

## Influence of E-Wom, Innovation, E-Trust, and Website Attractiveness on Purchase Decision

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**Abstract.** *This research explores the impact of product innovation, website attractiveness, electronic word of mouth (e-WOM), and electronic trust (e-trust) on consumer purchasing decisions in the context of online transactions. In this explanatory quantitative study, the sample consists of 142 consumers who made online purchases through company website accounts. Data collection was conducted using questionnaires, and analysis was performed through the Structural Equation Modeling (SEM) approach with the assistance of SPSS software. The research results indicate that all variables, namely product innovation, website attractiveness, e-WOM, and e-trust, significantly and positively influence consumer purchasing decisions. These findings provide in-depth insights into the factors affecting consumer preferences in online purchases, with key roles played by e-WOM, online reputation, online social interaction, website attractiveness, and electronic trust. Practical implications emphasize the need for companies to focus on the development of attractive websites, the management of e-WOM, and the establishment of an online trust to enhance consumer purchasing decisions online. In conclusion, product innovation is also a crucial factor in capturing consumer attention in the competitive online environment. By implementing these findings, companies can design more effective marketing strategies, enhance online attractiveness, build consumer trust, and ultimately improve consumer purchasing decisions.*

**Keywords:** *E-WoM, e-trust, web attractiveness, innovation, dan purchase decision*

**Abstrak.** *Penelitian ini mengeksplorasi dampak inovasi produk, daya tarik situs web (web attractiveness), electronic word of mouth (e-WOM), dan electronic trust (e-trust) terhadap keputusan pembelian konsumen dalam konteks transaksi online. Dalam studi kuantitatif eksplanatif ini, sampel terdiri dari 142 konsumen yang melakukan pembelian online melalui akun situs web perusahaan. Pengumpulan data dilakukan menggunakan kuesioner, dan analisis dilakukan melalui pendekatan Structural Equation Modeling (SEM) dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa semua variabel, yakni inovasi produk, daya tarik situs web, e-WOM, dan e-trust, secara positif dan signifikan memengaruhi keputusan pembelian konsumen. Temuan ini memberikan wawasan mendalam tentang faktor-faktor yang memengaruhi preferensi konsumen dalam pembelian online, dengan peran kunci dari e-WOM, reputasi online, interaksi sosial online, daya tarik situs web, dan kepercayaan elektronik. Implikasi praktisnya menekankan perlunya fokus perusahaan pada pengembangan situs web yang menarik, manajemen e-WOM, dan pembangunan kepercayaan online untuk meningkatkan keputusan pembelian konsumen secara online. Kesimpulannya, inovasi produk juga menjadi faktor penting dalam menarik perhatian konsumen dalam lingkungan online yang kompetitif. Dengan menerapkan temuan ini, perusahaan dapat merancang strategi pemasaran yang lebih efektif, meningkatkan daya tarik online, membangun kepercayaan konsumen, dan akhirnya, meningkatkan keputusan pembelian konsumen.*

**Kata kunci:** *E-WoM, e-trust, web attractiveness, inovasi, dan purchase decision*

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## Introduction

In today's dynamic landscape, characterized by the continual progression of communication and information technologies, many consumers habitually turn to the internet before making purchases. This trend is further bolstered by the steady rise in global internet users annually (Pandita, 2017). The term "e-commerce" refers to websites that facilitate online transactions. Online shopping is gaining traction as a favored shopping method among the public due to its perceived efficiency, superior service, and robust security measures. According to (Harris & Prideaux, 2017), the online shopping experience differs significantly from traditional market shopping, offering a diverse range of products and services alongside unparalleled accessibility and convenience unconstrained by time or place. (Nguyen et al., 2018) also highlight the risks associated with online shopping, including uncertainties regarding product quality that may fail to meet consumer expectations. Nevertheless, to mitigate these risks, (Voramontri & Klieb, 2019) observe that consumers tend to turn to social media for product or service information prior to making purchases.

As per the findings of Felix et al. (2017), the internet furnishes diverse avenues through which consumers can access insights about products or services from fellow users. Ahmadinejad & Asli (2017) delineate social networking sites as virtual arenas where individuals can create, archive, and disseminate information online. According to Babić Rosario et al. (2020), shifts in internet user behavior have reshaped how consumers engage and exchange perspectives or evaluations regarding the products or services they utilize. Termed Electronic Word of Mouth (e-WOM), this digital inter-consumer communication, as outlined by Ismagilova et al. (2017), serves as a conduit for information exchange concerning products or services among strangers.

The viewpoints articulated in e-WOM, as suggested by Prasad et al. (2019), encompass expressions of favorable, indifferent, or unfavorable encounters shared by potential consumers, current consumers, or past consumers via online platforms concerning products, services, brands, or corporations. E-WoM facilitates the propagation of user-generated product evaluations across the web, unveiling both the realized and potential merits and drawbacks of a given product. Such product reviews are commonly encountered on social networking sites, as noted by Kudeshia & Kumar (2017).

According to research by Kudeshia and Kumar (2017), online reviews about desired products can directly influence consumer purchasing decisions. Purchasing decisions are the result of a selection process among various available options. Consumers intending to make a purchase must consider various alternatives before making a final decision. The purchasing decision process involves a series of activities undertaken by consumers in evaluating the product options to be purchased, with the goal of motivating them to make a purchase. Purchasing decisions are considered the final decisions made by consumers, based on certain considerations, to purchase specific products or services from a company. According to Kotler and Armstrong (2018), the purchasing decisions made by consumers are actually the result of a series of decisions made in the process.

Trust in partners, media, or other parties involved in a transaction has a significant impact on purchasing decisions. In the context of e-commerce, the growth of purchasing decisions is directly influenced by the seller's ability to maintain the trust that has been built with consumers. When consumers feel that their trust is well-maintained by the seller, they are more likely to continue purchasing products from that seller. Trust is a key factor influencing consumer purchasing decisions in online transactions.

As a primary foundation in the business world, trust plays a crucial role in facilitating transactions between parties involved. Building trust is not instant, but it must be built with consistency and can be proven through interactions. Solid trust is a strong foundation in determining the future success of e-commerce. In situations where there is a high perception of risk, consumers will evaluate the risks and seek alternative options to minimize risks in purchasing products or services.

In the context of this research, innovation plays a crucial role in understanding consumer behavior, especially in the e-commerce environment. Innovation can be defined as the development or introduction of something new or different that can provide added value (Rogers et al., 2014). In the context of online sales, innovation can encompass product or service improvements, the development of new features, or creative marketing approaches (Adams et al., 2019).

It is important to clarify that innovation not only covers technological aspects but also involves the development of business methods, marketing strategies, and the provision of added value to customers. In the context of e-commerce, innovation may include the introduction of new payment methods, improving online transaction security, or optimizing the shipping process (Tidd & Bessant, 2020).

Innovation is measured as a company's ability to create and deliver unique and relevant solutions to consumers. The focus of innovation is not only on products but also involves other aspects in the e-commerce ecosystem, such as user experience on websites, efficient purchasing processes, and methods of interacting with consumers (Rogers et al., 2014; Atito et al., 2023).

In the context of online sales, it is important to pay attention to the quality of the company's website and to build consumer trust, a viewpoint supported by the author's observations and literature studies. An

attractive website design plays a crucial role in encouraging the audience to explore products more easily and for a longer period, thereby increasing the likelihood of converting into purchase transactions. Therefore, it is important for a website to be user-friendly to enhance purchasing opportunities.

To enhance purchasing decisions, innovation is key. Innovation not only enhances the added value of products but also creates better solutions for the problems faced by consumers. The close relationship between product innovation and purchasing decisions lies in the innovation's ability to make the product unique in the eyes of consumers, thereby attracting their interest in purchasing the product for the perceived satisfaction compared to competing products.

**Research Gap:** Although the literature has discussed the influence of various factors such as e-WOM, trust, and innovation on consumer purchasing decisions in the context of e-commerce, there is still a knowledge gap that needs to be addressed. This gap lies in a deeper understanding of the specific relationship between these factors and how their interactions can shape consumer purchasing behavior. Previous studies tend to provide general insights, and therefore, further research detailing the dynamics of interaction and the relative influence of each factor is needed.

**Research Objective:** The main objective of this study is to fill the existing knowledge gap and explore in more detail the influence of e-WOM, trust, innovation, and website attractiveness on consumer purchasing decisions in the context of e-commerce. By better understanding the interrelationship between these factors, this research is expected to provide richer and more specific insights into how each factor contributes to shaping consumer purchasing decisions. The use of Structural Equation Modeling (SEM) methods will enable this study to identify and measure the complex relationships among these variables.

### *Literatur Review*

Presently, there's a notable surge in the mobile telecommunications sector, particularly within the realm of internet services. The internet has evolved into a fundamental necessity for a vast portion of the global populace, facilitating daily tasks and resulting in a year-on-year uptick in internet usage across diverse regions. Furthermore, the internet's evolving role in marketing is continuously reshaping consumer purchasing behaviors.

As per Hanaysha (2022), purchasing decisions represent the conclusive phase of the buying journey, wherein consumers ultimately opt for a specific product or service. Kamil & Albert (2020) underscore that various factors—cultural, social, personal, and psychological—exert a significant influence on purchasing decisions. Culture, comprising knowledge, beliefs, and societal norms, exerts a pervasive impact on consumer behavior. Social dynamics, including reference groups and social standing, also wield considerable sway over individual purchasing choices. Personal attributes such as age, economic standing, lifestyle, and personality further shape purchasing decisions. Additionally, psychological elements such as motivation, perception, knowledge, trust, and attitudes are pivotal in driving the purchasing process.

Customers or consumers, as defined by Pandey & Bharti (2019), are the subjects of study that observe the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to meet their needs and desires. Consumer purchasing decisions are influenced by various factors, as outlined in the measurements described in the research.

Pengukuran budaya merupakan aspek yang paling berpengaruh dan meluas dalam memahami perilaku konsumen, sehingga pemasar harus memiliki pemahaman yang kuat terhadap dampak budaya, sub-budaya, dan kelas sosial konsumen.

- Social factors also need to be considered in marketing strategy planning because they have the potential to influence consumer responses.
- Measurement of personal aspects, including age, life cycle stage, occupation, economic situation, lifestyle, personality, and self-concept, plays a crucial role in shaping consumers' perceptions of the purchased products.
- Psychological factors, such as motivation, perception, learning, beliefs, and attitudes, also have a significant impact on consumer purchasing decisions.

In the realm of marketing communication, social media has emerged as a powerful force. These platforms are a constellation of internet-based applications, rooted in both ideology and technology, facilitating the exchange of information among online users. Examples of these burgeoning platforms encompass Twitter, Facebook, Myspace, YouTube, Instagram, Path, WhatsApp, Line, and others. Through social media, businesses can engage with consumers and broaden their market reach, fostering interactive communication between entrepreneurs and diverse stakeholders, regardless of time or place. Serving as a conduit for communication and information interchange, social media acts as a conduit linking producers and consumers, unbounded by geographical constraints.

Word-of-mouth (WOM) has historically stood out as a paramount source of information in human societies. Prior to the internet era, consumers shared product experiences through conventional WOM methods like discussions with friends (Harahap et al., 2018). However, with the advent of the internet's global reach, e-WOM platforms have emerged, enabling communication between previously unacquainted consumers (Srivastava & Sivaramakrishnan, 2021). E-WoM, as an electronic communication form, empowers consumers to share product or service information with strangers. Presently, the internet facilitates consumers in sharing

product experiences and viewpoints through e-WoM activities, altering societal behavior by influencing real-world decisions based on online information. Additionally, people increasingly consider the opinions of fellow consumers when making decisions, be it choosing a movie to watch or deciding on investment options. The online marketplace provides avenues for customers to offer recommendations that sway potential consumers. E-WOM, comprising both positive and negative statements about products or companies from prospective, active, or former customers, is accessible to a wide audience through the internet. Research findings (Prasad et al., 2017; Qamari et al., 2023) highlight e-WOM's positive impact on consumer purchasing decisions, with further studies (Perkasa et al., 2020) affirming its significant positive influence.

*H1: Electronic Word of Mouth (E-WoM) has a significant positive effect on Purchase Decision.*

Similarly, quantifiable e-WOM materializes when product comments are documented and accessible on online platforms. The World Wide Web (WWW) serves as an internet infrastructure employing international protocols for storing, retrieving, and presenting data (Angelova et al., 2017). Websites function as virtual arenas housing information pivotal for online commerce. Utilizing website design as a conduit, companies can disseminate company information and entice consumer engagement through online product promotions (Moreno et al., 2017). External viewpoints offer invaluable perspectives for scrutinizing and assessing product presentations. A visually appealing customer experience or product layout can serve as a compelling physical enticement (Khalil et al., 2019). Just as advertisements do, an engaging website design can captivate customer interest.

As per research findings (Mandal et al., 2017), website allure encompasses an array of interactive features that captivate customer attention, streamline interaction, navigation,

and usability, while also fostering enduring relationships. Websites incorporate diverse elements such as text, vibrant visuals, formatted text, images, animations, videos, and audio, all crucial for cultivating market presence. As emphasized by (Qalati et al., 2021), the primary objective of a website is to furnish content to customers and facilitate sales transactions. The swifter and more dependable these objectives are accomplished, the more efficacious the website proves from a transactional standpoint. Thus, optimal website design and development are imperative for attaining established business objectives. Enhancing website performance hinges on three core factors: content richness, page construction, and delivery efficiency.

Recognizing the significance of effective web design remains paramount. A visually appealing design that captures consumer attention must also effectively communicate information to visitors, aligning with previously outlined principles. Optimal web design must account for the factors underscored by (Perdomo et al., 2017):

1. Usability: Encompassing elements of "web design" and "user-friendliness," including website layout, intuitive navigation, page transitions, and presentation of images to users.
2. Information Quality: Pertaining to the caliber of website content and its alignment with user needs, encompassing accuracy, context, format, and relevance.
3. Service Interaction Quality: Addressing the quality-of-service interaction extended by the website to users. This dimension comprises aspects of "trust" and "empathy," such as transactional reliability, information security, product delivery, personalization, and communication with website administrators.

Studies (Baeshen et al., 2017) have pinpointed that the allure of website design holds sway over consumer purchasing behaviors on particular e-commerce platforms. Online shopping conduct is markedly shaped by

information accessibility, website design aesthetics, and purchasing decision simplicity (Tang & Zhu, 2019). A tidy and visually engaging website layout can beckon visitors to explore homepage features, thereby heightening the probability of product purchases.

Findings from prior research (Khalil et al., 2019) have affirmed that website design exerts a positive and noteworthy impact on purchasing decisions. This implies that an appealing website design can instill comfort in consumers and sway their decisions to procure the offered products or services. Should an online store's website aesthetics fall short, buyers might harbor negative perceptions of the company's professionalism. The initial impression gleaned by consumers upon visiting an online store significantly shapes their view of the seller. Favorable impressions garnered from this initial encounter can kindle positive responses towards the products and services on offer, potentially catalyzing purchase decisions.

*H2: Web attractiveness has a significant positive effect on Purchase Decision.*

Online consumer reviews, a facet of Electronic Word-of-Mouth (e-WOM), entail consumers expressing either favorable or unfavorable sentiments regarding products retailed on internet shopping platforms. Beyond mere assessments, these reviews furnish insights and product endorsements from a consumer perspective. Given the escalating volume of online transactions, the significance of online consumer reviews in purchase decision-making is burgeoning. In instances where consumers lack the opportunity to physically test products, they often lean on such e-WOM to mitigate risks associated with product quality and seller integrity. Recent empirical findings underscore the substantial impact of online consumer reviews on product sales. The most recent data from the Opinion Research Corporation highlights the noteworthy influence of online consumer reviews on product or service purchase decisions.

Furthermore, these reviews propagate normative beliefs from peers, which in turn shape consumer perceptions of product desirability or disapproval. Normative influence manifests diversely; positive reviews typically engender a perception of heightened desirability among potential consumers, aligning with the majority opinion, while negative reviews may prompt consumer aversion or disinterest due to discordance with prevailing sentiments (Harahap et al., 2018). Moreover, a profusion of reviews fosters trust. The proliferation of positive reviews bolsters customer confidence in the product's quality and dependability.

As per DAM (2020), consumer trust denotes the degree to which a company relies on its business partners, shaped by various interpersonal factors like perceptions of competence, integrity, honesty, and corporate policies. A congruent viewpoint is presented by Tran & Vu (2019), who assert that consumer trust in online shopping platforms is heavily influenced by the platform's popularity, with higher-quality platforms inspiring greater consumer confidence in their reliability. Additionally, Vongurai et al. (2018) suggest that consumer trust encompasses positive expectations regarding a manufacturer's capability to deliver satisfactory products. Collectively, these experts' findings indicate that trust materializes when consumers perceive the integrity and honesty of the online shopping platform.

According to Sonmezay & Ozdemir (2020), consumer trust hinges on four primary indicators:

1. Benevolence: Reflects consumers' trust in the seller's inclination to act kindly or sincerely towards them (Harahap et al., 2018).
2. Ability: Entails consumers' assessment of the seller's capability to persuade buyers and furnish satisfaction and security assurances throughout the transaction process (Tran & Vu, 2019).

3. Integrity: Signifies the level of consumer confidence in the seller's honesty to uphold and fulfill commitments made to them (Vongurai et al., 2018).
4. Willingness to Depend: Measures consumers' readiness to rely on the seller, including their acceptance of risks or potential negative consequences (Sonmezay & Ozdemir, 2020).

With the surge in online transactions, there's a concurrent rise in digital crimes like fraud, extortion, prostitution, money laundering, and corruption. To combat this, e-commerce platforms prioritize providing secure services, ensuring consumers can transact with confidence. The notion of trust in the digital sphere is termed e-trust, denoting the belief that products or services from a provider can reliably fulfill consumers' long-term needs (Al-Khayyal et al., 2020; Rahmawati et al., 2023).

Typically, e-trust, or consumer trust, is cultivated through positive post-purchase reviews on e-commerce platforms. Hence, reviews play a pivotal role for sellers in securing successful product sales. Moreover, e-trust can be bolstered by safeguarding consumers' personal data, furnishing transparent store location details, and offering robust delivery support. The provision of such information encourages consumers to engage in e-commerce transactions.

Past studies (Pop et al., 2022) highlight a direct and indirect link between e-trust and Purchase Decision, underscoring the significant positive impact of e-trust on purchase decisions. Additional research findings (Miao et al., 2022) further affirm that e-trust markedly influences consumers' intent to repurchase.

*H3: E-Trust has a significant positive effect on Purchase Decision.*

Moreover, innovation stands as a pivotal aspect for marketers. Innovation encompasses any idea, concept, object, or practice that is perceived and embraced as novel by an individual or a specific group, intended for

application. Innovations can emerge from various sources, whether from a product itself or its marketing strategies, and they can influence customers' purchase intentions, thereby driving sales. As posited by Rayi & Aras (2021), innovation involves the introduction of a new product due to enhancements in its value, rendering it distinct from existing offerings. Ayodele & Oluwayemi (n.d.) highlighted the substantial impact of product innovation on customer satisfaction within the service industry. Particularly in today's competitive landscape, innovation has become essential for survival and recognition. As discussed, satisfaction is achieved when expectations are met or surpassed. Therefore, service-oriented companies, especially in the capital market subsector, must innovate their services to meet and exceed customer expectations. Innovation serves as a critical factor underpinning the success of both service providers and manufacturers, leading to the introduction of new products aligned with the company's strategic objectives.

In the realm of e-commerce, innovation denotes the endeavors of companies to devise and deliver distinctive solutions, setting themselves apart from rivals, and delivering added value to consumers. This innovation spectrum encompasses the development of new products, enhancements in operational processes, or the implementation of inventive marketing strategies (Tidd & Bessant, 2020; Adams et al., 2019).

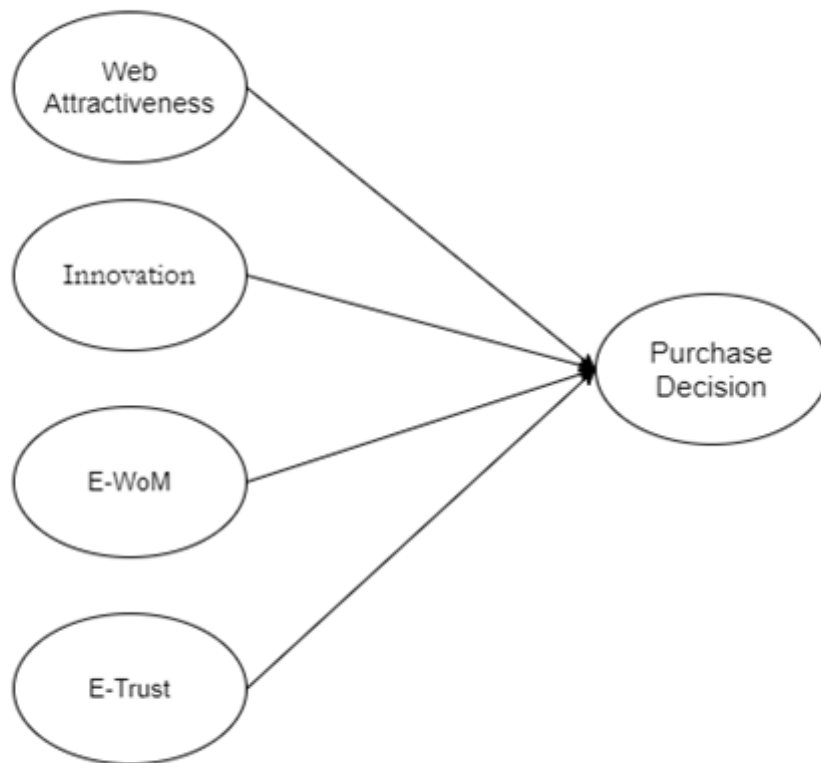
The concept of innovation in this study includes several aspects, including but not limited to (Tidd & Bessant, 2020; Adams et al., 2019; Atito et al., 2023): 1) Product Innovation: The development of new products or services that meet the needs and expectations of consumers in a better way than existing products. 2) Process Innovation: Improvements or changes in how a company conducts its operations, such as purchasing processes, delivery, or customer service. 3) Marketing Innovation: The use of creative and different marketing strategies to attract

consumers' attention and build a positive brand image. 4) User Experience Innovation: Improvements in website design, user interface, and features that can enhance user comfort and satisfaction during the online purchase process. By understanding and measuring these innovation concepts, this study aims to evaluate how innovation in various aspects of e-commerce can influence consumer purchase decisions.

For old products that have reached saturation in the market, innovation is needed to replace these old products. This replacement can be in the form of a completely new substitute product or with the development of older

products that are more modern and up-to-date, thereby continuously increasing customers' desire in their purchasing decisions for those products. In previous research (Tingtong & Lalaeng, 2021), it was found that the novelty, uniqueness, and origin of new products have a statistically significant positive impact on purchase decisions. In the study by An et al. (2021), a positive relationship was also found between purchasing attitude and intention to buy in the context of innovative new products for sustainable innovative product development.

*H4: Innovation has a significant positive effect on Purchase Decision.*



*Figure 1.*  
The Influence of Web Attractiveness, Innovation, E-WOM, E-Trust on Purchase Decision.



## Research Methodology

This research, conducted within the positivist paradigm, adopts a quantitative approach (Saunders et al., 2018). Quantitative research is a method grounded in positivist philosophy, used to study specific populations or samples. It can also be defined as research that employs numerical data or data that can be transformed into numerical form. The method used in this study is quantitative explanatory. This method is a research approach that uses numerical data analysis to explore and explain relationships between variables (Taguchi, 2018). This approach aims to investigate cause-and-effect or underlying relationships of observed phenomena, focusing on a deeper understanding of the involved variables. By applying statistical techniques, this method can provide a strong understanding of patterns in data and explain observed phenomena in more detail. This method is highly useful in quantifiable sciences where a strong explanation of relationships between variables is required (Taguchi, 2018). The data used in this study are primary data. The primary data source in this research was obtained from questionnaires distributed to respondents. The object of this study is a local shoe brand company that conducts online sales through the company's website.

For this study, the sample was chosen through the purposive sampling method, which was specifically employed in this research. Purposive sampling involves several factors to take into account, as highlighted by Campbell et al. (2020). These factors include constraints on time, personnel, and financial resources to prevent exhaustive or impractical sample collection procedures.

The criteria for the sample in this study are:

- Consumers who have made purchases before.
- Consumers who have read reviews.

Furthermore, the minimum sample size for this research is 5 times the number of indicators referring to the opinion (Hair, Black, Babin, 2018), which states that a sample size ranging from 100-200 respondents should be met when using Structural Equation Model (SEM) analysis. Based on the opinion of (Hair, Black, Babin, 2018), the sample in this study is 159 respondents, of which 142 respondents completed the questionnaire.

The type and source of data used in this study are primary data. Primary data were obtained from questionnaire results distributed to respondents, who are the sample in this study.

Table 1.  
*Operational Definition of Variables*

Variables	Operational Definition	Indicators
Innovation	Innovation is the process of introducing a new product due to the enhancement of a product's value, making it different from other products. (RAYI & ARAS, 2021)	<ol style="list-style-type: none"> <li>1. Variations in brand or product innovations according to consume preferences.</li> <li>2. The quality of the brand or product has superiority over others.</li> <li>3. Innovative designs of brand or product according to needs.</li> </ol>
E-WOM	Electronic Word-of-Mouth (E-WOM) refers to statements based on positive, neutral, or negative experiences made by prospective consumers, consumers, or former consumers about a product, service, brand, or company created and disseminated via the Internet. (Prasad et al., 2019)	<ol style="list-style-type: none"> <li>1. Quantity, considering the abundance of reviews about the product or brand.</li> <li>2. Credibility, reviews about product quality can foster trust.</li> <li>3. Quality, reviews about the product can be beneficial.</li> <li>4. Reviews about the product are appealing</li> </ol>

Table 1. (Continued)

Variables	Operational Definition	Indicators
Web Attractiveness	Web Attractiveness denotes the visual appeal of a website, characterized by a collection of interactive elements designed to engage customers and facilitate smooth interaction, navigation, and usage, ultimately nurturing enduring relationships. (Mandal et al., 2017)	<ol style="list-style-type: none"> <li>1. The brand's website design is uplifting.</li> <li>2. The content on the brand's website is captivating.</li> <li>3. The information provided on the website is appealing.</li> <li>4. The brand's website exudes professionalism.</li> </ol>
E-Trust	E-Trust is interpreted as the belief that a product or service provider can be relied upon to behave in such a manner that the long-term interests of consumers are fulfilled. (Al-Khayyal et al., 2020)	<ol style="list-style-type: none"> <li>1. The seller or company consistently provides exemplary service.</li> <li>2. The product is renowned for its top-notch quality and dependability.</li> <li>3. Consumers have faith in the reliability of the product website.</li> <li>4. Offering thorough product specifications can cultivate trust among consumers.</li> </ol>
Purchase Decision	Making a Purchase Decision requires individuals to engage in problem-solving as they weigh different behavioral options, progressing through various stages of the decision-making process before ultimately completing a purchase. (Kotler & Armstrong, 2018),	<ol style="list-style-type: none"> <li>1. Consumer trust in product purchase.</li> <li>2. Consumer purchasing patterns.</li> <li>3. Swiftiness in product acquisition.</li> <li>4. Consumer confidence in product purchase.</li> </ol>

The data analysis used was SPSS through the assistance of the IBM SPSS Statistics 25 application.

## Results and Discussion

### Research Results

Before being analyzed, validity and reliability tests were conducted on the questionnaire distribution.

Table 2 presents the final results of the validity testing for several variables in the study. Each variable includes multiple items, and the loading factor for each item is provided, along with a caption indicating whether it is considered valid.

Innovation (INV): This variable assesses innovation-related factors. Three items (INV1, INV2, INV3) were tested, each demonstrating high loading factors ranging from 0.738 to 0.842, all surpassing the acceptable limit of 0.5. Thus, all items are considered valid indicators of innovation.

E-WOM (Electronic Word-of-Mouth) (EW): This variable pertains to electronic word-of-mouth communication. Four items (EW1, EW2, EW3, EW4) were tested, each with loading factors ranging from 0.637 to 0.811, surpassing the acceptable limit. Therefore, all items are considered valid indicators of e-WOM.

Web Attractiveness (WA): This variable evaluates the attractiveness of a website. Four items (WA1, WA2, WA3, WA4) were examined, with loading factors ranging from 0.645 to 0.810, all exceeding the acceptable limit and thus deemed valid.

Table 2.  
*Final Results of Validity Testing*

<b>Variable</b>	<b>Item</b>	<i>Loading Factor</i>	<b>Caption</b>
<b>Innovation (INV)</b>	INV1	0,795	Valid
	INV2	0,738	Valid
	INV3	0,842	Valid
<b>E-Wom (EW)</b>	EW1	0,637	Valid
	EW2	0,676	Valid
	EW3	0,727	Valid
	EW4	0,811	Valid
<b>Web Attractiveness (WA)</b>	WA1	0,720	Valid
	WA2	0,737	Valid
	WA3	0,810	Valid
	WA4	0,645	Valid
<b>E-Trust (ET)</b>	ET1	0,689	Valid
	ET2	0,694	Valid
	ET3	0,779	Valid
	ET4	0,752	Valid
<b>Purchase Decision (PD)</b>	PD1	0,830	Valid
	PD2	0,879	Valid
	PD3	0,892	Valid
	PD4	0,856	Valid
<b>Acceptable Limit</b>		<b>&gt; 0,5</b>	<b>Accepted</b>

E-Trust (Electronic Trust) (ET): This variable assesses trust in electronic platforms. Four items (ET1, ET2, ET3, ET4) demonstrated loading factors ranging from 0.689 to 0.779, all surpassing the acceptable limit and considered valid indicators of e-trust.

Purchase Decision (PD): This variable evaluates factors influencing purchase decisions. Four items (PD1, PD2, PD3, PD4) exhibited high loading factors ranging from 0.830 to 0.892, all surpassing the acceptable limit and therefore considered valid.

Overall, all items across the variables displayed loading factors exceeding the acceptable threshold of 0.5, indicating their validity in measuring the respective constructs. This suggests that the items effectively capture the intended aspects of each variable, providing reliable data for further analysis in the study.

Table 3.  
Reliability Test Results

Variable	Item	Construct Reliability	AVE
Innovation (INO)	INV1		
	INV2	0,8350	0,6285
	INV3		
E-Wom (EW)	EW1		
	EW2		
	EW3	0,8064	0,5122
	EW4		
Web Attractiveness (WA)	WA1		
	WA2		
	WA3	0,8196	0,5334
	WA4		
E-Trust (ET)	ET1		
	ET2		
	ET3	0,8194	0,5321
	ET4		
Purchase Decision (PD)	PD1		
	PD2	0,9220	0,7474
	PD3		

Table 3 provides the results of the reliability testing for various variables in the study. The table includes information on construct reliability and the Average Variance Extracted (AVE) for each variable.

**Innovation (INO):** The construct reliability for Innovation (INO) is measured through the item INV1, which demonstrates a high construct reliability of 0.8350. However, the AVE (Average Variance Extracted) is 0.6285, indicating that 62.85% of the variance in the variable is explained by its items. INV2 and INV3 data are not provided in this table.

**E-WOM (Electronic Word-of-Mouth) (EW):** The construct reliability for E-WOM (EW) is measured through the item EW1, which exhibits a high construct reliability of 0.8064. However, the AVE is 0.5122, indicating that 51.22% of the variance in the variable is explained by its items. Data for items EW2, EW3, and EW4 are not provided.

**Web Attractiveness (WA):** The construct reliability for Web Attractiveness (WA) is measured through the item WA1, which displays a high construct reliability of 0.8196. However, the AVE is 0.5334, indicating that 53.34% of the variance in the variable is explained by its items. Data for items WA2, WA3, and WA4 are not provided.

**E-Trust (Electronic Trust) (ET):** The construct reliability for E-Trust (ET) is measured through the item ET1, which demonstrates a high construct reliability of 0.8194. However, the AVE is 0.5321, indicating that 53.21% of the variance in the variable is explained by its items. Data for items ET2, ET3, and ET4 are not provided.

**Purchase Decision (PD):** The construct reliability for Purchase Decision (PD) is measured through the item PD1, which exhibits a high construct reliability of 0.9220. The AVE is 0.7474, indicating that 74.74% of the variance in the variable is explained by its items. Data for items PD2, PD3, and PD4 are not provided.

Overall, the construct reliability values indicate the internal consistency or reliability of the measurement instrument, with higher values indicating greater reliability. Additionally, the AVE values represent the convergent validity of the constructs, with higher values indicating stronger convergent validity. These results provide insight into the reliability and validity of the measurement instrument used to assess each variable in the study.

*Path Analysis Model Testing*

In the Path Analysis Model Testing, the determination to accept or reject hypotheses relies on the significance probability generated, with a set significance level of  $\alpha = 5\%$  (0.05). The research outcomes are detailed in Table 4 below:

Table 4.  
*Path Model Significance Test Results*

Variable	Regression Coefficients	P	Explanation
PD <--- INV	1,296	0,000	Significant
PD <--- EW	0,580	0,000	Significant
PD <--- WA	0,711	0,000	Significant
PD <--- ET	0,954	0,000	Significant

The significance test outcomes depicted in Table 4 indicate the influence of various variables on Purchase Decision. Specifically:

Electronic Word of Mouth (EW) significantly impacts Purchase Decision ( $P = 0.000$ ), meeting the predetermined significance threshold ( $0.000 < 0.05$ ). Hence, the null hypothesis ( $H_0$ ) is accepted.

Similarly, Web Attractiveness (WA) exhibits a significant effect on Purchase Decision ( $P = 0.000$ ), surpassing the set significance level ( $0.000 < 0.05$ ). Consequently, hypothesis  $H_2$  is accepted.

E-Trust (ET) demonstrates a significant influence on Purchase Decision ( $P = 0.000$ ), indicating statistical significance ( $0.000 < 0.05$ ). Therefore, hypothesis  $H_4$  is accepted.

Finally, there is a notable direct impact of Innovation (INV) on Purchase Decision ( $P = 0.000$ ), with the significance level meeting the predetermined threshold ( $0.000 < 0.05$ ). As a result, hypothesis  $H_6$  is accepted.

In summary, the results of the significance tests provide empirical evidence of the relationships between the variables in the path model, confirming the hypotheses regarding their influence on Purchase Decision.

*Discussion*

*E-WOM has a positive and significant effect on Purchase Decision*

The research findings suggest that Hypothesis 0 is confirmed, indicating that Electronic Word-of-Mouth (E-WOM) plays a positive and significant role in influencing Purchase Decision. E-WOM refers to the dissemination of opinions, whether positive, neutral, or negative, by potential, current, or past consumers about a product, service, brand, or company via online platforms. E-WOM can sway purchasing decisions as consumers engage in social interactions on the internet, exchanging information about products. Prospective consumers often rely on reviews shared by previous consumers or other users, which are accessible online. If these reviews align with the expectations of prospective buyers, they are more likely to proceed with the

purchase. Consumers tend to favor online stores with a substantial volume of reviews containing relevant product information.

These findings align with prior research by Prasad et al. (2017), which similarly highlighted the direct positive impact of E-WOM on consumer purchase decisions. Furthermore, they are supported by the study conducted by Chung & Shin (2010), which emphasized the role of E-WOM in bolstering consumer purchasing behavior.

*Web Attractiveness has a significant positive effect on Purchase Decision.*

The findings of the research affirm that Hypothesis 2 is upheld, indicating a significant positive correlation between Web Attractiveness and Purchase Decision ( $0.000 < 0.05$ ). Web Attractiveness pertains to the appeal of a website, encompassing a range of interactive elements designed to captivate users' attention and facilitate seamless interaction, navigation, and usage, thereby fostering enduring relationships. This implies that an aesthetically pleasing and engaging website has the potential to sway users towards making purchase decisions.

The observed increase in purchase decisions could be attributed to users exploring the website's interface, thereby developing an interest in the content and product information presented. Consequently, this heightened engagement may prompt consumers to proceed with purchasing the showcased products.

These findings are corroborated by Baeshen et al. (2017), whose study explored the impact of website quality on consumer purchase decisions. Additionally, Khalil et al. (2019) concluded in their research that website quality positively influences purchase intention, which ultimately affects purchase decisions.

*E-Trust has a significant positive effect on Purchase Decision.*

The research outcomes demonstrate that

Hypothesis 4 is confirmed, signifying a substantial positive association between E-Trust and Purchase Decision. E-Trust, or Electronic Trust, refers to the confidence placed in a product or service provider to consistently act in a manner that prioritizes the long-term interests of consumers. This suggests that survey participants perceive the website as providing excellent service that aligns with consumer needs, thereby fostering trust among consumers. Moreover, the website furnishes comprehensive details and specifications about the products offered, enabling consumers to make informed decisions tailored to their requirements. Trust in online transactions develops as consumers have positive interactions with the seller, dispelling any reservations they may have about purchasing the product.

These findings corroborate previous research by Pop et al. (2022), which highlighted both direct and indirect relationships between E-Trust and Purchase Decision, ultimately leading to E-Trust significantly influencing Purchase Decision. Similarly, the research outcomes of Miao et al. (2022) underscore the significant impact of E-Trust on repeat purchase intentions.

*Innovation has a positive and significant effect on Purchase Decision.*

The research findings reveal that Hypothesis 6 holds true, indicating a positive and significant correlation between Innovation and Purchase Decision. Innovation involves the introduction of new products or enhancements to existing ones, thereby adding value and distinguishing them from competitors. Consumers are naturally drawn to products that offer unique features or innovations that enhance their utility. Products boasting innovative features not only pique consumer interest but also serve practical functions, thereby stimulating curiosity and bolstering purchase intentions, ultimately influencing consumer purchase decisions.

These findings are consistent with the conclusions drawn by RAYI & ARAS (2021),

emphasizing that companies can leverage innovation to meet consumer demands, thereby augmenting consumer purchase decisions. This assertion is further supported by the research of Timtong & Lalaeng (2021) and Fatmawati & Garad (2022), which highlight the statistically significant positive impact of product innovation, novelty, uniqueness, and origin on purchase decisions.

It is noteworthy that this study solely examined purchase decisions in relation to Innovation, E-WOM, Web Attractiveness, and E-Trust variables. Thus, it may not provide a comprehensive understanding of all factors influencing consumer purchase decisions. Future research endeavors could consider incorporating additional variables to elucidate a more comprehensive understanding. Furthermore, including a broader array of commonly used social media platforms in Indonesia could enrich the study's findings, potentially yielding more robust insights.

## **Conclusion**

Overall, this study provides a deep understanding of the factors influencing consumer purchase decisions in the context of online transactions. This research was conducted through explanatory quantitative studies with consumers who make online purchases through company website accounts. The study explores the impact of product innovation, website attractiveness, electronic word of mouth (e-WOM), and electronic trust (e-trust) on consumer purchase decisions in the context of online transactions. The results show that all variables, namely product innovation, website attractiveness, e-WOM, and e-trust, significantly and positively influence consumer purchase decisions. These findings provide deep insights into the factors influencing consumer preferences in online purchases, emphasizing the key roles of e-WOM, online reputation, online social interaction, website attractiveness, and electronic trust. Practical implications

highlight the need for companies to focus on developing attractive websites, managing e-WOM, and building online trust to enhance consumer online purchase decisions. In conclusion, product innovation remains an important factor in attracting consumer attention in a competitive online environment. By applying these findings, companies can design more effective marketing strategies, enhance online attractiveness, build consumer trust, and ultimately, improve consumer purchase decisions.

### *Practical Implications*

From the findings of this study, there are several practical implications that companies can take to enhance product sales online:

- **Multichannel Marketing Strategy Integration:** Businesses need to understand that consumers nowadays tend to use various online channels to gather information before making a purchase decision. Therefore, integrating marketing strategies covering E-WOM, website attractiveness, online trust, and product innovation across various platforms can increase the visibility and influence of the company.
- **Customer Service Team Training:** In the context of online trust (E-Trust), it is important to provide training to the customer service team to deliver positive responses and assist consumers with their inquiries or concerns. Good customer service can strengthen consumer confidence and positively influence purchase decisions.
- **Monitoring and Responding to E-WOM:** Businesses need to actively monitor online consumer reviews and feedback. Quick responses to reviews, both positive and negative, can create an impression that the company values and appreciates customers. This can build positive relationships with consumers and influence purchase decisions.
- **Development of Engaging Website Content:** In addition to visual appeal, it is important to consider the development of

informative and useful content on the website. Clear and detailed information about products, user reviews, and purchasing guides can assist consumers in the decision-making process.

- Improvement of Online Transaction Processes: In the context of E-Trust, businesses should ensure that online transaction processes are easy, secure, and transparent. Providing clear information about return policies, shipping, and other transaction procedures can enhance consumer trust.
- Continuous Innovation: Considering that innovation positively influences purchase decisions, companies need to maintain a cycle of continuous innovation. Providing the latest and best products will continue to attract consumer interest.
- Evaluation and Adjustment of Strategies Based on Research Findings: The findings of this research should serve as a guide for companies to evaluate and adjust their online marketing strategies. Businesses can regularly assess the performance of E-WOM, website attractiveness, online trust, and product innovation to ensure the effectiveness and relevance of their marketing strategies. By taking these steps, companies can enhance their online appeal, build consumer trust, and plan relevant innovations to sustainably improve consumer purchase decisions.

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