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**ANALYSIS OF THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM),
 BRAND RESONANCE, AND BRAND TRUST ON PURCHASE DECISION AT
 TOKOPEDIA IN SINGKAWANG CITY**

Erik Sudarso

1) STIE MULIA Singkawang, Singkawang, Indonesia
 E-mail: erick.sudarso83@gmail.com

Abstract

This study investigates the influence of Electronic Word of Mouth (e-wom), Brand Resonance, and Brand Trust on Purchase Decisions within the context of Tokopedia, in Singkawang City. The electronic environment has transformed consumer behavior, emphasizing the need to understand the dynamics of online platforms. The research employs a descriptive quantitative approach, utilizing questionnaires to collect data from Tokopedia users in Singkawang City up to 100 respondents. The research results show that electronic word of mouth, brand resonance, and brand trust have a positive significant impact on purchase decision at Tokopedia in Singkawang City. The findings aim to provide valuable insights for e-commerce practitioners and marketers, enhancing their understanding of the factors influencing consumer choices in the digital marketplace. This research contributes to the growing body of literature on e-commerce and consumer behavior, offering practical implications for businesses operating in the competitive online landscape.

Keywords: electronic word of mouth, brand resonance, brand trust, and purchase decision

Introduction

In the modern era, there has been a surge in digitalization that has transformed many aspects of life, including the field of commerce which has change the dynamics of commerce. We can see this change with the emergence of numerous e-commerce platforms nowadays. The significance of e-commerce in the modern era cannot be overstated, as it has become an indispensable facet of our daily lives. The digital transformation has brought about a paradigm shift in consumer behavior, where online platforms serve as the nexus of transactions and interactions. The competition in the e-commerce sector has become intense, so understanding of consumer behavior and decision-making processes has become imperative for businesses striving to thrive in the digital marketplace.

Table 1. Most Visited Marketplace Website In Indonesia

| Rank | Platform Name | Category | Avg. Monthly Visitor |
|------|---------------|-------------|----------------------|
| 1 | Shopee | Marketplace | 158.000.000 |
| 2 | Tokopedia | Marketplace | 117.000.000 |
| 3 | Lazada | Marketplace | 83.200.000 |
| 4 | Blibli | Marketplace | 25.400.000 |
| 5 | Bukalapak | Marketplace | 18.100.000 |

Source: *katadata.co.id*, 2023

Based on the data Table 1, it shows the rank of the most visited marketplace website in Indonesia. As we can see, in facing fierce competition in the e-commerce sector, Tokopedia succeeded securing its position as the second most visited online marketplace in Indonesia with a total of 117 million visitors. Digital connectivity becomes increasingly ingrained in the daily lives of Indonesians, Tokopedia emerges as a dynamic platform, offering a diverse array of products and services to a vast and discerning consumer base. Founded in 2009, Tokopedia has evolved into a thriving ecosystem, providing a marketplace where buyers and sellers converge. Its user-friendly interface, coupled with innovative features and a commitment to customer satisfaction, has propelled Tokopedia to the forefront of Indonesia's e-commerce landscape. With an extensive product range spanning electronics, fashion, groceries, and more, Tokopedia caters to the diverse needs and preferences of a tech-savvy and digitally engaged population.

Tokopedia as one of the leading e-commerce platforms in Indonesia, understanding of the factors that support its success is very important. Consumer behavior, developing preferences, and the factors influencing purchasing decisions are crucial considerations that can propel a platform to success or send it to the sidelines in the competitive sector.

The advent of the digital era has ushered in a paradigm shift in consumer interactions and transactions, with online platforms serving as pivotal arenas for commerce. In this context, Electronic Word of Mouth, referring to the electronic dissemination of consumer opinions and recommendations, has emerged as a potent force influencing consumer perceptions and choices. Simultaneously, the resonance that consumers feel with a brand and the trust they place in it play pivotal roles in shaping their purchase decisions in the dynamic and competitive e-commerce environment.

LITERATURE REVIEW

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (e-wom) refers to the process in which individuals share opinions, recommendations, or experiences about products, services, or brands through digital platforms such as social media, online review sites, or discussion forums. E-wom reflects the dynamics of consumer interaction in the digital age, where information can quickly spread and influence the perceptions of others.

Electronic Word of Mouth has garnered substantial attention as a powerful and dynamic force shaping consumer behavior in the digital era. Nowadays consumer trust online reviews provided by unknown consumers more than they trust traditional media (Cheung and Thadani, 2012).

Almana and Mirza (2013) researched the impact of e-wom on consumers purchase decisions. The research showed that many consumers surf the web to read online reviews about products or services before making an online purchase. Which shown that e-wom is a such important factors that help consumers in making purchase decisions. Therefore, understanding and managing e-wom can be a key factor in building brand reputation and influencing consumer purchasing decisions.

According to Evgeniy, Lee, dan Roh (2019) e-wom has three categories:

1. Quality: Information quality about product and service is clear.
2. Quantity: There are so many information about product and service that shared by customer in online forum.
3. Credibility: The recommendations is factual, accurate, and believable.

Brand Resonance

Brand resonance refers to the level of engagement, emotional connection, and consumer identification with a brand. A brand that successfully achieves brand resonance has a strong relationship with its consumers, creates deep loyalty, and can build an engaged user community. This includes aspects such as customer satisfaction, trust, and the tendency of consumers to choose and interact with the brand repeatedly. Brand Resonance signifies the emotional connection and resonance a consumer experiences with a brand. "Brand resonance describes the nature of this relationship and the extent to which customers feel that they are "in sync" with the brand" (Keller, 2013).

Suciarto A., Widyanto, and Untari (2018) states that consumers are tend to decide to buy product that are strongly attached to their minds. This shown more people likely to purchase things that have a deep emotional attachment to them, that's why brand resonance is such an important factor that can be influence on consumer purchase decisions.

According to Keller (2013) brand resonance have four categories:

1. Behavioral loyalty: Behavioral loyalty encompasses actual actions or repeated purchases by consumers towards a brand. Consumers who consistently choose and purchase products or services from a brand demonstrate a high level of behavioral loyalty.
2. Attitudinal attachment: Attitudinal attachment reflects the level of emotional attachment or affection consumers have towards a brand. This includes positive attitudes, feelings of joy, or even love for the brand. Attitudinal attachment can be an indicator of high emotional engagement.
3. Sense of community: The sense of community involves engaging consumers in a group or community that shares similar interests or preferences for the brand. Establishing a strong user community or fan base can enhance a sense of identity and consumer engagement with the brand.
4. Active engagement: Active engagement includes consumer participation in activities or interactions involving the brand. This may involve participating in brand events, sharing content on social media, or providing active feedback. Active engagement indicates a higher level of involvement than mere product purchases.

Brand Trust

Brand trust is the expectation of reliability and positive intentions towards the brand (Firmansyah, 2019). Brand trust refers to the level of confidence or belief that consumers have in a brand. This includes consumers' belief that the brand will meet their expectations, deliver promised quality, and act with integrity. Brand trust is built through positive experiences, brand consistency, transparency, and other factors that make consumers feel secure and confident in choosing and interacting with a brand. The level of brand trust can influence purchasing decisions, consumer loyalty, and the overall positive perception of the brand.

In the landscape of e-commerce, where transactions occur without face-to-face interactions, brand trust becomes a critical determinant of consumer decisions (Doney & Cannon, 1997).

Adiwidjaja and Tarigan (2017) researched the impact of brand trust on purchase decisions. The research showed that brand trust has a positive and significant impact on purchase decisions. They determined that by increasing brand trust will increase consumer desire to purchase.

According to Firmansyah (2019) brand trust has two elements:

1. Brand reliability: refers to the consistent performance and dependability of a brand. It signifies the degree to which consumers can trust that a brand will consistently deliver on its promises, maintain product quality, and meet or exceed expectations over time. A reliable

brand is one that consistently provides positive and trustworthy experiences, contributing to the establishment and reinforcement of brand trust.

2. Brand intentions: refers to the favorable and constructive feelings, attitudes, or purposes associated with a brand. It involves the perception that a brand has good intentions, values, or goals, and it reflects the positive attributes and ethical considerations associated with the brand. Positive intentions can include a brand's commitment to customer satisfaction, social responsibility, environmental sustainability, or other factors that contribute positively to the brand's image and reputation.

Purchase Decision

Purchase decision refers to the mental and behavioral process of consumers in selecting and buying products or services from various options available in the market. Purchase decision is the result of a complex interaction between personal and environmental factors. It involves the process of problem recognition, information search, alternative evaluation, and the actual purchase decision, along with post-purchase behavior. Throughout this process, consumers process information, form attitudes, and make choices that reflect their needs, desires, and values (Schiffman and Wisenblit, 2015). Meanwhile, there are four factors influencing purchase decisions, which are cultural, social, personal, and psychological Kotler and Armstrong (2018).

According to Kotler and Armstrong (2018) there are five steps of purchase decision process:

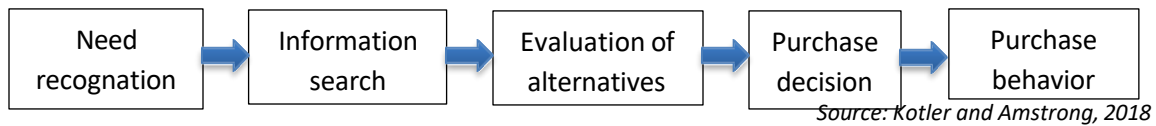


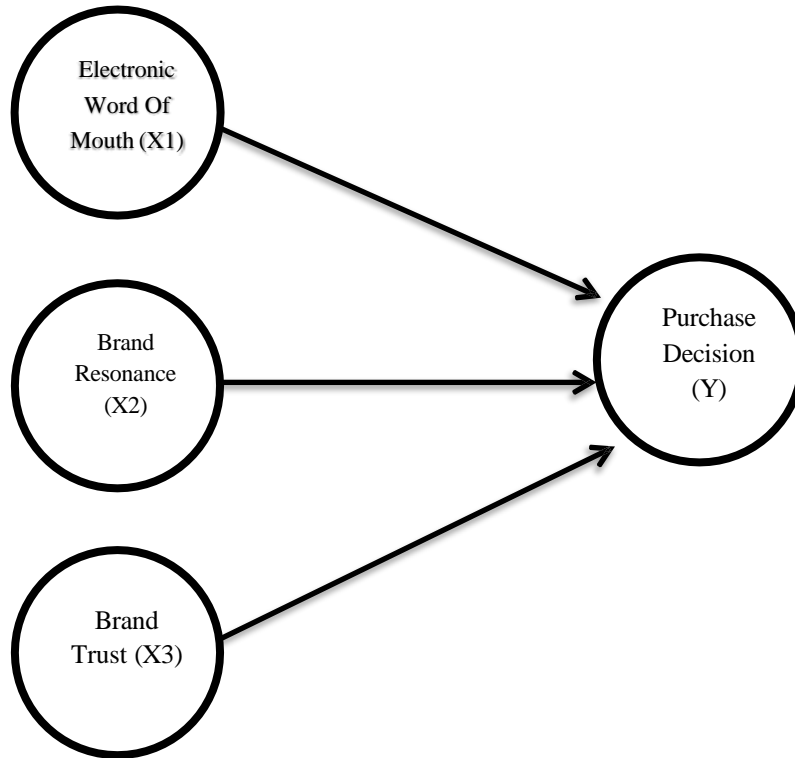
Figure 1. Purchase Decision Process

1. Need recognition: The initial stage where consumers become aware of a need or problem that triggers the purchasing process. Problem recognition can arise from routine needs, emerging issues, or a desire to fulfill wants.
2. Information search: After recognizing the problem, consumers engage in information search to gather data about products or services that can meet their needs. Information can be obtained from various sources, including friends, family, online reviews, and advertising.
3. Evaluation of alternatives: Consumers evaluate various product or brand alternatives based on specific criteria such as quality, price, brand, and features. This process involves comparing different options to choose the one that best satisfies their needs and preferences.
4. Purchase decision: After evaluating alternatives, consumers make the purchase decision. This decision can be influenced by various factors, including personal preferences, past experiences, and environmental factors such as promotions or discounts.
5. Post-purchase behavior: After the purchase, consumers experience post-purchase behavior, which includes the post-usage experience of the product or service. Consumer satisfaction or dissatisfaction after the purchase can influence loyalty and future purchasing decisions.

According to Kotler and Keller (2012) purchase decision have four indicators:

1. Product stability
2. Buying habits
3. Giving recommendations to others
4. Making repurchases

Framework of Thought



Hypothesis

H1 = Electronic Word of Mouth has a positive significant influence on Purchase Decision at Tokopedia in Singkawang City.

H2 = Brand Resonance has a positive significant influence on Purchase Decision at Tokopedia in Singkawang City.

H3 = Brand Trust has a positive significant influence on Purchase Decision at Tokopedia in Singkawang City.

RESEARCH METODE

Type of Research

The research method used is descriptive quantitative method, with data collection using a questionnaire from a sample of 100 respondents.

Variable Measurements

For variable measurement in this research used 5-point Likert Scale, where “1” represents strongly disagree while “5” means strongly agree. Likert scale is used to assess a person's or group's attitudes, opinions, and perceptions of social phenomena. The variables to be measured are described as variable indicators, then these indications are utilized as a starting point to create instrument items, which can be statements or question (Sugiyono, 2013).

Table 2. Opeartional Definition and Variable Indicator

| Variable | Operational Definiton | Variable Indicator | Scale Measurement |
|--------------------------|--|---|--------------------------|
| Electronic Word of Mouth | Electronic Word of Mouth (e-wom) refers to the process in which individuals share opinions, recommendations, or experiences about products, services, or brands through digital platforms such as social media, online review sites, or discussion forums. | 1. E-wom about Tokopedia are understandable and clear. 2. The are many reviews or recommendation about Tokopedia product and service. 3. Online reviews and recommendations about Tokopedia product and service are honest. 4. The comments about Tokopedia are reliable. | Likert Scale |
| Brand Resonance | Brand resonance refers to the level of engagement, emotional connection, and consumer identification with a brand. | 1. Brand loyalty 2. Emotional attachment to the brand 3. Sense of community 4. Active participation in activities or interactions involving the brand. | Likert Scale |
| Brand Trust | Brand trust refers to the level of confidence or belief that consumers have in a brand. | 1. Deliver promised quality. 2. Meet or exceed expectations over time. 3. Transparency. 4. Secure | Likert Scale |
| Purchase Decision | Purchase decision refers to the mental and behavioral process of consumers in selecting and buying products or services from various options available in the market. | 1. Product stability 2. Buying habits 3. Giving recommendations to others 4. Making repurchases | Likert Scale |

Population and Sample

Population is a collection of all elements with specific characteristics that can be used as the object of research (Moleong, 2011). The population in this study is all Tokopedia platform users in Singkawang city.

In a research study, the sample is a tiny subset of the population that is used to represent the complete population (Moleong, 2011). The sampling technique in this research is purposive sampling. "Purposive sampling or purposive sample selection is a sampling technique conducted intentionally with specific considerations, so that the chosen subjects represent specific characteristics desired by the researcher" (Moleong, 2011). In this research, the criteria or characteristics for sample selection are as follows:

1. Residing in Singkawang city
2. Aged 18-45 year
3. Have ever shopped or used Tokopedia platform.

Due to the unknown population size, the sample size will be determined using Purba formula (Sujarweni, 2015):

$$n = \frac{z^2}{4(Moe)^2}$$

Description:

n = Sample size

Z = 1.96 The score on the normal distribution at the 5 percent significance level

Moe = Margin of error max (10 percent)

Based on the formula, the number of samples taken is as follows:

$$n = \frac{1.96^2}{4(0.1)^2}$$

$$n = 96.04$$

The calculated result is 96.04, rounded to 100 for ease of analysis. So, the sample size in this study is 100 respondents.

DATA ANALYSIS AND RESULT

Descriptive Analysis

A total of 100 respondents took part in the survey, there are 35 male (35%) and 65 female (65%). According to the age group, majority of respondents belong to ranges 18-24 total 44 respondents (44%), 35 (35%) participants are in 25-31, 18 (18%) participants in 32-38 and only 3 (3%) of 100 participants in the age group who are 39-45. According to the occupation, 3 (3%) participants are government employee, 43 (43%) are private employee, 13 (13%) are entrepreneur, 36 (36%) are student and 5 (5%) are others. According to the monthly income, 34 participants (34%) earn less than or equal to 1.500.000 rupiah, 13 (13%) participants have an income from 1.500.000 to 3.000.000 rupiah, 26 (26%) respondents make from 3.001.000 to 4.500.000 rupiah a month and lastly, 27 (27%) people have an income over 4.500.000 rupiah. Finally, for education level, the majority of respondents are 49 (49%) graduated high school, 45 (45%) people hold university degrees and only 6 (6%) participants stopped their education after junior school. Descriptive statistics are displayed in Table 3.

Table 3. Descriptive Statistics

| Item | Category | Frequency | Percentage |
|------------|---------------------|-----------|------------|
| Gender | Male | 35 | 35 |
| | Female | 65 | 65 |
| Age | 18-24 | 44 | 44 |
| | 25-31 | 35 | 35 |
| | 32-38 | 18 | 18 |
| | 39-45 | 3 | 3 |
| Occupation | Government employee | 3 | 3 |
| | Private employee | 43 | 43 |
| | Entrepreneur | 13 | 13 |
| | Student | 36 | 36 |

| | Others | 5 | 5 |
|--------------------------------|-------------------------------------|----|----|
| Monthly Income Unit: Rupiah | < Rp1.500.000,00 | 34 | 34 |
| | Rp1.500.000,00 – Rp3.000.000,00 | 13 | 13 |
| | Rp3.001.000,00 – Rp 4.500.000,00 | 26 | 26 |
| | > Rp4.500.00,00 | 27 | 27 |
| Education Level | Junior school and below | 6 | 6 |
| | High school | 49 | 49 |
| | University and above | 45 | 45 |

Validity and Reliability Test

The validity test is used to assess a questionnaire's legitimacy or validity. A questionnaire is regarded valid if the questions contained within it can reveal what the questionnaire is intended to measure (Sunyoto, 2016). A questionnaire is regarded valid if the significance value is < 0.05 or by comparing the value of r_{xy} with r product moment, If the value of r_{xy} (score total) $> r$ table product-moment, then the instrument is declared valid. With a significance level of 0.05, the r product moment value is 0.195.

The Reliability test refer to the ability of a questionnaire to function as an indication of a variable or construct (Sunyoto, 2016). The questionnaire is considered reliable if the Cronbach's Alpha value is greater than 0.60.

Table 4. Validity and Realibility Test Result

| Variabels | Item | Value of r_{xy} | Sig. Value | Cronbach's Alpha | Conclusion |
|-------------------------------------|------|-------------------|------------|------------------|-----------------------|
| Electronic Word of Mouth (X1) | X1.1 | 0.681 | 0.000 | 0.619 | Valid and Reliable |
| | X1.2 | 0.661 | 0.000 | | |
| | X1.3 | 0.655 | 0.000 | | |
| | X1.4 | 0.734 | 0.000 | | |
| Brand Resonance (X2) | X2.1 | 0.733 | 0.000 | 0.619 | Valid and Reliable |
| | X2.2 | 0.693 | 0.000 | | |
| | X2.3 | 0.644 | 0.000 | | |
| | X2.4 | 0.663 | 0.000 | | |
| Brand Trust (X3) | X3.1 | 0.671 | 0.000 | 0.692 | Valid and Reliable |
| | X3.2 | 0.791 | 0.000 | | |
| | X3.3 | 0.765 | 0.000 | | |
| | X3.4 | 0.650 | 0.000 | | |
| Purchase Decision (Y) | Y1.1 | 0.679 | 0.000 | 0.645 | Valid and Reliable |
| | Y1.2 | 0.720 | 0.000 | | |
| | Y1.3 | 0.743 | 0.000 | | |
| | Y1.4 | 0.641 | 0.000 | | |

Source: Ouput of SPSS, 2023

According to the Table 4 show each item from all variables has a value of r_{xy} value greater than r table product-moment (0.195). Additionally, the significance value for each item from all variables is less than 0.05. Therefore, it can be concluded that all questionnaire items from each variable are regarded valid.

Then for the reliability test, in Table 4 we can see the Cronbach's Alpha value for each variable; electronic word of mouth (0.619), brand resonance (0.619), brand trust (0.692), purchase decision (0.645); all presented values are greater than 0.60. So, it can be concluded that all variables are reliable.

Normality Test

The normality test can be used to determine whether or not the obtained data has a normal distribution or is derived from a normal population (Prawoto, 2016). In this study, normality testing is conducted using the Kolmogorov-Smirnov test. If the Asymp. Sig. (2-tailed) value is > 0.05 , then the distribution is considered normal.

Table 5. Normality Result

| | Unstandardized Residual | Conclusion |
|------------------------|--------------------------------|------------------------|
| N | 100 | Distribution is normal |
| Asymp. Sig. (2-tailed) | 0.200 | |

Source: Ouput of SPSS, 2023

In Table 5, we can see the result of the normality test shows an Asymp. Sig. (2-tailed) value is 0.200 greater than the significance level of 0.05. Therefore, it can be concluded that the data in this study is normally distributed.

Linearity Test

The linearity test is used to examine whether a linear relationship exists between two variables. This test is employed as a prerequisite for linear regression analysis (Priyatno, 2017). Linearity testing is conducted using the Test for Linearity at a significance level of 0.05. Two variables are considered to have a linear relationship if the significance (Deviation for Linearity) is greater than 0.05. Correlation that considered to be good if the dependent variable and the independent variable has a significance linear connection.

Table 6. Linearity Test Result

| Variables | Deviation From Linearity Sig. | Conclusion |
|------------------|--------------------------------------|-------------------|
| Y*X1 | 0.378 | Linear |
| Y*X2 | 0.112 | Linear |
| Y*X3 | 0.61 | Linear |

Source: Ouput of SPSS, 2023

In Table 6, we can see the significance value for each variable; purchase decision*electronic word of mouth (0.378), purchase decision*brand resonance (0.112), and purchase decision*brand trust (0.61); all presented values are greater than 0.05. so, it may be said that the dependent variable and the independent variables have a significance linear correlation.

Multicollinearity Test

Regression model that does not occur multicollinearity is considered to be good. "Multicollinearity is a condition where a perfect or near-perfect linear relationship occurs among independent variables in a regression model" (Priyatno, 2012). In multicollinearity testing, it is considered not to have multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is less than 10.

Table 7. Multicollinearity Test Result

| Variables | Collinearity | | Conclusion |
|-------------------------------|--------------|-------|------------|
| | Tolerance | VIF | |
| Electronic Word of Mouth (X1) | 0.851 | 1.175 | not occur |
| Brand Resonance (X2) | 0.655 | 1.526 | not occur |
| Brand Trust (X3) | 0.669 | 1.496 | not occur |

Source: Ouput of SPSS, 2023

In Table 7, we can see the Tolerance value for each variable; electronic word of mouth (0.815), brand resonance (0.655), and brand trust (0.669); all presented values are greater than 0.10. And the VIF value for each variable; electronic word of mouth (1.175), brand resonance (1.526), and brand trust (1.496); all presented values are less than 10. So, it can be concluded that do not occur multicollinearity in this study so the regression model is considered to be good.

Heteroskedasticity Test

Regression model that does not occur heteroskedasticity is considered to be good. "Heteroskedasticity test is the presence of unequal variance of residuals for all observations in a regression model" (Prawoto, 2016). In heteroskedasticity testing, it is considered not to have heteroskedasticity if the Significance value is greater than 0.05.

Table 8. Heteroskedasticity Test Result

| Variables | Sig. | Conclusion |
|-------------------------------|-------|------------|
| Electronic Word of Mouth (X1) | 0.169 | not occur |
| Brand Resonance (X2) | 0.177 | not occur |
| Brand Trust (X3) | 0.793 | not occur |

Source: Ouput of SPSS, 2023

In Table 8, we can see the significance value for each variable; electronic word of mouth (0.169), brand resonance (0.177), and brand trust (0.793); all presented values are greater than 0.05. So, it can be concluded that do not occur heteroskedasticity in this study so the regression model is considered to be good.

Multiple Linear Regression Analysis

Multiple linear regression analysis is conducted to analyze the influence of more than one independent variables on the dependent variable (Priyatno, 2013). The multiple linear regression equation in this study is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Description:

Y = Keputusan Pembelian

a = Constant

b1 = Beta of Electronic Word of Mouth

b2 = Beta of Brand Resonance

b3 = Beta of Brand Trust

X1 = Electronic Word of Mouth

X2 = Brand Resonance

X3 = Brand Trust

Table 9. Multiple Linear Regression Test Result

| Variables | Unstandardized Coefficients | | Standardized Coefficients |
|-------------------------------|-----------------------------|------------|---------------------------|
| | B | Std. Error | Beta |
| (Constant) | 2.753 | 1.689 | |
| Electronic Word of Mouth (X1) | 0.360 | 0.092 | 0.340 |
| Brand Resonance (X2) | 0.267 | 0.103 | 0.256 |
| Brand Trust (X3) | 0.188 | 0.090 | 0.204 |

Source: Output of SPSS, 2023

Based on Table 9 the results of multiple linear regression test, the regression equation can be formulated:

$$Y = 2.753 + 0.340X1 + 0.256X2 + 0.204X3$$

- The beta value of the Electronic Word of Mouth is 0.340, indicating Electronic Word of Mouth has a positive influence on Purchase Decision at Tokopedia in Singkawang City.
- The beta value of the Brand Resonance is 0.256, indicating Brand Resonance has a positive influence on Purchase Decision at Tokopedia in Singkawang City.
- The beta value of the Brand Trust is 0.204, indicating Brand Trust has a positive influence on Purchase Decision at Tokopedia in Singkawang City.

T-Test (Partial Test)

T-Test (Partial Test) is used to determine whether the influence of each independent variable on the dependent variable is significant or not (Prawoto, 2016). In t-testing (Partial Test), if the significance value is less than 0.05 or the calculated t-value is greater than the t-table value (1.988), it means that the independent variable partially has an influence on the dependent variable.

Table. 10 T-Test Result

| Variables | t-value | Sig. value | Conclusion |
|-------------------------------|---------|------------|-------------|
| Electronic Word of Mouth (X1) | 3.932 | 0.000 | significant |
| Brand Resonance (X2) | 2.593 | 0.011 | significant |
| Brand Trust (X3) | 2.091 | 0.039 | significant |

Source: Output of SPSS, 2023

- The influence of Electronic Word of Mouth on Purchase Decision In Table 10, we can see Electronic Word of Mouth t-value is 3.932 greater than t-table value 1.988 and the significance

value is 0.000 less than 0.05, so it can be concluded that Electronic Word of Mouth has a significant influence on Purchase Decision.

- The influence of Brand Resonance on Purchase Decision In Table 10, we can see Brand Resonance t-value is 2.593 greater than t-table value 1.988 and the significance value is 0.011 less than 0.05, so it can be concluded that Brand Resonance has a significant influence on Purchase Decision.
- The influence of Brand Trust on Purchase Decision In Table 10, we can see Brand Trust t-value is 2.091 greater than t-table value 1.988 and the significance value is 0.039 less than 0.05, so it can be concluded that Brand Trust has a significant influence on Purchase Decision.

Determination Coefficient Test

The determination coefficient test is used to determine the percentage of the combined contribution of independent variables to the dependent variable (Priyatno, 2013).

Table 11. Determination Coefficients Test Result

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .623 _a | .388 | .369 | 1.940 |

a. Predictors: (Constant), Brand Trust, Electronic Word of Mouth, Brand Resonance

Source: Ouput of SPSS, 2023

In Table 11, the determination coefficient test results show R Square value is 0.388 or 38.8 percent. This result indicates that the independent variables (Electronic Word of Mouth, Brand Resonance, and Brand Trust) collectively influence the dependent variable (Purchase Decision) by 38.8 percent. Meanwhile, the remaining 61.2 percent is influenced by other variables or factors not examined in this study.

CONCLUSION

Based on the data analysis and results regarding the influence of electronic word of mouth (e-wom), brand resonance and brand trust on purchase decision at Tokopedia in Singkawang city, the conclusions are:

1. Electronic word of mouth has a positive and significant influence on purchase decision at Tokopedia in Singkawang city. Therefore, it can be concluded that the first hypothesis is accepted "H1 = Electronic Word of Mouth has a positive significant influence on Purchase Decision at Tokopedia in Singkawang City."
2. Brand resonance has a positive and significant influence on purchase decision at Tokopedia in Singkawang city. Therefore, it can be concluded that the second hypothesis is accepted "H2 = Brand resonance has a positive significant influence on Purchase Decision at Tokopedia in Singkawang City."
3. Brand trust has a positive and significant influence on purchase decision at Tokopedia in Singkawang city. Therefore, it can be concluded that the third hypothesis is accepted "H3 = Brand trust has a positive significant influence on Purchase Decision at Tokopedia in Singkawang City."

In this study, the results of the analysis indicate that all the hypotheses are accepted: electronic word of mouth (e-wom), brand resonance, and brand trust has a positive and significant influence on purchase decision at Tokopedia in Singkawang city. This mean that each of these variables plays a crucial role in shaping consumer purchasing decisions at Tokopedia in Singkawang city. These findings shown the importance of understanding and effectively harnessing electronic word of mouth (e-wom), brand resonance, and brand trust in e-commerce marketing strategies and business development.

Electronic word of mouth (e-wom) emerges as a force playing a crucial role in shaping consumer perceptions and preferences. With the spread of opinions and recommendations through online platforms, consumers actively share their experiences, and the research results indicate that positive e-wom are important factor for Tokopedia consumers in making purchasing decisions. Tokopedia can enhance their strategies by focusing on building a positive online reputation. Brand Resonance, reflecting consumers emotional connection with the brand, also proves to have a positive influence. Brand resonance plays a role in influencing consumer behavior by providing a deep and positive experience, contributing to the formation of loyalty and repeat purchase decisions. It essential for Tokopedia to keep fostering strong emotional connections with consumers.

Brand trust, as the foundation for establishing and maintaining a strong relationship between the brand and consumers, proves to be a critical factor in the e-commerce. In transactions without face-to-face interactions, brand trust becomes a crucial determinant of consumer decisions. Tokopedia can continue to enhance brand trust by consistently delivering positive value to consumers. This is expected to instill a sense of security in consumers when considering a purchase at Tokopedia.

Furthermore, the identified positive relationships between these variables (electronic word of mouth, brand resonance, brand trust) and purchase decisions suggest opportunities for businesses to optimize their online presence, strengthen brand identity, and cultivate trust to positively influence consumer purchase decisions on Tokopedia. By fostering positive electronic word of mouth, brand resonance, and brand trust, it will contribute significantly to purchase decision-making on Tokopedia.

The implications of these findings can serve as a foundation for designing more effective and comprehensive marketing strategies on Tokopedia and also can provide valuable guidance for similar e-commerce platforms.

This research has several limitations. First, there are only 100 respondents in this study which may not make the results accurate enough in representing all Tokopedia customers. In a future study, it is important to consider more respondents. Due to the insufficient samples may causing the distorted interpretation that the effect of electronic word of mouth, brand resonance, and brand trust may not apply to the Tokopedia consumers in Singkawang city. Second, the determination coefficient test results show R Square value is 0.388 or 38.8 percent. This result indicates that the independent variables (Electronic Word of Mouth, Brand Resonance, and Brand Trust) collectively influence the dependent variable (Purchase Decision) by 38.8 percent. Meanwhile, the remaining 61.2 percent is influenced by other variables or

factors not examined in this study. For future research, might be considered to add other variables or factors that were not studied in this study for better research results.

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