

## Analyzing the Determinants of Purchase Intention in E-commerce: Evidence from Bukalapak Users in Pekanbaru

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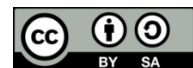
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### ABSTRACT

This study investigates the determinants of purchase intention in e-commerce, focusing on Bukalapak users in Pekanbaru, Indonesia. The research examines the influence of electronic word-of-mouth (eWOM), brand image, and consumer trust on purchase intention. A sample of 150 respondents was selected using non-probability sampling and purposive sampling techniques. Data was collected through questionnaires, observations, and documentation, and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the SMART-PLS application. The results indicate that eWOM and brand image directly influence purchase intention and consumer trust. Consumer trust also directly affects purchase intention. Furthermore, eWOM and brand image indirectly influence purchase intention through consumer trust as a mediating variable. The findings suggest that eWOM and brand image play crucial roles in shaping consumer perceptions and building trust, which ultimately drives purchase intention in the context of e-commerce. The study highlights the importance of delivering strong and convincing information through eWOM and establishing a positive brand image to effectively increase consumer trust and purchase intention. The research contributes to the understanding of consumer behavior in e-commerce and provides insights for Bukalapak to enhance its marketing strategies and address the challenges of declining visitor numbers and purchase intentions.

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## 1. INTRODUCTION

As technology advances, significant transformations are occurring in Indonesia's economic landscape, particularly in the trade sector. Where people once engaged in buying and selling directly in local shops and markets, many have now transitioned to conducting trade through electronic platforms, commonly known as e-commerce, by leveraging their Internet connections [1].

According to data from the survey results of Internet Service Providers in Indonesia (PJII) Sadya [2], the number of Internet users in Indonesia reached 215.63 million in 2022 to 2023, marking an increase from the previous year's figure of 210.03 million users. This increase in the number of Internet users in Indonesia has the potential to foster the growth of various e-commerce businesses in the country. According to Sadya Market Insight Statistics data [2], the e-commerce sector in Indonesia had 196.47

million users in 2023, an increase from 178.94 million users in 2022. With the annual increase in e-commerce users in Indonesia, the Katadata Insight Center, in collaboration with the Ministry of Communication and Information Technology, conducted a survey to record the frequency of online shopping among Indonesians for several months.

The survey indicated that 37.9% of Indonesians engaged in online shopping every few months. This data confirms that most Indonesians have participated in online shopping and used e-commerce platforms. In Indonesia, numerous e-commerce options are available for online shopping, including Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. The abundance of e-commerce choices in Indonesia intensifies competition among these businesses, prompting companies to seek strategies for growth and development amid their rivals by conducting market research and analyzing trends and consumer demands. Companies must continuously enhance their quality and employ various methods to attract customers. The image below, provided by SimilarWeb and Katadata.co.id, displays data on several Indonesian e-commerce platforms with the highest visitor numbers in 2023.

The five e-commerce companies with the most visitors in 2023 are as follows: Shopee is ranked first as e-commerce with the highest number of visitors at around 2.3 billion in 2023, and Shopee has a number of visitors that continues to increase per quarter, with the last position being Bukalapak e-commerce with only 168.2 million visitors and always decreasing until the fourth quarter of 2023.

Five E-commerce platforms with the most visitors in 2024 in Pekanbaru City, it is known that Shoppe is ranked first as the e-commerce choice of the people of Pekanbaru City. This data was obtained by researchers conducting a pre-survey. The number of samples selected by researchers was 30 respondents located in Pekanbaru City, and the last position was still in Bukalapak. This proves that the intention of the people of Pekanbaru City to use Shopee e-commerce is

very high, while that of Bukalapak e-commerce is very low.

Bukalapak is one of the original local e-commerce platforms created by Indonesian children, established in 2010. Initially, Bukalapak facilitated Micro, Small, and Medium Enterprises (MSMEs). Now, Bukalapak is developing as an e-commerce platform with various business line expansions, which serve various user needs, ranging from household products, fashion, electronics, food, and many other unique and creative products. Bukalapak loses to e-commerce originating from outside Indonesia, such as Shoppe, which ranks first with the highest number of visits, and Bukalapak is actually the last of four other e-commerce, which proves that people's intention towards Bukalapak e-commerce is very low from the first quarter to the fourth quarter of 2023.

Bukalapak visit data from 2019-2023 shows that the consumer intention to visit Bukalapak e-commerce decreased until the fourth quarter of 2023. In this case, it is necessary to study the factors that can influence people to have low purchase intentions in Bukalapak e-commerce. Consumer purchase intention arises from a previous alternative evaluation process. When a consumer has a purchase intention, they will choose a product or brand. Alternative information can help consumers find out information about various things they want to know, starting from quality and brand [3]. There are many factors that can influence consumer purchase intentions, including electronic word-of-mouth, brand image, and trust.

Trust is one of the basic and important aspects of shaping consumer behavior and generating purchase intentions. Trust is a strong basis used by consumers, and it can be in the form of how a company or product has good quality, transaction security, and in accordance with the wishes of consumers who buy it. A company or product will experience a decline in sales if the buyer considers the company or product to be unreliable in terms of security and usefulness,

and vice versa. Therefore, trust can lead to purchase intentions in consumers. In the case of e-commerce platforms, consumer trust is an important factor in creating consumer purchase intentions because consumers tend to have a purchase intention in e-commerce if e-commerce has security in the transaction process, the suitability of the goods offered online with the actual condition and form, and the risks it will cause. Therefore, trust is a factor that increases consumers' purchase intentions because if consumers believe in a product, it will have positive effects [4].

When consumers have purchase intentions, one of the types of information that consumers will find out is from electronic word-of-mouth (e-wom). Consumers tend to believe in a product or brand more from previous consumer experiences regarding information, product, or service reviews submitted electronically, either through social media or review platforms. Electronic word-of-mouth (e-WOM) is information submitted online about the good or bad aspects of a product and brand and is a forum for gathering information about the desired product or brand. This information can not only be obtained from people who are known, but can also be obtained from other people online with their experiences and the reviews they provide [5]. Electronic word-of-mouth plays an important role in determining a person's purchase intention because it can provide information about a product or brand from other people based on their experience, which is needed before other consumers make a purchase [6]. Therefore, electronic word of mouth is an important factor that influences consumer purchase intentions.

Apart from the electronic word-of-mouth factor, consumers also tend to see the Brand Image of a company (Brand Image). Brand image needs to be formed and maintained by every company because a good brand image will have an impact on consumer buying intentions and trust. Consumers tend to have a purchase intention for a well-known company and an assessment that has been well embedded in the minds of consumers. Brand images are a comprehensive

impression of a brand's position when viewed in competition with other similar brands. Brand image is the most important factor influencing consumer purchase intention. Without a strong brand image, organizations cannot gain a maximum market share. The brand image of Bukalapak will be considered good by the public if people believe in e-commerce. A company with a good brand image increases consumer confidence and purchase intentions towards the company [6]. Therefore, brand image is important in determining consumer purchase intentions.

Researchers conducted a preliminary survey of 30 respondents to gather useful information to strengthen the researcher's argument. Based on the survey results with four statements, eight respondents agreed that they intend to buy products at Bukalapak in the near future, and 22 respondents disagreed. Finally, 11 respondents agreed with the statement, I trust Bukalapak, and 19 respondents disagreed.

The preliminary survey conducted by researchers on 30 respondents and previous studies that have discussed various variables ranging from e-wom, brand image, trust, and purchase intention with different objects and different results in each study, have made further researchers want to examine the factors that influence purchase intention. There is still a lack of research on e-wom and brand image mediated by trust, with the phenomenon of decreasing the number of visitors and purchase intentions for Bukalapak e-commerce. Therefore, researchers are interested in testing e-wom, brand image, and trust variables on Bukalapak's e-commerce objects. With this research, it is hoped that it can contribute theoretically and practically to the field of marketing and provide an overview of the problems faced by Bukalapak e-commerce.

## 2. LITERATURE REVIEW

### 2.1 *Electronic Word of Mouth (E-WOM)*

Electronic word-of-mouth (eWOM) originally referred to a form of direct word-of-mouth communication through face-to-face

meetings and has now developed into electronic communication using the Internet as a medium for delivering messages. Electronic word-of-mouth (eWOM) is communication via the Internet regarding positive and negative statements about a product or service [7]. According to Yoga [8], electronic word-of-mouth is a positive or negative statement made by potential consumers about a product, brand, or company that can be accessed by many people via the internet. Chu et al.[9] stated that electronic word-of-mouth is an online consumer review that is positive, negative, or neutral about a product that influences purchase intention. Electronic word-of-mouth (eWOM) is an informal communication conveyed by consumers via the Internet or social media regarding the use, impressions, experiences, quality, and characteristics of goods and services [10]. Electronic word-of-mouth is a positive or negative statement conveyed by consumers about a product that can be accessed via the Internet (Dulek & Aydin, 2020) and (Supradita et al., 2020). This information can be accessed through social media platforms, such as Facebook, Twitter, Instagram, TikTok, and YouTube, and reviews written by customers on e-commerce platforms. Electronic word-of-mouth plays a role in shaping consumer behavior [13] because consumers are more likely to believe information provided by friends and assessments from others based on other people's shopping experiences than advertisements by the company itself. Meanwhile, according to Ilhamalimy and Ali [14], electronic word-of-mouth is information obtained through Internet media that can help consumers in purchasing behavior. This information is the result of word-of-mouth evaluation through Internet media, which provides various alternatives for consumers to compare the performance of a company or product recommended by individuals and organizations, which can influence purchase intentions. There are several indicators in the electronic word of eWOM according to [7], namely Intensity, Valence of opinion, and content.

## 2.2 Brand Image

Brand image is a consumer's perception of a brand that is attached to the consumer's memory or the opinion of consumers towards a brand that arises after consumers use the brand [15]. Brand image is the perception of a brand in the minds of consumers who can form consumer confidence in a brand [16]. Brand image is a person's perception of a brand formed from information and experience with the brand [17]. According to Benhardy et al. [18], brand image is a picture or impression of a particular brand in the minds of consumers. Brand image can also be considered as part of a brand that is recognizable but not spoken, such as symbols, letter and color designs, or consumer perceptions of a company or the product it represents. Azizah and Wardhani [19] stated that brand image is the way consumers view a brand that is formed from information and experience with the brand itself. Brand image is the perception and belief held by consumers, which is reflected in associations consisting of brand associations of type, liking, strength, and uniqueness reflected in consumer memories. Image is reality; therefore, if market communication does not match reality, it is usually reality that wins [20]. There are several indicators of brand image [15], including brand trustworthiness, attractiveness, pleasantness, social status, and reputation.

## 2.3 Consumer Trust

Trust is a consumer's desire for reliability from a company or product against the risks faced in the hope that the company or product will provide positive results [21]. Trust arises when there is a reliable working relationship with integrity. Trust is the basis for establishing a relationship between one party and another so that a mutually beneficial relationship can be established [7]. Trust is the confidence that one party has in another party, namely the company, in conducting a transaction relationship on the basis of confidence and trust that the other party can fulfill its obligations properly in accordance with consumer expectations [22]. Trust is one of the main characteristics of the

relationship between sellers and buyers; it is built when consumers are confident in the service and reliability of the products offered. According to Wibowo et al. [23], trust is a psychological state that has a positive impact on expectations for a company, product, or brand that can meet consumer needs. Trust is defined as a belief in the reliability and integrity of exchange partners, which is associated with consistency, honesty, fairness, and responsibility [24]. Trust is considered a company's readiness to rely on its business partners, influenced by various interpersonal and interorganizational relationship factors, including expertise, integrity, honesty, and sincerity [14]. Trust is built on the expectation of the other party of the reliability of a company or product and the benefits of the product, the quality of the product, the integrity of a product, and compliance with the specifications stated in each product. Trust is the most important variable in creating purchase intentions among consumers. Trust is a foundation that must be built in every business because it leads to consumers' purchase intentions. Consumers are willing to bear the risks arising from a company because of their expectations of the company. There are several indicators of consumer confidence according to [7], which are integrity (Integrity), kindness (Benevolence), and ability (Competence).

#### **2.4 Purchase Intention**

Purchase intention is a subjective condition in consumers that allows consumers to desire to buy a good or service but has not yet entered the actual purchase stage. Purchase intention describes consumers' desire to buy a product in the future [25]. Purchase intention refers to the desire to obtain a product based on previous evaluations of the product [7]. Denpasar [26] states that purchase intention represents consumers' plans or willingness to buy products or services in the future. Purchase intention is the stage where consumers determine their choice between several brands that are included in the shortlist, and then finally make a purchase on an alternative choice that they like the most [27]. Buying

intentions can be referred to as self-involvement in finding and buying products in the form of certain goods or services. Purchase intention is part of consumer attitudes in their goal of using a product [28]. According to Candra and Yasa [29], purchase intention encompasses all activities, behaviors, and psychological processes that occur before a purchase. Buying intentions can arise due to interest in a product and brand that is considered to provide benefits to consumers. According to Sulthana and Vasantha [30], purchase intention is the desire to buy a product in the form of goods or services in the future. Purchase intention is defined as a person's expectations regarding what will be done with a product in the future. Purchase intention is an individual or consumer activity directly involved in obtaining and using the goods offered [20]. Purchase intention can also be said to be a reaction to consumer behavior that arises towards an object that shows an individual's desire to make a purchase. Purchase intentions can be in the form of consumer tendencies to buy or use a brand and take actions related to the probability of consumers making purchases or use. According to Kojongian and Ariadi [7], there are several indicators of purchase intention, [7] including transactional, referential, preferential, and exploratory intentions.

### **3. METHODS**

#### **3.1 Population and samples**

According to Amin et al. [31], the population is the whole element in research, consisting of objects and subjects with certain characteristics. Populations can be members of groups of people, animals, events, or events. The population in this study was the people of Pekanbaru City. The population in this study was unknown or infinite. Amin et al., [31] say that the sample is part of the population that is the source of data in a study. In other words, the sample was part of the total population to be studied. In conducting this study, the researchers used sampling with non-probability sampling

techniques and purposive sampling. Non-probability sampling does not provide equal opportunities for each member of the population to be selected as a sample, while purposive sampling is based on research objectives. The formula used by researchers to withdraw samples is the Hair formula. Based on the sample size calculation using the Hair formula, the sample size used by the researchers was 150 samples or respondents.

### 3.2 Type and source of data

In analyzing existing problems, the data that researchers will use in this study are quantitative and qualitative. The data obtained by researchers will be divided into two parts: primary and secondary data.

### 3.3 Data collection

The data collection techniques used in this study were questionnaires, observations, and documentation.

### 3.4 Data analysis

The data obtained from this research were obtained by distributing questionnaires, observations, and documentation. These data will be used and analyzed by researchers using quantitative methods. Therefore, the technique used in this research is inferential statistics using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis method, with the SMART-PLS application.

## 4. RESULTS AND DISCUSSION

### 4.1 Respondents' characteristics

Of the 150 respondents, 58 were male (38.6%) and 92 were female (61.4%). Based on age, the majority were 18-25 years old, totaling 70 people (46.7%), followed by 26-33 years old, totaling 46 people (30.7%), and >34 years old, totaling 34 people (22.6%). Respondents were categorized based on their type of work as follows: students (59, 39.3%), private workers (22, 14.7%), entrepreneurs (22, 14.7%), civil servants/military/police (9, 6%), and housewives (20, 13.3%). Other types of work were reported by 18 participants (12 %). The sample was distributed thoroughly to each sub-district in Pekanbaru City to ensure that the research results were

representative. With an even distribution to all sub-districts in Pekanbaru City, the data to be obtained can cover various social, economic, and cultural backgrounds of the community, so that the research conducted is not biased towards certain groups or regions. Based on the most recent education, the respondents were from high school (64 people, 42.7%), elementary education (4 people, 2.6%), junior high school education (18 people, 12%), S1 education (56 people, 37.4%), S2 education (6 people, 4%), and S3 education (2 people, 1.3%). Respondents in this study had diverse incomes, ranging from Rp 1,000,000.00–Rp 2,000,000.00, totaling 56 people (37.4%). With an income of Rp 2,000,000.00 - Rp 3,000,000.00 which amounted to 31 people (20.7%). income of Rp 3,000,000.00 - Rp 4,000,000.00, which amounted to 15 people (10%). Income of Rp 4,000,000.00–Rp 5,000,000.00, which amounted to 22 people (14.6%). Finally, 26 respondents with an income of > Rp. 5,000,000.00.

### 4.2 Outer model evaluation

The evaluation Of Measurement Model or outer model is useful for measuring the relationship between latent variables and their indicators, or it can be said that this measurement model defines how each indicator relates to its latent variable Hair et al., [32]. The test results that have been carried out are as follows:

#### 1. Convergent validity results

Convergent validity is the correlation between reflective indicator and latent variable scores. The research results are the loading factors. It is known that the original sampling of each indicator of the electronic word of mouth variable (X1), brand image (X2), consumer confidence (Z), and purchase intention (Y) has a Loading Factor value above 0.70; thus, the indicator can be declared valid as a variable measure. The Average Variance Extracted is known that the value of each research variable has a result > 0.5, so based on these results, it can be said that all variables are valid and have met the test criteria.

## 2. Discriminant validity results

Discriminant validity is the level of measurement results of a concept to see the difference in the measurement results of other concepts theoretically. The results of the tests carried out, namely the Heterotrait-Monotrait Ratio (HTMT), show that the overall correlation value is  $<0.9$ , which is considered capable of meeting the discriminant validity value. The Fornell-Larcker Criterion shows that the square root value of the AVE along the diagonal line is greater than the correlation between one construct and another; therefore, it can be concluded that the construct has a good level of validity. The results of the cross loading value have met the

### 1. R-Square

**Table 1. R-squared results**

	R-square	R-square adjusted
Consumer trust (Z)	0.512	0.505
Purchase intention (Y)	0.623	0.615

Source: Processed data, 2025

From the results listed in Table 1, it can be seen that the R-squared value of consumer confidence is 0.512. This means that 51.2% of consumer confidence is influenced by electronic word of mouth and brand

### 2. Model Fit

**Table 2. Model fit results**

	Saturated model	Estimated model
SRMR	0.081	0.081
d_ULS	0.788	0.788
d_G	0.329	0.329
Chi-square	278.441	278.441
NFI	0.734	0.734

Source: Processed data, 2025

In table 2 above, it can be noted that if the NFI (normed fit index value) generated is at a value of 0.734 or if it is converted into a percentage form, the research model carried out has a value of 73.4% good. However,

### 3. F-Square (Effect Size)

standard, namely  $> 0.7$ , and the discriminant validity test in this study is said to be valid. The reliability validity results show that the Cronbach's alpha value has met the criteria, namely  $> 0.7$  and composite reliability  $> 0.7$ , which indicates that all constructs in the estimated model have met the criteria or are reliable.

### 4.3 Inner model evaluation

The evaluation of the structural model or inner model aims to assess the relationship between latent constructs in a Partial Least Squares Structural Equation Modeling (PLS-SEM) model. The test results that have been carried out are as follows:

image. The R-squared value of purchase intention was 0.623. This means that 62.3% of purchase intention is influenced by electronic word of mouth and brand image.

based on the standardized root mean square (SRMR) value of 0.081  $< 0.10$ , the model is said to be an acceptable fit. Therefore, it can be concluded that the model is an acceptable fit for the data.

**Table 3. Effect size results**

	E-WOM (X1)	BRAND IMAGE (X2)	CONSUMER TRUST (Z)	PURCHASE INTENTION (Y)
E-WOM (X1)			0.041	0.040
BRAND IMAGE (X2)			0.337	0.198

CONSUMER TRUST (Z)				0.094
PURCHASE INTENTION (Y)				

Source: Processed data, 2025

#### 4.4 Hypotheses test

Hypothesis testing is performed to test the truth of a statement and to conclude

whether to accept or reject the statement. The test results are shown in table below:

**Table 4. Hypotheses test results**

	<i>Partial coefficients</i>	<i>T Statistics</i>	<i>P Values</i>
E-WOM -> Consumer trust	0.197	2.661	0.008
E-WOM -> Purchase intention	0.174	2.491	0.013
<i>Brand Image</i> -> Consumer trust	0.564	8.424	0.000
<i>Brand Image</i> -> Purchase intention	0.439	4.854	0.000
Consumer trust -> Purchase intention	0.270	3.298	0.001
E-WOM -> Consumer trust -> Purchase intention	0.053	1.949	0.051
<i>Brand Image</i> -> Consumer trust -> Purchase intention	0.152	3.100	0.002

Source: Processed data, 2025

#### 4.5 Discussion

##### 4.5.1 The Effect of Electronic Word Of Mouth on Purchase Intention at Bukalapak E-commerce in Pekanbaru City

The results of this study indicate that electronic word-of-mouth influences purchase intention on Bukalapak e-commerce in Pekanbaru City. This is supported by research conducted by Abouzeid et al. [33], which shows that electronic word-of-mouth directly affects purchase intention. This is directly related to the finding that exploratory indicators are the most important aspect of purchase intention. This means that after receiving and reading quality electronic word of mouth content, consumers are encouraged to learn more about the product. They want to dig up additional information, look at reviews from various sources, compare with other products, and seek deeper user experience before deciding to buy. This shows the active involvement of consumers in the purchase-intention process. In other words, strong content in electronic word-of-mouth not only shapes initial perceptions but also triggers a positive exploratory attitude, where consumers do not immediately buy on impulse but through a more mature

information search process. This finding reflects that digital communication strategies that focus on quality content can effectively build interest, strengthen trust, and encourage consumers to become more engaged with the product, which, in turn, increases the potential for purchase. Therefore, it can be concluded that quality content in electronic word-of-mouth is not only able to build positive perceptions but also becomes an important trigger in the process of explorative information by consumers. A digital marketing strategy with good and reliable communication can be the key to strengthening the influence of electronic word of mouth and shaping more active and directed purchase intention behavior.

##### 4.5.2 The Effect of Brand Image on Purchase Intention at Bukalapak E-commerce in Pekanbaru City

The results of this study indicate that brand image influences purchase intention on Bukalapak e-commerce in Pekanbaru City. This is supported by research conducted by Baqai et al. [34], who showed that brand image directly affects purchase intention. This is related to the exploratory indicator of the purchase intention variable, which shows that



trust in the brand encourages consumers to be more active in seeking additional information. This means that trust does not make consumers immediately buy impulsively but rather gives them the impetus to explore the product more deeply, such as looking for detailed specifications, reading other reviews, comparing prices, or asking other people's opinions. This indicates that trust in the brand provides a strong basis for consumers to carry out a more meaningful information search process because they believe that the results of this exploration will lead to the right and satisfying decision. Thus, it can be said that brands succeed in building an image as a trustworthy party that not only increases positive perceptions but is also able to encourage more active and reflective purchase intentions through consumer exploratory behavior.

#### **4.5.3 The Effect of Electronic Word of Mouth on Consumer trust in Bukalapak E-commerce in Pekanbaru City**

The results of this study indicate that electronic word-of-mouth influences consumer trust in Bukalapak e-commerce in Pekanbaru City. This is supported by research conducted by Hirzianto et al. (2019), who showed that electronic word-of-mouth directly affects consumer trust. The ability indicator in consumer trust indicates that consumers assess trust in a brand or product based on perceptions of the competence or ability of the party concerned to fulfill promises and provide the promised quality. In this context, when electronic word-of-mouth content conveys information that shows that a product or service has the quality, performance, and benefits that are expected, consumers' perceptions of brand capabilities increase. In other words, quality electronic word-of-mouth content can create the impression that the producer or service provider has sufficient expertise and competence, so that consumer trust in the brand becomes stronger. Therefore, it can be concluded that the content of electronic word-of-mouth is not only important in conveying information but also an effective means of

strengthening perceptions of brand capabilities, which ultimately forms overall consumer trust.

#### **4.5.4 The Effect of Brand Image on Consumer trust in Bukalapak E-commerce in Pekanbaru City**

The results of this study indicate that brand image influences consumer trust in Bukalapak e-commerce in Pekanbaru City. This is supported by research conducted by Carine et al. [36], who showed that brand image directly affects consumer trust. Based on the results obtained through distributing questionnaires to each respondent, the indicator that received the highest score for brand image was brand trustworthiness, while for consumer trust, it was competence. This shows that there is a close relationship between a positive brand image and consumer perceptions of the brand's competence in fulfilling promises, providing quality products, and serving consumers well. When consumers judge that a brand can be trusted, they see the brand as an entity that is consistent, honest, and responsible in every interaction. This trust does not arise instantly but is formed through experience and consumer perceptions of the brand's real ability to carry out its main functions. The high perception of competence or ability as the main element in consumer trust reinforces the fact that consumers value tangible evidence of brand performance. They do not only put their trust because of emotional factors, but because they see that the brand is really able to deliver what it promises, both in terms of product quality, service, innovation, and consistency. In other words, brands that are considered trustworthy have demonstrated competence on an ongoing basis. Therefore, it can be concluded that a positive brand image is built not only through communication or promotion alone but also by proving its real ability to meet consumer expectations. The higher the competence displayed by the brand, the higher the level of trust given by consumers, which ultimately strengthens the brand's position in the market.

#### **4.5.5 The Effect of Consumer trust on Purchase Intention at Bukalapak E-commerce in Pekanbaru City**

The results of this study indicate that consumer trust influences purchase intention on Bukalapak e-commerce in Pekanbaru City. This is supported by research conducted by Liew and Falahat [37], who showed that consumer trust directly affects purchase intention. Based on the results obtained through distributing questionnaires to each respondent, the indicator that received the highest score for consumer trust was competence, while the purchase intention was exploratory intention. This shows that consumer trust in a product or brand is mainly formed by their perception of the brand's ability to provide quality, reliable products or services in accordance with the promises made. Consumers feel confident and trust a brand if they see concrete evidence that the brand is competent in carrying out its duties, for example, being able to provide functional products, responsive services, and satisfying experiences. This competence is an important foundation for building trust because consumers not only want to feel safe but also want to see that the brand can meet their needs professionally and consistently. Meanwhile, the relationship between ability and high explorative tendency in purchase intention shows that when consumers feel that a brand or product is competent, they are encouraged to dig for more information. A sense of trust in a brand's ability does not necessarily lead to immediate purchases but encourages consumers to explore the brand more actively. They want to know more about the product, look at reviews, compare it with other brands, or look for additional testimonials before making a decision. This reflects that competency-based trust creates positive curiosity and encourages a more careful and informed purchasing process. Therefore, it can be concluded that the ability of a brand or product not only builds trust but is also an important driver for consumers to be more active and thorough in the information search process before buying,

which ultimately increases the likelihood of a more conscious and rational purchase.

#### **4.5.6 The Effect of Electronic Word of Mouth on Purchase Intention Through Consumer trust in Bukalapak E-commerce in Pekanbaru City**

The results of this study indicate that electronic word of mouth has an influences purchase intention through consumer trust in Bukalapak e-commerce in Pekanbaru City. This is supported by the results of research conducted by Ahmad et al. [38], which showed that consumer trust significantly mediates the relationship between electronic word-of-mouth and purchase intention. This study shows that reviews, recommendations, and information spread digitally through social media, forums, or other online platforms play an important role in shaping consumer perceptions of a product or service offered by Bukalapak. However, this influence does not occur directly due to electronic word of mouth but is strengthened through consumer trust as a mediating variable. Consumers will be more encouraged to buy if they trust the information they receive, and this trust is formed when they see that the reviews come from credible sources, the content is quality and shows evidence of Bukalapak's ability and consistency in providing services. Thus, it can be concluded that in the context of e-commerce, such as Bukalapak, building consumer trust through the delivery of strong and convincing information with electronic word of mouth is the key to effectively increasing consumer purchase intention. The results of this study show that consumers believe that Bukalapak acts in accordance with their expectations. The better the electronic word of mouth, the more it will increase consumer trust in Bukalapak e-commerce, which will later lead to a person's purchase intention for Bukalapak e-commerce.

#### 4.5.7 The Effect of Brand image on Purchase Intention Through Consumer trust in Bukalapak E-commerce in Pekanbaru City

The results of this study indicate that brand image influences purchase intention through consumer trust in Bukalapak e-commerce in Pekanbaru City. This is supported by the results of research conducted by Carine et al. [36], which showed that consumer trust significantly mediates the relationship between brand image and purchase intention. The results of this study indicate that the better the brand image of an e-commerce platform, the higher the purchase intention on the Bukalapak e-commerce platform. Brand image is a consumer perception of a brand that is created and built by a company that is positive and consistent so that a strong concept is formed in the minds of consumers about the brand. This means that consumers' positive perception of the Bukalapak brand is that it is trustworthy, professional, and consistent in providing services. However, the effect of brand image on purchase intention does not occur directly but is mediated by the level of consumer trust. In other words, a good brand image must first build consumer trust, and this trust then drives the intention to buy. Consumers who view Bukalapak as a competent and reliable brand will be more open and confident in making transactions. Therefore, in the context of e-commerce, such as Bukalapak, building a positive brand image not only increases the impression of professionalism but also becomes an important foundation for forming trust, which ultimately strengthens consumer purchase intention.

## 5. CONCLUSION

From the research results that have been presented in the previous chapter, it can be concluded that this research is Electronic Word Of Mouth has an effect on Buying Intention on Bukalapak e-commerce in Pekanbaru City. This shows and proves that Electronic Word Of Mouth is able to have an impact on Buying Intention on Bukalapak e-commerce in Pekanbaru City. Brand Image affects Buying Intention on Bukalapak e-commerce in Pekanbaru City. This shows and proves that Brand Image can have an impact on Buying Intention on Bukalapak e-commerce in Pekanbaru City. Electronic word-of-mouth affects consumer trust in Bukalapak e-commerce in Pekanbaru City. This shows and proves that Electronic Word can have an impact on consumer trust in Bukalapak in Pekanbaru City. Brand Image affects consumer trust in Bukalapak e-commerce in Pekanbaru City. This shows and proves that Brand Image can have an impact on consumer trust in Bukalapak e-commerce in Pekanbaru City. Consumer trust affects Buying Intention in Bukalapak e-commerce in Pekanbaru City. This shows and proves that consumer trust can impact Buying Intention on Bukalapak e-commerce in Pekanbaru City. Electronic Word-of-mouth affects Buying Intention through Consumer trust in Bukalapak e-commerce in Pekanbaru City. This shows and proves that Electronic Word can have an impact on Buying Intention, which in turn has implications for consumer trust in Bukalapak e-commerce in Pekanbaru City. Brand Image affects Purchase Intention through Consumer trust in Bukalapak e-commerce in Pekanbaru City. This shows and proves that Brand Image can have an impact on Buying Intention, which in turn has implications for consumer trust in Bukalapak e-commerce in Pekanbaru City.

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