

# The Influence of Word of Mouth, Product Quality, and Perception of Benefits on the Decision to Purchase, with Consumer Trust as a Mediator

Dewa Putu Bagus Dharma Putra<sup>1\*</sup>, Luh Putu Mahyuni<sup>2</sup>

<sup>1,2</sup>Department of Management, Universitas Pendidikan Nasional, Denpasar, Indonesia

## ARTICLE INFO



### Email Correspondence:

[dewadharmad286@gmail.com](mailto:dewadharmad286@gmail.com)

### Keywords:

Consumer trust, Word of mouth (WOM), Product quality, Perceived benefits, Purchasing decisions, Indonesia milk market

### DOI:

<https://doi.org/10.33096/jmb.v11i2.940>

## ABSTRACT

Consuming milk is part of a healthy lifestyle for people worldwide, including in Indonesia. Among mammal milk types, goat's milk offers greater benefits. In Indonesia, the milk market, particularly for maintaining bone strength with high calcium content, is quite popular. The variety of goat milk products encourages consumers to assess them, influencing purchase interest and decisions. This research aims to determine the impact of word of mouth, product quality, and perceived benefits on Etawa Goat Milk purchasing decisions, with consumer trust as a mediator. The sample consisted of 150 active Etawa milk (Provit) consumers. Data was collected via questionnaires distributed through Google Forms using a 1-10 interval scale. Data analysis employed the Partial Least Squares approach using structural equation modeling. The findings reveal that word of mouth, product quality, and perceived benefits positively influence purchasing decisions, mediated by consumer trust. This research provides insights into improving Etawa milk (Provit) product quality to enhance consumer purchasing decisions.

## ABSTRAK

Mengonsumsi susu merupakan bagian dari gaya hidup sehat bagi masyarakat di seluruh dunia, termasuk di Indonesia. Di antara jenis susu mamalia, susu kambing menawarkan manfaat yang lebih besar. Di Indonesia, pasar susu kambing, khususnya untuk menjaga kekuatan tulang dengan kandungan kalsium yang tinggi, cukup populer. Beragamnya produk susu kambing mendorong konsumen untuk menilainya sehingga mempengaruhi minat dan keputusan pembelian. Penelitian ini bertujuan untuk mengetahui pengaruh word of mouth, kualitas produk, dan persepsi manfaat terhadap keputusan pembelian Susu Kambing Etawa, dengan kepercayaan konsumen sebagai mediator. Sampel terdiri dari 150 konsumen aktif susu Etawa (Provit). Data dikumpulkan melalui kuesioner yang didistribusikan melalui Google Forms dengan menggunakan skala interval 1-10. Analisis data menggunakan pendekatan Partial Least Squares dengan menggunakan pemodelan persamaan struktural. Temuan penelitian mengungkapkan bahwa promosi dari mulut ke mulut, kualitas produk, dan manfaat yang dirasakan secara positif mempengaruhi keputusan pembelian, yang dimediasi oleh kepercayaan konsumen. Penelitian ini memberikan wawasan untuk meningkatkan kualitas produk susu Etawa (Provit) untuk meningkatkan keputusan pembelian konsumen.



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## INTRODUCTION

Consuming milk is a healthy lifestyle for people worldwide, including in Indonesia. Milk is a natural food with complete nutrition consumed by all levels of society. Milk can be produced by mammary glands from mammals such as cows, goats, camels and breast milk

(mother's milk). According to (Maisaroh & Wibisono, 2022) milk is a natural food consisting of protein, lactose, minerals, enzymes, carbohydrates, fats and various vitamins (Husen et al., 2021).

According to research by the United States Department of Agriculture (Anggraeni & Soliha, 2020) the composition of goat's milk is better compared to breast milk and cow's milk and the ratio of the higher chemical composition in goat's milk is protein with an amount of 3.6 g compared to cow's milk. The amount is 3.3 g, breast milk is 1 g, phosphorus is 111 g compared to cow's milk, which is 93 g, breast milk is 14 g, calcium is 134 g compared to cow's milk, which is 19 g and breast milk is 32 g.

Currently, Etawa goat milk, known as Etawa crossbreed goats (PE), is a type of livestock that has the potential to be developed in Indonesia. One of the superior products from Etawa goats is milk, a processed milk product that could be better known among the public. Apart from that, it is difficult to find a location (place) for selling Etawa goat milk, and there is still a lack of word-of-mouth communication, which has resulted in a lack of positive impact on goat milk. Etawa. In running a business, Etawa Goat Milk owners must understand consumer behaviour. Consumers only use the product without reselling it to certain parties. Consumers carry out promotions through word-of-mouth communication with the public regarding their experience of consuming Etawa goat milk and their level of knowledge about the benefits, price, and quality of Etawa goat milk products (Rismawati & Verry Cyasmoro, 2023).

According to the Chair of the Center for Nutrition and Health Studies (PKGK) FKM, University of Indonesia (Syafiq, 2020) to maintain optimal body condition, strong immunity is needed to be able to support the body in adapting to various kinds of viruses and diseases. Nutritional history shows that milk plays a good role in daily dietary needs. The COVID-19 pandemic provides learning and understanding to increase awareness of healthy living behaviour. One of the concerns is fulfilling nutrition as the principal capital for building body immunity. One way that can be done to fulfil nutrition is by drinking milk every day (Salsabila et al., 2021).

The nutritional content in Etawa goat's milk can strengthen the immune system, so it will not be easy to contract the coronavirus. Operational Director of PT Sukses Nusantara Sakti 21 (SNS.21) Purwokerto AT Murdiyanto revealed that Etawa goat's milk is beneficial for increasing immunity. Etawa milk, under the Provit brand itself, can be consumed to maintain health at certain ages (Kusumawati & Hayuningtias, 2022). The tight competition will position marketers always to develop and capture the market. These products are fighting hard for the attention of tens of millions of people in Indonesia. The Etawa goat milk industry still needs to be well-known to the Indonesian people. This is unfortunate because Etawa goat's milk has benefits that exceed cow's milk, usually consumed by the general public.

In the business world, achieving planned goals depends on the factors influencing consumer behaviour when buying Etawa goat milk products. Understanding consumers is also vital for businesspeople, as consumers are interested in purchasing a product. Consumer buying interest is the stage where consumers form their choice among several

brands included in the choice set, then ultimately purchase the alternative they like most or the process consumers go through to buy a good or service based on various considerations (Widhiaswara & Soesanto, 2020).

Product quality is a product's ability to provide results according to what customers expect and even exceed customer expectations (Salsabila et al., 2021). Suppose the product offered is of lower quality than the customer's expectations. In that case, the customer will feel dissatisfied, but if the service product provided has the same quality as what was expected, the customer will feel satisfied. The advantage of Provit Brand Etawa Goat Milk is that it is rich in calcium. Most people drink cow's milk to get calcium and prevent bone loss. Even though the calcium content in goat's milk is higher, goat's milk has a relatively high saturated fat content, so those who consume dairy Goats tend to gain weight. Consuming too much goat's milk can undoubtedly drastically affect weight gain (Noor et al., 2020). According to (Kusumawati & Hayuningtias, 2022) various diseases can stalk consumers if they are not careful in owning and consuming food. Therefore, providing product knowledge to consumers is vital so that consumers have a sense of trust in the product.

Perception is the process by which individuals select, organize, and interpret input and information to create a meaningful view of the world (Widhiaswara & Soesanto, 2020). It encompasses all the actions a person takes to understand their environment. This process of understanding influences an individual's perception of purchasing decisions. Consumer preferences refer to the choices or things that consumers favor. These preferences are linked to consumer expectations of a product they prefer (Maisaroh & Wibisono, 2022). Consumer expectations are believed to play a significant role in determining product quality (both goods and services) and customer satisfaction (Putri, 2021). If consumers develop a preference for a product, they are more likely to make purchasing decisions for that product again.

TPB (Theory of Planned Behavior) is a highly influential theory for explaining and predicting behavior. According to TRA (Theory of Reasoned Action), the key determinant of behavior is intention, which is shaped by attitude and subjective norms. Attitude refers to an individual's overall evaluation of performing a behavior, while subjective norms reflect a person's perception of whether others approve or disapprove of the behavior. In TPB, behavioral control is introduced, which refers to an individual's perception of the ease or difficulty of performing the behavior.

According to (Suryajaya et al., 2020) Consumer trust is one party's belief regarding the intentions and behaviour of another party. So consumer trust is defined as consumer expectations that a company can be trusted or relied on to meet consumer expectations. Competition in the banking business is increasingly fierce, thus encouraging business people to create or provide innovative products to provide convenience for their customers. The phenomenon of tight business competition is demonstrated by the large number of goat milk product producers that have been established. This allows consumers to buy the Provit Brand Etawa Goat Milk brand that suits their needs because it has advantages and properties compared to other goat milk brands. This consumer trust certainly makes it a

benchmark in maintaining consumer trust, which is the foundation for maintaining good relationships with consumers in the long term because trust is a consumer's firm attitude in their stance regarding something, for example, towards a company. If you trust the company, consumers will be steadfast and loyal and will not quickly turn to other companies (Hananto, 2021). Especially for goat milk-producing companies. This is done to make consumers feel that to switch to another brand, they have to sacrifice or incur high costs.

This situation is reflected in the intense competition among various Etawa goat milk brands today. The variety of available goat milk products encourages consumers to evaluate their options in order to pique their interest before making a purchase. Furthermore, some dishonest producers are now selling Etawa goat milk containing harmful chemicals, packaging counterfeit products, and even stealing consumer reviews from Provit Pt Etawa Goat Milk Products, Sns 21 Int. This threatens the integrity and safety of Etawa Provit Goat Milk Products, Pt Sns 21 Int.

The Theory of Planned Behavior provides a framework for examining how Word of Mouth, Product Quality, and Perceived Benefits influence purchasing decisions for Etawa Goat Milk, with Consumer Trust acting as a mediator. According to Putri (2021), a purchasing decision is the final step in the decision-making process, where consumers complete the purchase. Decision-making involves personal actions directly related to acquiring and using the goods being offered.

## RESEARCH METHOD

In this study, the researchers rounded up the sample size to 150 participants to anticipate potential outliers. Based on Roscoe's theory, this sample size meets the ideal requirements for multiple regression analysis. The researchers used non-probability sampling and purposive sampling techniques, deliberately selecting participants deemed suitable to provide the necessary information (Ummat & Hayuningtias, 2022). They collected data by distributing questionnaires through Google Forms to consumers actively consuming Etawa milk (Provit). The questionnaires employed a 1-5 interval scale. The researchers analyzed the data using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method, utilizing the SmartPLS 3.2 software.

## RESULTS and DISCUSSION

### Descriptive Analysis of Respondents

The research was conducted in Indonesia and aimed at understanding the behaviour of active consumers who consume Etawa milk (Provit). A purposive sampling technique was used to sample 150 consumers actively consuming Etawa milk (Provit). All respondents have filled in their identities to be valid for the data analysis process. The profiles of the 150 respondents who participated can be seen in the table below.

**Table 1** *Researchers distributed respondents based on gender and age*

Gender	Number of Respondents	Percentage
Man	66	44%
Woman	84	56%

Age	Number of Respondents	Percentage
> 17 – 25 years	11	7.3%
> 25 – 35 years	39	26%
> 35 years	100	66.7%
<b>Total</b>	<b>150</b>	<b>100%</b>

Source: Primary data processed (2024)

Based on the results of calculating the number of respondents by gender, as shown in Table 1, the researchers found that the majority of participants were female, with 84 active consumers of Etawa (Provit) milk, representing 56 percent of the total. The remaining 66 respondents, or 44 percent, were male consumers who also actively consumed Etawa (Provit) milk. Additionally, the results of calculating the number of respondents by age, also presented in Table 1, reveal that the majority of participants in this study were active consumers of Etawa (Provit) milk aged over 35 years, totaling 100 individuals or 66.7 percent. Furthermore, 39 consumers, representing 26 percent, were in the age range of 25 to 35 years. Meanwhile, the remaining 11 consumers, or 7.3 percent, were aged 17 to 25 years and actively consumed Etawa (Provit) milk.

### Measurement Model Analysis (Outer Model)

Tests for convergent validity, discriminant validity, and unidimensionality were performed to measure the outer model. Convergent validity encompasses outer loading and Average Variance Extracted (AVE). In discriminant validity, the outer loading values are compared to the cross-loading values to ensure that the square root of the AVE exceeds the correlations between variables. The reliability test involved the use of composite reliability, rho-A, and Cronbach's Alpha (Wulansari et al., 2023). The validity of the statistical data employed in this research was evaluated through both convergent and discriminant validity methods (Ummat & Hayuningtias, 2022).

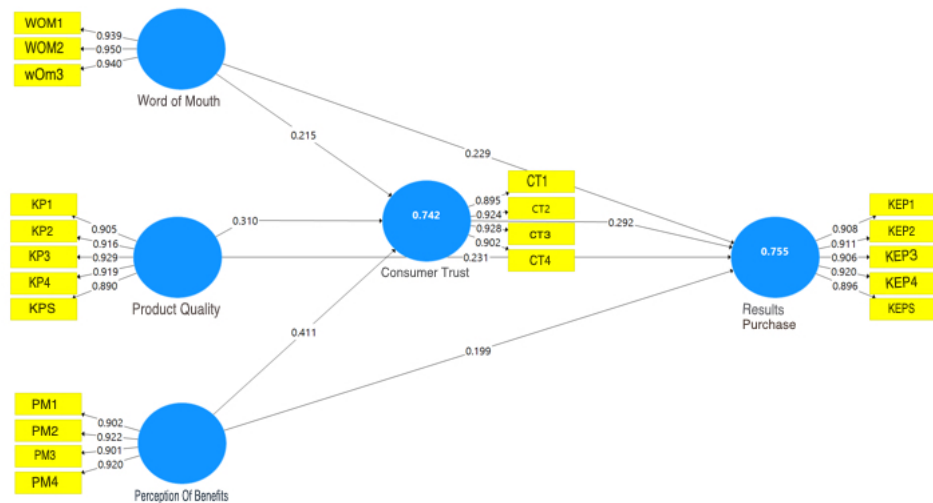


Figure 1 Outer PLS Model

## Covergent validity

Convergent validity, indicated by the Average Variance Extracted (AVE) value, is used to determine whether there are any concurrent validity issues; the AVE value should be above the threshold of 0.5. An outer loading value greater than 0.7 is preferred, although outer loading values as low as 0.5 are still tolerated. Additionally, the Average Variance Extracted value should be greater than 0.5 (Pratama & Santoso, 2018). The results of the concurrent validity test are presented in the following table.

**Table 2** *Outer Loading Results*

		Consumer Trust	Buying Decision	Product Quality	Perception Of Benefits	Word Of Mouth	Average Variance Extracted (AVE)
Consumer Trust	CT1	0.895					0.833
	CT2	0.924					
	CT3	0.928					
	CT4	0.902					
Buying Decision	KEP1		0.908				0.825
	KEP2		0.911				
	KEP3		0.906				
	KEP4		0.920				
	KEP5		0.896				
Product Quality	KP1			0.905			0.832
	KP2			0.916			
	KP3			0.929			
	KP4			0.919			
	KP5			0.890			
Perception of Benefits	PM1				0.902		0.831
	PM2				0.922		
	PM3				0.901		
	PM4				0.920		
Word of Mouth	WOM1					0.939	0.890
	WOM2					0.950	
	WOM3					0.940	

Source: Primary data processed (2024)

The concurrent validity test, conducted using the PLS Algorithm procedure, evaluated the outer loading values as shown in Table 3 and compared the Average Variance Extracted (AVE) values also listed in Table 3. Based on the outer loading values presented in Table 3, all indicators for each research construct—including WOM, product quality, perceived benefits, consumer trust, and purchasing decisions—achieved loading values greater than 0.70. Furthermore, the AVE values above the Table 3 confirm that all research constructs obtained AVE values exceeding the required threshold of 0.50. The results of this study indicate that the data used has been proven accurate, as the convergent validity requirements are satisfactorily met.

## Discriminant Validity

The analysis of discriminant validity is determined by examining the outer loading value, which should exceed the cross-loading value, and ensuring that the square root of the AVE is greater than the correlations between variables (Purnamasari, 2021). The findings from the discriminant validity test are presented in the following table.

**Table 3** *Cross Loading Results*

	Consumer Trust	Buying decision	Product quality	Perception of Benefits	Word of Mouth
CT1	0.895	0.703	0.717	0.785	0.721
CT2	0.924	0.739	0.717	0.751	0.725
CT3	0.928	0.734	0.718	0.711	0.689
CT4	0.902	0.784	0.724	0.712	0.657
KEP1	0.769	0.908	0.738	0.717	0.742
KEP2	0.740	0.911	0.731	0.733	0.697
KEP3	0.725	0.906	0.690	0.670	0.658
KEP4	0.716	0.920	0.712	0.695	0.720
KEP5	0.731	0.896	0.710	0.754	0.725
KP1	0.776	0.774	0.905	0.768	0.737
KP2	0.720	0.735	0.916	0.693	0.696
KP3	0.734	0.688	0.929	0.691	0.684
KP4	0.694	0.724	0.919	0.668	0.681
KP5	0.661	0.668	0.890	0.649	0.692
PM1	0.728	0.733	0.744	0.902	0.675
PM2	0.720	0.697	0.706	0.922	0.692
PM3	0.695	0.693	0.658	0.901	0.681
PM4	0.807	0.742	0.673	0.920	0.721
WOM1	0.723	0.723	0.738	0.703	0.939
WOM2	0.741	0.742	0.717	0.738	0.950
WOM3	0.700	0.745	0.713	0.710	0.940

Source: Processed data (2024)

**Table 4** *Fornell-Larcker Criterion Results*

	Consumer Trust	Buying Decision	Product quality	Perception of Benefits	Word of Mouth
Consumer Trust	0.912				
Buying decision	0.811	0.908			
Product quality	0.788	0.789	0.912		
Perception of Benefits	0.811	0.787	0.763	0.911	
Word of Mouth	0.765	0.781	0.766	0.760	0.943

Source: Primary data processed (2024)

The discriminant validity test was conducted using the PLS Algorithm procedure by reviewing the cross-loading values, as shown in Table 3, and comparing the square root values of the Average Variance Extracted (AVE) using the Fornell-Larcker Criterion approach, as presented in Table 6. First, the cross-loading values in Table 5 confirm that the

correlation of measurement items or indicators with their respective constructs is greater than the correlation values with other constructs. Furthermore, the square root values of the AVE in Table 4 indicate that the AVE root value for each construct exceeds the correlation values with other constructs. The results of this study confirm that the data used has been validated as accurate, as the discriminant validity requirements are satisfactorily met.

### Reliability Analysis

Reliability testing is used to measure a variable's consistency or internal consistency. This testing is divided into three parts: First, Dillon-Goldstein's rho (composite reliability) must have a value greater than 0.7. Additionally, Dijkstra and Henseler's rho-A must also exceed 0.7, and Cronbach's Alpha must be greater than 0.7. For composite reliability, all composite reliability coefficients must yield results greater than the specified threshold of 0.6, indicating that all measures used in this research are reliable (Alwi et al., 2020). The results of the reliability tests can be seen in the following table.

**Table 5** Reliability Results

	Cronbach's Alpha	rho_A	Composite Reliability
<b>Consumer Trust</b>	<b>0.933</b>	<b>0.933</b>	<b>0.952</b>
<b>Buying decision</b>	<b>0.947</b>	<b>0.947</b>	<b>0.959</b>
<b>Product quality</b>	<b>0.949</b>	<b>0.951</b>	<b>0.961</b>
<b>Perception of Benefits</b>	<b>0.932</b>	<b>0.934</b>	<b>0.952</b>
<b>Word of Mouth</b>	<b>0.938</b>	<b>0.938</b>	<b>0.960</b>

Source: Primary data processed (2024)

### Hypothesis test

Hypothesis testing in SEM-PLS is carried out using the calculated t value compared with the t table value (Prawirohardjo, 2018). Hypothesis testing is carried out through a bootstrapping procedure by reviewing the path coefficient values and t-values to see the level of significance in the relationship between variables, where the value is considered significant if the t-statistic value is greater than 1.65 for the one-tailed hypothesis. The results of the hypothesis test can be explained as follows.

**Table 6** Hypothesis Test Results

	Original Sample	T Statistics	P Values
<b>H1 Word of Mouth → Consumer Trust</b>	<b>0.215</b>	<b>2,197</b>	<b>0.014</b>
<b>H2 Product quality → Consumer Trust</b>	<b>0.310</b>	<b>3,377</b>	<b>0,000</b>
<b>H3 Perception of Benefits → Consumer Trust</b>	<b>0.411</b>	<b>5,429</b>	<b>0,000</b>
<b>H4 Word of Mouth → Buying decision</b>	<b>0.229</b>	<b>2,429</b>	<b>0.008</b>
<b>H5 Product quality → Buying decision</b>	<b>0.231</b>	<b>2,283</b>	<b>0.011</b>
<b>H6 Perception of Benefits → Buying decision</b>	<b>0.199</b>	<b>2,131</b>	<b>0.017</b>
<b>H7 Consumer Trust → Buying decision</b>	<b>0.292</b>	<b>3,364</b>	<b>0,000</b>
<b>H8 Word of Mouth → Consumer Trust → Buying decision</b>	<b>0.063</b>	<b>1,721</b>	<b>0.043</b>



H9	Product quality→Consumer Trust→Buying decision	0.091	2,338	0.010
H10	Perception of Benefits→Consumer Trust→Buying decision	0.120	2,979	0.002

Source: Primary data processed (2024)

Hypothesis testing using the PLS bootstrapping procedure in Table confirms that all hypothesized relationships, directly (direct effect) and indirectly or mediated (indirect effect), have been proven positive and significant. This can be demonstrated by obtaining a positive path coefficient value and the t-statistic exceeding the requirement of 1.65 with a p-value smaller than 0.05.

## DISCUSSION

The first hypothesis that has been proposed in this study reveals that word of mouth has a positive effect on consumer trust. Referring to the findings or results of data analysis that has been carried out through the PLS Algorithm and PLS Bootstrapping procedures, it is known that the word-of-mouth construct has been proven to positively affect the consumer trust construct with a positive path coefficient of 0.215. Thus, statistically, the word, of mouth construct word-of-mouth has a positive and significant effect on the consumer trust construct. In other words, the first hypothesis can be accepted.

The second hypothesis that has been proposed in this study reveals that product quality has a positive effect on consumer trust. Referring to the findings or results of data analysis that has been carried out through the PLS Algorithm and PLS Bootstrapping procedures, it is known that the product quality construct has been proven to have a positive effect on the consumer trust construct with a positive path coefficient of 0.310. Thus, statistically, the product quality construct has been proven to have a positive and significant effect on the consumer trust construct. In other words, the second hypothesis can be accepted.

The third hypothesis that has been proposed in this study reveals that perceived benefits have a positive effect on consumer trust. Referring to the findings or results of data analysis that have been carried out through the PLS Algorithm and PLS Bootstrapping procedures, it is known that the construct of perceived benefits has been proven to have a positive effect on the construct of consumer trust with a positive path coefficient of 0.411. Thus, it can be concluded that statistically, the construct of perceived benefits has been proven to have a positive and significant effect on the construct of consumer trust. In other words, the third hypothesis can be accepted. This is in line with the results of research conducted by (Purnomo & Hidayat, 2021) showing that perceived benefits positively and significantly affect consumer trust.

The fourth hypothesis proposed in this study reveals that word of mouth positively affects purchasing decisions. Based on the findings or results of data analysis that have been carried out through the PLS Algorithm and PLS Bootstrapping procedures, it was identified that the word-of-mouth construct was proven to be able to provide a positive influence on the purchasing decision construct by obtaining a positive path coefficient of 0.229. Thus, statistically, the word-of-mouth construct has been proven to positively and significantly

influence the purchasing decision construct. In other words, the fourth hypothesis can be accepted. This is in line with the results of research conducted by (Ramahdani & Fairlintina, 2023) showing that there is a proven influence of word of mouth on purchasing decisions. Word of mouth includes consumer evaluations of how much a product or service provides significant value or benefits.

The fifth hypothesis that has been proposed in this study reveals that product quality has a positive effect on purchasing decisions. Based on the findings or results of data analysis that have been carried out through the PLS Algorithm and PLS Bootstrapping procedures, it was identified that the product quality construct has been proven to have a positive effect on the purchasing decision construct by obtaining a positive path coefficient of 0.231. Thus, the product quality construct has been proven to positively and significantly affect the purchasing decision construct. In other words, the fifth hypothesis can be accepted. This is in line with the results of research conducted by (Anjani et al., 2021), showing that product quality has a positive and significant effect on online purchasing decisions. The better the product quality regarding the benefits of ordering online, the greater the intention to make online purchases.

The sixth hypothesis that has been proposed in this study reveals that perceived usefulness has a positive effect on purchasing decisions. Based on the findings or results of data analysis that have been carried out through the PLS Algorithm and PLS Bootstrapping procedures, it was identified that the construct of perceived usefulness has been proven to be able to provide a positive influence on the construct of purchasing decisions by obtaining a positive path coefficient of 0.199. Thus, statistically, the construct of perceived usefulness has been proven to have a positive and significant influence on the construct of purchasing decisions. In other words, the sixth hypothesis can be accepted. This is in line with the results of research conducted by (Pratama & Santoso, 2018) showing that perceived usefulness has a positive and significant influence on the purchasing decisions of Xiaomi smartphone users. Perceived usefulness involves consumer assessments of the extent to which a product provides relevant value or benefits in meeting their needs.

The seventh hypothesis proposed in this study indicates that consumer trust positively influences purchasing decisions. Based on the findings from data analysis conducted using the PLS Algorithm and PLS Bootstrapping procedures, it was determined that the consumer trust construct significantly affects the purchasing decision construct, evidenced by a positive path coefficient of 0.292. Therefore, it can be concluded that consumer trust has a statistically significant positive impact on purchasing decisions, allowing us to accept the seventh hypothesis. This aligns with research by Anjani et al. (2021), which demonstrates that customer trust significantly enhances consumer purchasing decisions for a product. Consumer trust is essential in influencing consumer behavior regarding purchasing.

The eighth hypothesis in this study posits that consumer trust mediates the relationship between word of mouth and purchasing decisions. The results from testing the mediation hypothesis (indirect effect) through the PLS Bootstrapping procedure confirmed that the consumer trust construct effectively serves as a mediating variable, exerting a significant

influence. Thus, statistically, the connection between the word-of-mouth construct and purchasing decisions can be positively and significantly mediated by consumer trust. Consequently, the eighth hypothesis can also be accepted. This finding is consistent with research by Ramahdani and Fairlintina (2023), which illustrates that consumer trust plays a vital role in linking the effects of word of mouth (WOM) on consumer purchasing decisions.

## CONCLUSIONS

Based on the results of the research and discussion, the word-of-mouth construct has been shown to have a positive and significant influence on the consumer trust construct. The findings indicate that the better and more positive the review or information provided by someone regarding their experience with a product or service, the more it will enhance consumer confidence in that product or service. The product quality construct has also been proven to positively and significantly influence consumer trust. This research indicates that higher product quality leads to increased consumer confidence in that product. Additionally, the construct of perceived usefulness has been shown to positively and significantly affect consumer trust. This research demonstrates that the more benefits consumers perceive when using a product, the greater their confidence in that product will become.

Furthermore, the word-of-mouth construct has been demonstrated to positively and significantly influence the purchasing decision construct. The results of this study indicate that more positive reviews, particularly regarding personal experiences with a product or service, can enhance consumer purchasing decisions. The product quality construct is confirmed to have a positive and significant influence on purchasing decisions. The findings of this research suggest that better product quality improves consumer purchasing decisions. The construct of perceived usefulness is also proven to positively and significantly affect purchasing decisions. This research shows that the more benefits consumers perceive from using a product or service, the higher their likelihood of making a purchase will be.

Moreover, the consumer trust construct has been found to positively and significantly influence the purchasing decision construct. The findings indicate that the greater the consumer's trust in a product or service, the more substantial their purchasing decisions will be. The relationship between the word-of-mouth construct and purchasing decisions can be positively and significantly mediated by the customer trust construct. The results of this analysis suggest that the better and more positive the reviews and information provided regarding a person's experience with a product or service, combined with a high level of trust, will lead to increased consumer purchasing decisions.

Statistically, the relationship between the product quality construct and purchasing decisions can be positively and significantly mediated by the customer trust construct. This study demonstrates that as the quality of the product or service offered improves and consumer trust increases, purchasing decisions also increase. Similarly, the relationship between perceived benefits and purchasing decisions can be positively and significantly mediated by customer trust. The findings of this research indicate that the more diverse the

benefits consumers perceive from using a product or service, coupled with a high level of trust, the greater their purchasing decisions will be.

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