive relationship between trust and consumer behavioral intention, underscoring the importance of maintaining initial and repurchase intentions and encouraging word-of-mouth recommendations. Trust is an essential factor for online repurchase intentions (Punyatoya 2018). According to Saleem, Zahra, and Yaseen (2017), there is a significant positive relationship between trust and repurchase intention. Therefore, the hypothesis of this study is:

H3: Trust has a significant effect on repurchase intention

2.8 The Influence of E-WOM on Trust and Repurchase Intention

Trust is essential in transactions between consumers and brands, especially online transactions because the interactions are not direct or face-to-face (Matute, Polo-Redondo, and Utrillas 2016). The more users who endorse a product, the higher the trust level and the lower the perceived risk in the transaction (Matute et al. 2016). Our findings suggest that E-WOM is the main predictor of trust (Chetioui et al., 2020). The number of reviews plays a vital role in the buying decision process (Matute et al., 2016). Thus, E-WOM may have not only a direct effect on online repurchase intention but also an indirect effect mediated by trust. Therefore, the hypothesis of this study is:

H4: E-WOM has a significant effect on repurchase intention with trust as a mediating variable

3. METHODOLOGY

This study applies a quantitative approach using primary and secondary data. The primary data were obtained by distributing questionnaires to respondents on the internet. In the research, the sampling technique used is non-probability sampling, and the non-probability sampling used is the purposive sampling technique. The criteria to be a respondent are Muslim, female, at least 18 years old, and has shopped at Wearing Klamby at least once. This research uses Path Analysis as the analysis technique.

4. RESULTS AND DISCUSSION

The research involved 101 respondents who were obtained by distributing online questionnaires. However, after the screening question process, there were only 81 respondents who met the criteria.

4.1. By Age

Table 1. Screening Question: "By Age"

Classification	Frequency	Percentage
old 18 – 22 years	81	80.1%
old 23 – 27 years	14	13.9%
old 28 – 32 years	2	2%
> 33 years old	4	4%
Total	101	100.00%

Source: Processed Data

Based on table 1 above, the screening question by age aims to determine the age range of the respondents. Based on the results of the processed data above, there are 81 respondents aged 18-22 years old, that is 80.1%; 14 respondents aged 23-27 years old, that is 13.9%; two respondents aged 28-32 years old, that is 2%; and four respondents aged more than 33 years old, that is 4%.

4.2. By Experience

Table 2. Screening Question: "By Experience at Wearing Klamby"

Classification	Frequency	Percentage
Have purchased Wearing Klamby products at least once	88	87.1%
Have never purchased Wearing Klamby products	13	12.9%
Total	101	100.00%

Source: Processed Data

Based on table 2 above, the screening questions by experience are whether the respondents have or have never purchased Wearing Klamby products. The questions aim to find which respondents

who fill out the questionnaire meet the predetermined requirements. The data above shows that out of 101 respondents who filled out the questionnaire, 88 had made a purchase at Wearing Klamby, and 13 answered that they had never bought any.

4.3 By Gender

Table 3. Screening Question: "By Gender"

Classification	Frequency	Percentage
Muslim Woman	88	87.1%
Muslim Man	8	7.9%
Non-muslim	5	5%
Total	101	100.00%

Source: Processed Data

Based on table 3 above, the screening question by gender groups aims to find which respondents who fill out the questionnaire meet the predetermined requirements. The results of the processed data above show that there are 88 respondents or 87.1% Muslim women, eight or 7.9% Muslim male respondents, and for non-Muslims, there are five respondents with a percentage of 5%.

In conclusion, Tables 4.1, 4.2, and 4.3 above show that the number of Muslim female respondents is 88 and respondents who have purchased Wearing Klamby products is 88. However, Muslim female respondents who have purchased Wearing Klamby products are 81, so the number of samples in this study is 81.

4.4 Validity Test

Validity is a standard that shows how accurate an instrument is.

Table 4. Validity Test

Variable	Item	Item Total Correlation	Status
E-WOM	X1	0.882	Valid
	X2	0.764	Valid
	X3	0.874	Valid
	X4	0.834	Valid
Repurchase Intention	Y1	0.889	Valid
	Y2	0.882	Valid
Trust	Z1	0.755	Valid
	Z2	0.780	Valid
	Z3	0.794	Valid
	Z4	0.826	Valid
	Z5	0.835	Valid
	Z6	0.790	Valid

Source: Processed Data

Based on table 4 above, The validity test results in Table 4 show that all research instruments used to measure the E-WOM variable have a coefficient value greater than 0.30 with a significance

of less than 0.05. These results explain that each indicator in the study is valid and feasible to be used as a research instrument.

4.5 Reliability Test

The reliability of each question can be assessed from the value of its Cronbach's Alpha. The question is reliable if its value of Cronbach's Alpha > 0.6 .

Table 5. Reliability Test

Variable	Cronbach's Alpha
E-WOM	0.855
Repurchase Intention	0.725
Trust	0.882

Source: Processed Data

The results in Table 5 show that the value of Cronbach's Alpha is more than 0.60, meaning that all variables have met the validity or reliability requirements for research.

4.6 Classical Assumption Test

4.6.1 Normality Test

Table 6. Normality Test

Variable	Kolmogorov- Smirnov Z
Residual Model e	0.200
Residual Model e	0.200

Source: Processed Data

Table 6 shows that the Kolmogorov-Smirnov Z value is 0.200, which is greater than 0.05 and indicates that the data is distributed normally.

4.7 Multicollinearity Test

The multicollinearity test addresses to test whether the regression model finds an interaction between independent variables. The tolerance value or variance inflation factor (VIF) reflects the presence of multicollinearity. If the tolerance value is more than 10% or VIF is less than 10, there is no multicollinearity.

Table 7. Multicollinearity Test

Structural Equation	Variable	Tolerance	VIF
$b1X + e1$	E-WOM	1000	1000
$b1X + b2Z + e2$	E-WOM	0.876	1.142
	Repurchase Intention	0.876	1.142

Source: Processed Data

Table 7 shows that the Kolmogorov-Smirnov Z value is 0.200, which is greater than 0.05 and indicates that the data is distributed normally.

4.8 Heteroscedasticity Test

The significance value is the indicator in the heteroscedasticity test. The model does not reflect heteroscedasticity if the significance value is more than 0.05.

Table 8. The Results of Heteroscedasticity Test Structure 1

Variable	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sign
(Constant)	4.387	1.248		3.515	0.001
X	-0.104	0.075	0.154	1.383	0.170

Source: Processed Data

Table 8 shows that the significance value of the E-WOM (X) variable is 0.170, which is greater than 0.05 and means that the independent variable does not affect the absolute residual. Therefore, the model does not reflect heteroscedasticity

Table 9. The Results of Heteroscedasticity Test Structure 2

Variable	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sign
(Constant)	0.021	1.521		0.13	0.989
X	-0.117	0.068	-0.205	1.730	0.088
Z	0.034	0.06	0.067	0.561	0.576

Source: Processed Data

Table 9 shows that the significance values of the E-WOM (X) and Trust (Z) variables are 0.088 and 0.576, which are higher than 0.05 and mean that there is no influence of the independent variables on the absolute residual. Therefore, the model does not reflect heteroscedasticity.

4.9 Path Analysis

Path analysis is applied to examine the pattern of relationships between variables in the form of cause and effect. The test aims to determine the direct and indirect effects.

Table 10. Path Analysis 1

Variable	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sign
(Constant)	18.131	1.983		9.143	0.000
E-WOM WOM	0.398	0.119	0.353	3.350	0.001

Source: Processed Data

Table 10 shows that the significance value of the t-test is less than 0.05. This result of Path Analysis 1 reflects that the E-WOM variable has a significant positive effect on the Trust variable.

Table 11. Path Analysis 2

Variable	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sign
(Constant)	0.867	0.830		0.044	0.300
E-WOM	0.189	0.037	0.436	5.101	0.000
Trust	0.164	0.164	0.425	4.981	0.000

Source: Processed Data

Table 11 shows that the significance value of the t-test is less than 0.05. Path Analysis 2 result reflects that the E-WOM and Trust variables have a significant, positive effect on the Repurchase Intention variable.

Table 12. Sobel Test

Relationship between Variabel	Indirect Effect	Total Effect	Sign
X – Z – Y	$0.436 \times 0.425 = 0.185$	$0.436 + 0.425 = 0.861$	0.003

Source: Processed Data

Based on table 12, the path analysis of the E-WOM variable on Repurchase Intention, the path coefficient value is 0.436 with a significance of 0.000. The path analysis of the Trust variable on Repurchase Intention resulted in a coefficient value of 0.425 with a significance of 0.000. The result of the Sobel test calculation for the E-WOM variable on Repurchase Intention with Trust as a mediating variable shows a Z value of $2.89 > 1.96$ with a significance value of 5%, indicating that Trust can be a mediator between the E-WOM variable and Repurchase Intention.

4.10 The Influence of E-WOM on Repurchase Intention

Hypothesis testing in this study shows that E-WOM positively affects Repurchase Intention. This result is supported by previous research (Liang et al., 2018), which concludes a significant positive relationship between E-WOM and Repurchase Intention on Airbnb. Based on the path coefficient value of 0.436 with a significance value of 0.000, there is a substantial positive relationship between E-WOM and Repurchase Intention. This relationship means that the better E-WOM regarding Wearing Klamby, the higher consumers' Repurchase Intention on the products.

In addition, every statement given by consumers can influence other consumers to make purchases on Wearing Klamby. Hence, Wearing Klamby must involve themselves in the online consumer community, provide complete product information, and offer good services and responses to consumers who have shared reviews. This strategy lets consumers get full information and encourages them to repurchase Wearing Klamby products.

This finding is in line with [Parthasarathy and Keaveney \(2001\)](#), who claim that positive E-WOM increases Repurchase Intention. Since E-WOM has a positive relationship with Repurchase Intention, every statement or review given by consumers on Wearing Klamby will affect the Repurchase Intention of other consumers. Thus, Wearing Klamby must respond well to consumers, as explained in the surah Al-Ahzab verse 32.

4.11 The Influence of E-WOM on Repurchase Intention by Trust

Hypothesis testing in this study shows that E-WOM positively affects Repurchase Intention. This result is supported by previous research ([Liang et al., 2018](#)), which concludes a significant positive relationship between E-WOM and Repurchase Intention on Airbnb. Based on the path coefficient value of 0.436 with a significance value of 0.000, there is a substantial positive relationship between E-WOM and Repurchase Intention. This relationship means that the better E-WOM regarding Wearing Klamby, the higher consumers' Repurchase Intention on the products.

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4.12 The Influence of E-WOM on Trust

Hypothesis testing in this study shows that E-WOM positively affects Trust. Based on the analysis, the path coefficient value is 0.353 with a significance value of $0.001 < 0.05$.

The result reflects that the better E-WOM regarding Wearing Klamby, the more consumer trust will increase. In addition, every statement given by Wearing Klamby consumers can influence other consumers and make them believe that Wearing Klamby provides safe services for their consumers. Therefore, Wearing Klamby must offer excellent and secure services to consumers to give good reviews and create a sense of security for other consumers. This strategy is in line with [Jones and Vijayasathy \(1998\)](#) in [Trivedi and Yadav \(2020\)](#), which states that security is an essential factor in online consumer trust. Online consumers usually perceive online payment portals as insecure and worry that their credentials may be exposed. Therefore, [Chellappa and Pavlou \(2002\)](#) in [Trivedi and Yadav \(2020\)](#) state that consumer trust will increase if the company's privacy and security policies are clearly declared and available to consumers. Thus, Wearing Klamby must provide security for consumers in making transactions. Allah forbids lying as stated

in the Quran surah An Nahl verse 105 which means Wearing Klamby must not lie about the available payment services and must provide excellent financial assistance so that consumers feel safe.

4.13 The Influence of Trust on Repurchase Intention

Hypothesis testing in this study shows that trust positively affects Repurchase Intention. Based on the analysis, the path coefficient value is 0.353 with a significance value of 0.001, which indicates a substantial positive relationship between Trust and Repurchase Intention. This result is supported by previous research by [Saleem et al. \(2017\)](#), presenting a significant positive effect between Trust and Repurchase Intention. [Trivedi and Yadav \(2020\)](#) also find a positive relationship between Trust and Repurchase Intention.

The analysis result indicates that Wearing Klamby can provide confidence to consumers to protect each consumer's personal information so that they are willing to repurchase Wearing Klamby products. For this reason, Wearing Klamby must safeguard all consumer data so they believe and are eager to make repeated purchases of Wearing Klamby products.

The findings of this study are also in line with [Chetioui et al. \(2020\)](#), who say that to increase trust in Moroccan consumers, online marketplaces should focus more on privacy and security aspects to reduce the perceived risk of online consumers. Indeed, privacy and security have been recognized as major barriers to online shopping ([Al-Debei et al., 2015](#)). Therefore, Wearing Klamby must keep its commitment or promise to consumers to protect consumer information, as stated in the Quran surah Al Mukmin verse 8.

4.14 The Influence of E-WOM on Repurchase Intention by Trust

The analysis in this research shows that E-WOM has a positive effect on Repurchase Intention by Trust. The result is based on the calculation of the Sobel test, displaying a Z value of $2.89 > 1.96$ with a significance value of 5%, reflecting that Trust can be a mediator between E-WOM and Repurchase Intention variables.

This result indicates that every statement given by Wearing Klamby consumers can influence other consumers to purchase Wearing Klamby products. Also, Wearing Klamby can provide confidence to consumers to fulfil each other's promises so that consumers are willing to repurchase Wearing Klamby.

The result is in line with the research of [Trivedi and Yadav \(2020\)](#), which shows that Trust is a vital variable in repurchase intention and a significant mediator of several relationships. Trust is a critical determinant of online repurchase intention ([Punyatoya 2019](#)). Therefore, Wearing Klamby must fulfil its commitment to completing consumer orders so that consumers give good reviews and make others believe and repurchase Wearing Klamby products. This strategy follows the word of Allah in the Quran surah An Nisa verse 58. of $2.89 > 1.96$ with a significance value of 5%, reflecting that Trust can be a mediator between E-WOM and Repurchase Intention variables.

This result indicates that every statement given by Wearing Klamby consumers can influence other consumers to purchase Wearing Klamby products. Also, Wearing Klamby can provide confidence to consumers to fulfil each other's promises so that consumers are willing to repurchase Wearing Klamby.

The result is in line with the research of [Trivedi and Yadav \(2020\)](#), which shows that Trust is a vital variable in repurchase intention and a significant mediator of several relationships. Trust is a critical determinant of online repurchase intention ([Punyatoya 2019](#)). Therefore, Wearing Klamby must fulfil its commitment to completing consumer orders so that consumers give good reviews and make others believe and repurchase Wearing Klamby products. This strategy follows the word of Allah in the Quran surah An-Nisa verse 58.

5. CONCLUSION

Based on the results of the analysis and hypothesis testing, the following conclusions can be drawn:

E-WOM has a significant, positive effect on Repurchase Intention on Wearing Klamby products. E-WOM also has a significant, positive effect on Repurchase Intention by Trust on Wearing Klamby products. Further researchers are expected to provide insight, knowledge, and factors that affect Repurchase Intention to websites and e-commerce of Wearing Klamby, as well as include variables to measure Repurchase Intention. The merchant / Wearing Klamby might provide information and reconsider this research results in giving good service and keeping their commitment to consumers. By doing so, consumers are more likely to write good reviews about Wearing Klamby products, consequently bringing in more consumers. For consumers, this study can be a reference in making transactions on the Wearing Klamby website or e-commerce. The government should be able to provide information on appropriate marketing strategies in Indonesia so that merchants can develop their businesses and eventually help improve the country's economy.

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