Trust as a Mediating Variable between Electronic Word of Mouth (E-Wom), Influencer on Consumer Buying Interest on Instagram @Kokobuncit Account in the Covid-19 Pandemic

*Ruswiai Suryasaputra*, Faculty of Economics and Business, Wijaya Kusuma Surabaya University, Indonesia

SE, MS Tomi, Faculty of Economics and Business, Wijaya Kusuma Surabaya University, Indonesia

*Corresponding author’s email address: tomirt16@gmail.com

### ARTICLES DETAILS

<table>
<thead>
<tr>
<th>History</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revised format: Nov 2022</td>
</tr>
<tr>
<td>Available Online: Dec 2022</td>
</tr>
</tbody>
</table>

| Keywords |
| Trust, Electronic Word of Mouth, Influencer and Buying Interest. |

| JEL Classification |
| M1, M2 |

### ABSTRACT

**Objective:** The purpose of this study is to find out the trust variable as an intervening variable between the influence of electronic word of mouth (E-WOM), influencers on buying interest on the Instagram account @kokobuncit Surabaya.

**Methodology:** This research method uses a quantitative method through a path analysis model with the help of SPSS V.20.

**Findings:** The results of this study are that E-WOM and influencers have a direct significant effect on trust. E-WOM has a direct significant effect on buying interest, while influencers have no direct significant effect on buying interest. Trust mediates the effect of E-WOM, influencer on consumer buying interest.

**Implications:** Electronic Word of Mouth is a marketing strategy that is carried out by using consumers who have consumed the product. The form of Electronic Word of Mouth can be in the form of reviews, suggestions, and reviews that are carried out in electronic media such as social media.

© 2022 The authors, under a Creative Commons Attribution-NonCommercial-4.0

**Recommended Citation:** Suryasaputra, R. and Tomi, SE. MS. (2022). Trust as a Mediating Variable between Electronic Word of Mouth (E-Wom), Influencer on Consumer Buying Interest on Instagram @Kokobuncit Account in the Covid-19 Pandemic. Sustainable Business and Society in Emerging Economies, 4 (4), 735-742.

**Preliminary**

The COVID-19 pandemic that has hit Indonesia since March 2021 until now in 2021 has greatly impacted all sectors of life, one of which is the economic sector. Policies that limit community activities have resulted in a decrease in sales of business actors which is caused by a decrease in consumer interest in going out of the house to buy or carry out other activities because the public or consumers are afraid if they are infected by the virus.

In this digital era, internet technology is one of the most important things in supporting life, almost all aspects of life can now be reached using internet technology. The rapid development of technology makes the business world also compelled to make a new step in running a business/business. Business actors take advantage of the sophistication of the available features for marketing. At this time many business actors use internet technology to do promotions and one of the most widely used digital media is social media, this has a strong
reason because nowadays almost everyone has social media. Based on the Indonesian Digital Report, it can be seen that 86.6% of the population of Indonesia's population in 2021 use Instagram social media.

Buying interest is a behavior that arises in consumers after knowing information about the product attributes they are looking for. Using influencers to introduce their products is one way to generate buying interest in consumers, because influencers have a wider reach than ordinary Instagram account users because these influencers already have hundreds of thousands of followers to millions of people who are of course waiting for the information to be conveyed by the influencer. Through the @kokobuncit Instagram account, which always provides the latest information about foods in Surabaya, ranging from street food vendors to luxury food in cafes or restaurants. Not only by posting, the Instagram account @kokobuncit also carries out promotions with the instastory feature or short video reviews about a food in a very interesting way of delivery and of course makes the instastory audience drool seeing it and definitely want to try the food promoted by the @kokobuncit Instagram account.

Electronic Word of Mouth is a marketing strategy that is carried out by using consumers who have consumed the product. The form of Electronic Word of Mouth can be in the form of reviews, suggestions, and reviews that are carried out in electronic media such as social media. Consumers who will buy a product need a belief in the product, especially food because consumers are afraid that the taste of the food they are going to buy is not as expected. Usually consumers need information in the form of reviews on electronic media obtained from people around them, other people / other consumers to ensure information about the food products they will buy. In addition to reviews, consumers also need advice on selected food products, this can also be done by followers of the @kokobuncit Instagram account by sending posts or stories via direct massage (DM) to fellow Instagram account users. Consumer trust is very important in building consumer buying interest because with the confidence in consumers, it is likely that consumers will make a purchase of a product, one of which is a type of culinary product. Therefore, based on the background description described above, the researcher wants to find out how much influence the influencer, E-WOM has on buying interest through consumer trust on the @kokobuncit Instagram account.

Literature Review
Marketing Management
The opinion of Handoko (2012) management is the process of planning, organizing, directing, and supervising efforts by members of the organization and other resources in order to achieve the goals that have been set.

According to Hasan (2013) marketing is the process of identifying, creating, and communicating value and maintaining customer relationships that satisfy customers to maximize company profits. Marketing Management is a step taken by planning, implementing (which consists of organizing, directing, coordinating), supervising and controlling marketing activities carried out within a company to be more effective and efficient.

Social Media
According to Antony Mayfield in Kaloka, (2016) social media is a medium that is very easy to use in terms of joining, sharing, and creating roles, such as blogs, social networks, online encyclopedias or wikipedias, virtual discussions.

E-WOM
According to Goyette et al. (2010) E-WOM is an informal online communication that spreads quickly between individuals regarding services or products. Furthermore, there is the opinion of Sun et al. in Aisyah & Engriani, (2019) that E-WOM is a use of internet technology as a dissemination of information on reactions after buying a product and providing a review about
a product. Goyette et al., (2010) also formulate the dimensions for measuring Electronic Word of Mouth, namely as follows:

a. Intensity
b. Valence of opinion
c. Content

**Influencer**
According to Kotler & Keller (2012) in Carissa & Aruman (2017), Influencers are people who provide information about a specific product that can influence consumer purchasing decisions. According to Haryanti & Wirapraja in Anjani & Irwansyah, (2020), influencers are individuals who have so many followers on social media and have the ability to influence the attitudes of their followers about what has been conveyed. According to Hovland, Janis and Kelly in Oktavia, (2020) indicators to measure influencers are:

a. Trustworthiness
b. Expertise
c. Atractiveness

**Buying Interest**
According to Sciffman and Kanuk (2007) buying interest is a form of human behavior towards a product that is very suitable for measuring attitudes towards a group of products, services, or brands. According to Lidyawatie (2008), there are several factors that can influence consumer buying interest, including: Job Differences, Socio-Economic Differences, Interest Differences, Gender Differences, Age Differences. Sciffman and Kanuk (2007), formulate indicators to measure buying interest, namely as follows:

a. Interested in finding information about the product.
b. Considering buying
c. Interested to try.
d. Want to know the product.
e. Want to own the product.

**Trust**
According to Mowen and Minor (2011) consumer trust is all consumer knowledge and all conclusions that consumers draw about goods, properties, and benefits. Another opinion from Costale in Ferrinadewi in Kristanti & Erdiansyah, (2020) Trust is a consumer's perception of being trustworthy based on transactional experience, in accordance with the characteristics of consumer expectations regarding product performance and satisfaction. Mowen and Minor in Kaloka (2016), also formulated several indicators to measure consumer confidence, namely as follows:

a. Trusted account
b. Able to influence consumer's mind
c. Reliable
d. Confidence

**Research Methods**
This study uses a quantitative approach where this research focuses on testing hypotheses based on primary data. The primary data source in this study was obtained from distributing online questionnaires via google form to respondents, namely followers from the @kokobuncit Instagram account in November 2021 in the Surabaya area. and surrounding.

The population in this study were followers of the @kokobuncit Instagram account in November 2021. In this study, the number of samples taken was 105 samples or respondents who followed the @kokobuncit Instagram account. The analytical method used in this research is path analysis.
Image 1

Analysis Model

Results and Discussion

In this results section, the results of research are presented on the magnitude of the influence of E-WOM, influencers through trust on buying interest on the @kokobuncit Instagram account, with the calculation of Statistical Program Social Scance (SPSS) for Windows V.20. the results are as follows:

Table 1.
Calculation Results of the Effect of E-Wom, Influencers on Trust

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constanta)</td>
<td>3,404</td>
<td>1,370</td>
<td>.170</td>
<td>2,485</td>
</tr>
<tr>
<td>E-WOM</td>
<td>.125</td>
<td>.057</td>
<td></td>
<td>2,180</td>
</tr>
<tr>
<td>INFLUENCER</td>
<td>.604</td>
<td>.069</td>
<td>.681</td>
<td>8,756</td>
</tr>
<tr>
<td>R</td>
<td>.802</td>
<td></td>
<td>F</td>
<td>91.903</td>
</tr>
<tr>
<td>R Square</td>
<td>.643</td>
<td></td>
<td>Sig.</td>
<td></td>
</tr>
<tr>
<td>Adjusted R Square</td>
<td>.636</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: data processed by IBM SPSS V.20

From table 1 above, it can be seen that E-WOM has a value of tcount > ttable which is 2.180 > 1.984 and has a significance of 0.032 which means 0.032 <0.05, so it can be said that Ha is accepted and Ho is rejected, this proves that the E-WOM variable has a significant effect on consumer trust on Instagram @kokobuncit and it can be proven true. For influencers having a value of tcount > ttable which is 8.756 > 1.984 and has a significance of 0.000 which means 0.000 <0.05, it can be said that Ha is accepted and Ho is rejected, this proves that the Influencer variable has a significant effect on consumer confidence on Instagram @kokobuncit and can be proven the truth.

Table 2.
The Result of Calculation of the Effect of E-Wom, Influencers and Trust on Buying Interest

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constanta)</td>
<td>2,335</td>
<td>1,724</td>
<td>1,366</td>
<td>0,179</td>
</tr>
<tr>
<td>E-WOM</td>
<td>0,207</td>
<td>0,072</td>
<td>0,235</td>
<td>2,883</td>
</tr>
<tr>
<td>INFLUENCER</td>
<td>0,047</td>
<td>0,112</td>
<td>0,044</td>
<td>0,420</td>
</tr>
</tbody>
</table>
From table 2 above, it can be seen that E-WOM has a value of tcount > ttable which is 2.883 > 1.984 and has a significance of 0.005 which means 0.005 < 0.05 then it can be said that Ha is accepted and Ho is rejected, this proves that the E-WOM variable has a significant effect on consumer buying interest on Instagram @kokobuncit and it can be proven true.

Influencers have a tcount < ttable which is 0.420 < 1.984 and has a significance of 0.675 which means 0.675 < 0.05, so it can be said that Ha is rejected and Ho is accepted, this proves that the Influencer variable has no significant effect on consumer buying interest on Instagram @kokobuncit and can proven true.

Trust has a value of tcount > ttable which is 5.809 > 1.984 and has a significance of 0.000 which means 0.000 <0.05 then it can be said that Ha is accepted and Ho is rejected, this proves that the Trust variable has a significant effect on consumer buying interest on Instagram @kokobuncit and can be proven the truth.

**Image 2**

**Path Analysis Results**

Based on the picture above, it can be seen that the total effect of the Electronic Word of Mouth (X1) path coefficient on Buying Interest (Y) through Trust (Z) obtained results of 0.295 > 0.207 which means that the total path coefficient effect is greater than the direct effect, so it can be concluded that there is a relationship mediation/intervening. From the results of the Sobel test above, the tcount value for the mediating effect of the first relationship (E-WOM – trust – buying interest) is 2.494, so that tcount > ttable is 2.494 > 1.984, it can be concluded that the mediation coefficient is 0.0878 significant, which means that there is a variable effect mediation.

Based on the picture above, it can be seen that the total influence of the path coefficient of Influencer (X2) on Purchase Interest (Y) through Trust (Z) is obtained, the result of the total effect of the path coefficient of 0.471 which means that the relationship through this Z variable has perfect mediation because the relationship is directly does not have a significant effect, so it can be concluded that there is a mediation/intervening relationship. From the results of the Sobel test above, the tcount value for the mediating effect of the second relationship (influencer – trust – buying interest) is 4.910, so that tcount > ttable is 4.910 > 1.984, it can be concluded that the mediation coefficient is 0.4264, which is significant, which means that there is an effect of the mediating variable.
Conclusion
Based on the results of the study, tested and analyzed to determine the effect of trust as a mediating variable between electronic word of mouth and influencers on buying interest on the @kokobuncit Surabaya Instagram account, the following conclusions can be drawn:

1. There is a significant effect of electronic word of mouth on consumer buying interest on the @kokobuncit Instagram account. This shows that if the electronic word of mouth conveyed contains positive things, it can directly increase consumer buying interest on the @kokobuncit Instagram account.
2. There is no significant influence of Influencers on consumer buying interest on the @kokobuncit Instagram account. This shows that attractive influencers are not necessarily able to significantly influence consumer buying interest so that the second hypothesis is not supported.
3. There is a significant effect of electronic word of mouth on consumer confidence in the @kokobuncit Instagram account. This shows that if more electronic word of mouth is conveyed in electronic media, it can foster trust in consumers through the @kokobuncit Instagram account.
4. There is a significant influence of influencers on consumer confidence in the @kokobuncit Instagram account. This shows that attractive and trusted influencers can increase the level of consumer confidence in the @kokobuncit Instagram account.
5. There is a significant influence of trust on consumer buying interest on the @kokobuncit Instagram account. This shows that if consumer trust is high, it can increase consumer buying interest on the @kokobuncit Instagram account.
6. Trust can mediate the relationship between E-WOM with consumer buying interest. This shows that if electronic word of mouth is built positively, it can increase consumer confidence so that consumer buying interest will indirectly increase with the mediation variable on the @kokobuncit Instagram account.
7. Trust can perfectly mediate the relationship between influencers and consumer buying interest. This shows that if the influencer is attractive and trusted, it can increase consumer confidence so that indirectly consumer buying interest increases with the mediation variable on the @kokobuncit Instagram account.

Bibliography


