

THE EFFECT OF E-WOM, E-TRUST AND E-SERVICE QUALITY ISLAMIC ON PURCHASE DECISIONS ON MS GLOW SKINCARE PRODUCTS

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ABSTRACT

The purpose of this study was to examine the effect of the quality of E-WOM, E-Trust, and Islamic E-Service on purchasing decisions for MS Glow skin care products. The data source for this research is primary data obtained from the sample. In particular, primary data was obtained from residents of Medan who bought MS Glow skin care products at least once, including a sample of 100 respondents from various areas of Medan using the questionnaire distribution method. (1) The results of this study indicate that the E-WOM variable has a significant and positive effect on purchasing decisions. (2) The E-TRUST variable has a slightly significant positive influence on purchasing decisions. (3) the Islamic e-service quality variable has a partial and significant positive effect on purchasing decisions; (4) Simultaneously the variables E-WOM, E-TRUST and E-Service Quality Islamic have a significant and positive effect on Purchase Decision.

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1. INTRODUCTION

In the development of communication technology and the internet which is very rapid in this era of globalization. Can encourage changes in cultural activities in society, especially in the economy. Nowadays online business activities are increasingly global (global) because processes are carried out using the internet. By using the internet, one can access various information and human needs can be met via mobile phones (Cahyani, 2016). One of the online business phenomena that is starting to grow rapidly in Indonesia is online buying and selling sites. Buying and selling sites in Indonesia have actually been popping up for a long time, but recently buying and selling sites are increasingly prevalent. Many people are interested in buying and selling online on online buying and selling sites. Online business marketing is considered effective and efficient because actors can easily convey information about their products or services in various forms such as text, images and videos. With this convenience, it can increase internet users in conducting online business activities every day. With the emergence of various online stores that offer various products via the internet or applications designed for online transactions, the term E-commerce was born. According to Haris (2019), E-commerce is a time-limited and comprehensive way to carry out economic activities in a variety of applications that allow anyone to carry out economic activities and other activities (Ridwan Achdiat Kartono, 2019). Ease of online sales, sales that were originally carried out between sellers and buyers, now only click on an application or cellphone with an internet technology network. Consumers and sellers do not need to meet face to face as long as the transaction is carried out.

The development of e-commerce as a variant process of buying and selling interactions. In its development, the existence of e-commerce among the public has created a marketing concept commonly referred to as Electronic Word Of Mouth (EWOM), E-Trust and Islamic E-Service Quality. E-WOM, E-Trust and E-Service Quality Islamic are positive and negative statements that are formed from the opinions of consumers, both prospective and former consumers of a product that can be accessed by a wide audience in cyberspace (Hennig-Thurau, 2004). In the process it is considered to be even more effective because it is implemented in cyberspace where the dissemination of information can be easily obtained by all social media users. E-WOM E-Trust and E-Service Quality Islamic can also provide a means to influence someone's decision to buy a product or service. Before buying a product/service, the buyer must find information about the goods/services to be purchased. E-WOM is an effective and efficient way to make buying decisions today. Word of Mouth is a communication channel that is considered effective for companies that produce goods and services, because it can provide direction to companies to further develop the implementation of company performance which must be seen from various comments submitted by buyers, to build increase company profits. E-WOM plays an important role in purchasing decisions, consumers can create the principles of the buyer's own behavior. A positive understanding of a product or

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service will lead to a purchase intention. The purchase decision is the stage of the process of buying choices that are made by oneself and making purchases and consuming them. Purchasers tend to rely more heavily on word of mouth or reviews than other legitimate advertising methods. More and more site-based reviews that consumers have conducted to find information can increase repeat purchases, and can shape purchase expectations for the seller. That way, E-WOM communication really influences the direction of direct purchases or maybe through implementation drives purchasing decisions (Kartika, M., & Ganarsih, R., 2019). E-Trust is a general trust or intention to trust other people who can be trusted or allows other parties to be sensitive to the actions taken by other parties (Ridwan Achdiat Kartono, 2019). There are also those who say that trust is the beliefs of the parties about the goals and behavior aimed at the next party.

In addition, trust is the buyer's expectation which is described as the buyer's assumption that the supplier can be trusted or relied on in his promises (Haris, 2019). In addition, it is also influenced by e-service quality. E-Service Quality, namely the expansion of the capabilities of a site that facilitates online shopping and distribution effectively and efficiently. In the case of Islamic E-Service Quality (Islamic services) can also influence purchasing decisions, so this can be the background for buyers to decide whether to choose a product or stop buying. Islamic service is one of the assessments of society because Islamic business must really pay attention to the needs and interests of various other parties and consider it as an effort to increase development and also build a better society. Islamic service quality is a determining factor for the level of success and form of quality of buyers in the service of products or services that rely on moral values and comply with Islamic law in each of their activities. This is stated in Q.S: Ali Imran 159;

فَبِمَا رَحْمَةٍ مِنَ اللَّهِ لِنْتَ لَهُمْ ۖ وَلَوْ كُنْتَ فَظًّا غَلِيظَ الْقَلْبِ لَانْتَضَوْنَا مِنْ حَوْلِكَ ۗ فَاعْفُ عَنْهُمْ وَاسْتَغْفِرْ لَهُمْ وَشَاوِرْهُمْ فِي الْأَمْرِ ۚ فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ ۚ إِنَّ اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ

Meaning: "Then thanks to Allah's mercy you (Muhammad) treat them gently. If you had been tough and rough-hearted, they would have distanced themselves from around you. Therefore forgive them and ask forgiveness for them, and consult with them in this matter. Then, when you have made up your mind, put your trust in Allah. Indeed, Allah loves those who put their trust in".

In general, purchasing decisions are divided into two words, namely decisions and purchases. Decision is the selection of two or more alternative choices. Whereas a purchase is a decision that the customer really considers everything and is influenced by several factors and ultimately results in the consumer buying the item he likes the most (Kusnanto, 2020). The buying decision process is the process before someone reaches a buying decision, such as planning and deciding to buy a product. The purchase decision is the attitude of knowledge to evaluate two or more alternative behavioral choices. Conversely, if the consumer does not have an alternative to choose from, then it cannot be categorized as a decision making. Not all decision-making customers require the same level of tracking information.

When making a purchase decision requires a lot of effort, the customer needs to spend some time going through the decision-making process. Meanwhile, for purchases that are routine in nature tend to be monotonous, it shows decreased pleasure (Mujiyana, 2018). E-WOM or Electronic Word of Mouth (Word of mouth/rumor) has a strong influence, and trust (E-Trust) is a measure of consumers in determining purchasing decisions. With confidence, it has a positive effect on purchasing decisions. Consumers feel safe and satisfied in purchasing a product. It can encourage consumers to buy through social media such as Instagram, Twitter, Facebook and Youtube, while upholding the principles of good service and Sharia. Therefore, researchers believe that in making purchasing decisions it is necessary to consider especially those related to E-WOM (word of mouth/rumors), trust (e-trust), and Islamic services (Islamic e-service quality). The object of this research is the Ms Glow Skincare product. Ms Glow is a skincare product that functions to brighten, protect and moisturize the skin with various variations available. Ms Glow's product itself during the Covid-19 pandemic actually experienced a 50% increase in sales compared to before the pandemic was written by Amilia (2017) on the Tribune Jatim website. The result of one example of electronic word of mouth on Ms Glow's official Instagram social media is that many users access Ms Glow's social media and look enthusiastic enough to ask questions about the products issued by Ms Glow, resulting in E-WOM. E-TRUST and E-Service Quality Islamic in the comments column of the post. This made researchers interested in examining whether the E-WOM, E-TRUST and E-Service Quality Islamic events that occur on Ms Glow's social media affect the decision to buy the product. Based on the previous explanation, the researcher proposed the title "The Influence of E-WOM, E-TRUST and Islamic E-Service Quality on Purchase Decisions on Ms Glow Skincare Products."

2. METHOD

2.1 Jenis and Data Source

This research is quantitative in nature where the information generated will be in the form of numbers. This study aims to determine the effect of E-Wom, E-Trust and Islamic E-Service Quality on purchasing decisions for MS Glow skincare products. With this research, information was collected through a questionnaire on 100 respondents who had made a purchase at least once and were residents of Medan City. The distribution of this questionnaire was completed closed using a Likert Scale size of 1-5. This study uses 3 independent variables consisting of E-WOM (Electronic Word Of Mouth), E-Trust (Trust) and E-Service Quality Islamic (Islamic Services) as well as the dependent variable, namely purchasing decisions. Questionnaires made with the variables studied have an average of 7 question items.

2.2 Analysis Method

This study uses quantitative methods, namely analyzing data and matters relating to numbers or calculation formulas used to analyze the problem being studied. Data analysis using multiple linear regression. In regression analysis, the dependent variable is often influenced not only by quantitative variables according to the scale, but also by qualitative variables.

3. RESULT AND DISCUSSION

This research is quantitative in nature where the information generated will be in the form of numbers. This study aims to determine the effect of E-Wom, E-Trust and Islamic E-Service Quality on purchasing decisions for MS Glow skincare products. With this research, information was collected through a questionnaire on 100 respondents who had made a purchase at least once and were residents of Medan City. The distribution of this questionnaire was completed closed using a Likert Scale size of 1-5. This study uses 3 independent variables consisting of E-WOM (Electronic Word Of Mouth), E-Trust (Trust) and E-Service Quality Islamic (Islamic Services) as well as the dependent variable, namely purchasing decisions. Questionnaires made with the variables studied have an average of 7 question items.

3.1 Classical Assumption Test

a. Normality Test

Table 1 Kolmogrov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Predicted Value
N		100
Normal Parameters ^a	Mean	28.0200000
	Std.Deviation	3.20671662
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.068
Kolmogorov-Smirnov Z		.792
Asymp.Sig.(2-tailed)		.558
a) Test distribution is Normal		

From Table 4.6 it can be seen that the Sig value is 0.558 (sig > 0.05). This means that the residual value is either declared normal or the independent (independent) or dependent (dependent) variables used in this study do not contain extremes.

b. Multicollinearity Test

Table 2 Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF

1	EWOM (X1)	.518	1.931
	E-TRUST (X2)	.401	2.491
	E-SERVICE QUALITY ISLAMIC (X3)	.366	2.734
	a) Dependent Variable: KEPUTUSAN PEMBELIAN (Y)		

From Table 4.7 it can be seen that the carrying capacity of all independent variables is more prominent than 0.10 and the VIF results are below 10. Therefore, the relapse (regression) model used in this review does not cause multicollinearity.

c. Heteroscedasticity Test

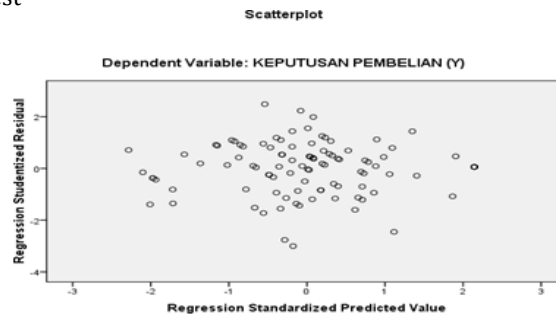


Figure 1 Heteroscedasticity Test

Based on the graph above, it can be seen that the dots do not form a certain pattern, and the dots spread above and below zero on the Y axis, so there is no heteroscedasticity.

d. Multiple Linear Regression Analysis

Table 3 Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.893	1.578		1.200	.233
	EWOM (X1)	.413	.068	.439	6.115	.000
	E-TRUST (X2)	.297	.081	.299	3.673	.000
	E-SERVICE QUALITY ISLAMIC (X3)	.233	.085	.234	2.738	.000
a) Dependent Variable: KEPUTUSAN PEMBELIAN (Y)						

From table 4.8 the multiple linear regression equation used to analyze these variables is as follows:

$$Y = 1.893 + 0.413X_1 + 0.297X_2 + 0.233X_3$$

The interpretation of the multiple linear regression equation is:

- 1) An efficiency of 1.893% indicates that if the variables if E-WOM, E-TRUST and E-SERVICE QUALITY ISLAMIC are considered constant then the value of the purchase decision on MS Glow skincare products is 1.893%.
- 2) The coefficient of the E-WOM variable of 0.413 indicates that if there is an increase in E-WOM (X1) by 1%, it means that if E-WOM is getting better assuming other variables are constant, the purchase decision (Y) will increase by 41.3%.
- 3) The coefficient of the E-TRUST variable (X2) of 0.297 indicates that if there is an increase in E-TRUST (X2) of 1%, it means that if E-TRUST is further increased assuming other variables remain constant, the purchase decision (Y) will increase by 29.7 %.

- 4) The coefficient of the E-SERVICE QUALITY ISLAMIC variable (X3) is 0.233 indicating that if there is an increase in E-SERVICE QUALITY ISLAMIC (X3) by 1%, it means that if the E-SERVICE QUALITY ISLAMIC is increased assuming other variables are constant, then the purchase decision (Y) will increase by 23.3%.

e. Statistical Test F

The F statistical test basically shows whether all independent or independent variables affect the dependent variable or the dependent variable.

Table 4 Statistic F

ANOVA ^b						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1018.020	3	339.340	93.092	.000 ^a
	Residual	349.940	96	3.645		
	Total	1367.960	99			

a) Predictors: (Constant), E-SERVICE QUALITY ISLAMIC (X3), E WOM (X1), E-TRUST(X2)

b) Dependent Variable: PURCHASE DECISION (Y)

Based on the table above, the coefficient of determination test shows that the coefficient of determination is shown from the R Square value of 0.744 or 74.4%, which means that the dependent variable, namely Purchase Decision, can be explained by independent variables, namely E-WOM, E-Trust and Islamic E-Service Quality of 74.64% and the remaining 25.6% is explained by variables or other factors outside this model.

f. Determination Coefficient Test

Attached table of the coefficient of determination:

Table 5 Determination efficiency test results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.744	.736	1.90924

a) Predictors: (Constant), E-SERVICE QUALITY ISLAMIC (X3), EWOM (X1), E-TRUST (X2)

b) Dependent Variable: PURCHASE DECISION (Y)

Based on the table above, the coefficient of determination test shows that the coefficient of determination is shown from the R Square value of 0.744 or 74.4%, which means that the dependent variable, namely Purchase Decision, can be explained by independent variables, namely E-WOM, E-Trust and Islamic E-Service Quality of 74.64% and the remaining 25.6% is explained by variables or other factors outside this model.

g. Significance Test T

In detail the results of the t test can be explained as follows:

- 1) Based on the results of the hypothesis testing, it shows that e-wom (X1) has a regression coefficient of 0.439 with a significance of 0.000 which is smaller than the significance level $\alpha = 0.05$ ($0.00 < 0.05$) so that it has a significant effect. From this, it can be concluded that the first hypothesis (H1) proposed in this study is accepted, E-WOM has a significant and positive effect on the Purchase Decision variable, this is because it has clear, easy to understand, very helpful, MS Glow skincare product reviews. can be trusted and supports consumer opinion so that it will influence purchasing decisions in skincare products. The results of this study have similarities with research that has been conducted by (Handra & Sutisna, 2021; Badir & Andjarwati, 2020; Chanaya & Sahetapy, 2020; Djimantoro & Gunawan, 2020; Eneizan et.al, 2020; Pebrianti et.al, 2020 ; Kartika & Ganarsih, 2019; Sari, 2019; Rahman et.al, 2018; *The Effect Of E-Wom, E-Trust And E-Service Quality Islamic On Purchase Decisions On Ms Glow Skincare Products*, **M. Nazri Wahdana, et.al**

- Sindunata & Wahyudi, 2018; Sa'ait et.al 2016) which states that E-WOM has a significant influence on purchasing decisions.
- 2) Based on the results of the hypothesis testing, it shows that trust (X2) has a regression coefficient of 0.299 with a significance of 0.000 which is smaller than the significance level $\alpha = 0.05$ ($0.000 < 0.05$) so that it has a significant effect. From this, it can be concluded that the second hypothesis (H2) proposed in this study is accepted, this is because the MS Glow Skincare Product has evidence and real and reliable results, so that they can influence the decision to purchase MS Glow skincare products. The results of this study have similarities with research that has been conducted by (Badir & Andjarwati, 2020; Eneizan et.al, 2020; Rahman et.al, 2018; Sari, 2019; Suhardi & Taufik, 2018) which states that trust has a significant influence on purchasing decisions.
 - 3) Based on the results of the hypothesis testing, it shows that the E Service Quality Islamic variable (X3) has a regression coefficient of 0.234 with a significance of 0.000 which is smaller than the significance level $\alpha = 0.05$ ($0.000 < 0.05$) so that it has a significant effect. From this, it can be concluded that the third hypothesis (H3) proposed in this study is accepted that means that the E Service Quality Islamic variable has a significant and positive effect on the Purchase Decision variable, this is because the MS Glow product prioritizes quality and service in order to achieve consumer satisfaction so that can influence consumer purchasing decisions. The results of this study have similarities with research that has been conducted by (Badir & Andjarwati, 2020; Eneizan et.al, 2020; Rahman et.al, 2018; Sari, 2019; Suhardi & Taufik, 2018) which states that E Service Quality has significant influence on purchasing decisions. In this case, Islamic E Service Quality (X3) is a determining factor in the level of success and form of quality of buyers in product or service services that rely on each of their activities to moral values and according to compliance as described by Islamic law. This is in accordance with the concept of Islam which also teaches us to provide an act of excellent Islamic service in terms of the business being carried out, both in the form of goods and services. Don't provide bad or unqualified service, but give the best Islamic service to everyone, especially to consumers according to the law of buying and selling. This is found in the Qur'an Surah: Ali Imran 159 which means: *"Then by the grace of Allah you (Muhammad) treat them gently. If you had been tough and rough-hearted, they would have distanced themselves from around you. Therefore forgive them and ask forgiveness for them, and consult with them in this matter. Then, when you have made up your mind, put your trust in Allah. Indeed, Allah loves those who put their trust in"*.

4. CONCLUSION

Based on the results of an analysis of E-WOM, E-Trust and Islamic E-Service Quality on Purchase Decisions for MS Glow skincare products, the following conclusions are obtained: Partially, the E-WOM variable has a significant and positive effect on purchasing decisions Partially, the E-Trust variable has a significant and positive effect on the Purchase Decision.

Partially the Islamic E-Service Quality variable has a significant and positive effect on Purchasing Decisions. Simultaneously the variables E-WOM, E-Trust and E-Service Quality Islamic have a significant and positive effect on Purchasing Decisions.

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