



Role of Brand Trust in Mediating Influence of E-Wom and Product Quality on Purchasing Decisions

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ABSTRACT

Mumubrandedbag operates in the fashion industry. This research investigates how brand trust mediates the impact of electronic word of mouth (eWOM) and product quality on purchase decisions in Denpasar City. The study included 100 consumers chosen through purposive sampling. Data collection was conducted through surveys using questionnaires with a 5-point Likert scale and analyzed using Smart PLS. The findings showed that while eWOM has a positive yet negligible effect on purchasing decisions, it significantly impacts brand trust. Product quality has a significant impact on both brand trust and purchasing decisions. However, brand trust does not have a significant effect on purchasing decisions and does not mediate the influence of eWOM and product quality on purchasing decisions. These findings offer valuable insights for marketing management and suggest future research could include additional variables like brand image, store atmosphere, and price suitability, and expand the research scope

INTRODUCTION

Branded bags are fashion items that can increase a person's self-confidence. Every person in their position as a consumer must assume that the product they buy or use is a high quality product, meaning that consumers always want the best for themselves. The bag is considered a signature only because the materials and quality control are still the same and the factory is the same as the original, only the product has minus errors in the stitching and differences in the gradation of the dyeing results.

This fashion industry has entered Indonesia where it has become a priority for luxury brands due to the rapid development of consumers who are interested and able to buy luxury products. Referring to BPS data (2020), there has been a drastic increase in the number of residents with middle class income. Sales revenue from luxury products in Indonesia amounted to 2,035,000,000 USD. The swift economic growth in Indonesia has linked self-esteem and status closely to an individual's lifestyle.

There is one shop in Denpasar City that sells various branded products ranging from bags to accessories, namely the Mumubrandedbag Shop. Mumubrandedbag is a company operating in the fashion sector that sells various branded products from bags, wallets, flat shoes and watches which are still trending today. Mumubrandedbag provides various kinds of imported branded products, has a supportive store atmosphere and the best service.

For businesses, grasping purchasing decisions and understanding consumer concerns is crucial. Purchasing decisions involve consumers assessing different options and selecting one or more of the required alternatives based on specific considerations. (Jaya & Suparna, 2018). (Prayoga & Pohan, 2022) explain that Purchasing decisions involve a stage of evaluating options that prompts consumers to make choices. Consumers may lean towards purchasing brands they prefer.

(Mappesona et al., 2020), explain that purchasing decision involves consumers identifying an issue, seeking information about the product, and assessing how effectively each alternative can address the problem, ultimately resulting in a decision to make a purchase. (Ansari et al., 2019), interpret that purchasing decisions entail consumers deciding on transactions for goods available in the market. The indicators used to measure purchasing decisions refer to (Yurindera's, 2020) research, namely: 1) Steadfastness in purchasing decisions, 2) Quickness in making decisions, 3) Confidence in the right decision.

Technology is increasingly rapidly influencing every aspect of human life, including personal testimony. The utilization of electronic word of mouth through the internet has transformed traditional word of mouth, significantly impacting purchasing decisions. E-WOM communications have become an important platform for consumer opinion. Consumer product reviews posted on the internet are one of the most important forms of eWOM communication.

According to (Prayoga & Mulyandi, 2020) electronic word of mouth is important for every business activity which can direct consumers to carry out communication in order to improve the company's reputation. Consumers are the part that has extraordinary potential in reporting on a product (Dewi &

Sukaatmadja, 2022). Consumers will see what other people think through their experience of the product they want to buy because not having experience causes consumers to feel they have no knowledge of the product (Prayoga & Yasa, 2023).

E-WOM is marketing that carries out electronic word of mouth communication (Febiyanti & Aqmala, 2022). Advertising is one part of the advertising mix which is used as a means of conveying messages and information to consumers. The concept of electronic word of mouth is employed to affirm products to fellow consumers (Sukma & Dery, 2023). The research indicators used to measure electronic word of mouth refer to the research of (Febiyanti & Aqmala, 2022), namely: 1) Information, 2) Knowledge, 3) Answer, 4) Reliability.

The quality of a product stands as a critical factor in any business endeavor, given its potential to directly influence brand credibility and sustained prosperity. Product quality is related to product performance, namely the ability to carry out its functions, such as durability, reliability and other attributes. For producers/marketers, the meaning of product quality needs to consider customer perceptions. Thus, quality products are not only able to perform their function and be better than competing products, but also take into account the right color, weight and packaging size (Rachmawati et al., 2020). Product quality plays a crucial role in a company's success as it is intricately linked to consumer purchasing choices.

With the condition of the products from Mumubrandedback, where the products are rejected by the original manufacturer, many consumers are asking questions about the products being sold. Therefore, companies need to gain consumer trust and in the context here, that is brand trust. According to (Nisak & Astutiningsih, 2021), brand trust denotes the inclination of an individual to have confidence in a brand, having carefully assessed potential risks, in anticipation of the brand's ability to deliver satisfaction and make a positive impression. Consumer purchasing decisions concerning brands are influenced by brand trust, which has the capacity to foster valuable relationships.

The correlation between product quality and consumer purchasing choices underscores the significance of product quality in a company's success (Pranandha & Kusumadewi, 2022). Product quality entails to fulfill or surpass customer expectations, ensuring that the product meets predefined quality standards set by the company (Sanjaya & Ardani, 2018). (Saepuloh & Hisani, 2020) interpret that product quality encompasses factors such as durability, reliability, and accuracy. From a marketing standpoint, quality is evaluated based on the buyer's perception of the product's excellence or reliability. The research metrics employed to assess product quality are based on the study conducted by (Pranandha & Kusumadewi, 2022), namely: 1) Item performance, 2) Item beauty, 3) Conformity to item specifications, 4) Item durability.

Brand trust plays a crucial role in fostering customer emotional dedication, ultimately resulting in enduring loyalty over time. (Wahyuningsih & Sukaatmadja, 2020). Trust stands as the cornerstone of marketing, as it serves as a fundamental foundation for consumers' purchasing decisions. Brand trust is characterized by a consumer's inclination to place reliance on a brand despite the associated risks, driven by the expectation that the brand will yield favorable

outcomes (Diyanti & Giantari 2021). The research indicators used to measure brand trust refer to research by Putra & Sulistyawati (2019), namely: 1) Brand reliability, 2) Brand characteristics, 3) Consumer-brand characteristics.

LITERATURE REVIEW

Electronic Word of Mouth (eWOM) refers to any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet. This includes reviews, ratings, comments, testimonials, and other forms of online communication. eWOM often carries emotional undertones. Passionate reviews, either positive or negative, can evoke emotional responses in potential buyers, swaying their purchasing decisions accordingly. The concept of social proof suggests that people will conform to the actions of others under the assumption that those actions are reflective of the correct behavior. High ratings, positive reviews, and recommendations by many users create a bandwagon effect, encouraging others to follow suit. Research conducted by (Perkasa et al., 2020) reveals that electronic word of mouth positively impacts purchasing decisions. This discovery aligns with the findings of (Prayoga & Mulyandi, 2020), indicating the considerable influence of electronic word of mouth on purchasing decisions. Additionally, studies conducted by (Sukma & Dery, 2023) also indicate the favorable impact of electronic word of mouth on purchasing decisions. The results oppose the findings of (Febianti & Aqmala, 2022), suggesting that electronic word of mouth has a positive yet insignificant impact on purchasing decisions. Based on previous empirical studies, the following hypothesis is proposed:

H1 : Purchasing decisions are positively and significantly influenced by electronic word of mouth.

Purchasing decisions are profoundly influenced by product quality, as consumers generally seek value for their money and aim to avoid the inconvenience and disappointment associated with low-quality products. Quality products lead to higher customer satisfaction, which can foster brand loyalty. Satisfied customers are more likely to make repeat purchases and recommend the product to others, generating positive word of mouth. Studies indicate that consumers prioritize quality over price in many purchasing decisions, especially for products that have significant usage or impact on daily life, such as electronics, appliances, and vehicles. Research conducted by (Pranandha & Kusumadewi, 2022), Consumer purchasing decisions are positively and significantly impacted by product quality. Then, research conducted by (Saepuloh & Hisani, 2020), which shows There exists a relationship between product quality and purchasing decisions, although it is partially significant. However, these findings contradict the research of (Rachmawati et al., 2020) which shows Previous empirical studies suggest that product quality exerts a negative and insignificant influence on the purchasing decision process. This hypothesis is derived from the existing research:

H2 : Purchasing decisions are positively and significantly impacted by product quality

Electronic word of mouth (eWOM) significantly influences brand trust by shaping how consumers perceive and engage with brands. Consumers often view eWOM as more authentic and credible than traditional advertising because it consists of real-life experiences and opinions from other customers. This transparency provides an honest portrayal of a brand's strengths and weaknesses, fostering a sense of openness essential for building trust. Positive eWOM, such as favorable reviews and high ratings, serves as social proof that a brand is trustworthy and reliable. Additionally, consumers can relate more to the experiences of their peers, making eWOM a relatable and influential source of information. By reducing the perceived risk associated with trying new products or brands, eWOM builds consumer confidence. Brands that actively engage with eWOM, respond to reviews, address concerns, and thank customers for positive feedback demonstrate their commitment to customer satisfaction, thereby enhancing trust. Influencers and opinion leaders who share their positive experiences with a brand can also significantly impact trust, as their followers are more likely to trust the brand based on these endorsements. According to research conducted by (Maulana et al., 2021), electronic word of mouth significantly and positively impacts brand trust. Apart from that, research conducted by (Anggraini et al., 2023) also found a significant positive relationship between electronic word of mouth and brand trust. However, according to research conducted by (Syahdiany & Trinanda, 2019), electronic word of mouth has a positive but not significant impact on brand trust. Therefore, based on previous empirical studies, the following hypothesis is proposed:

H3 : Electronic word of mouth significantly and positively influences brand trust.

Product quality has a profound impact on brand trust, as it directly influences consumer perceptions and satisfaction. When a brand consistently delivers high-quality products, it establishes a reputation for reliability and excellence, which fosters consumer confidence and trust. High-quality products meet or exceed customer expectations, leading to positive experiences that enhance trust in the brand's commitment to delivering value. This trust is further reinforced by word-of-mouth recommendations, as satisfied customers are likely to share their positive experiences with others, amplifying the brand's trustworthy image. Conversely, poor product quality can erode trust, leading to negative reviews and diminished brand reputation. The consistency of product quality is crucial; even a single instance of subpar performance can significantly damage consumer trust. As per the study by (Yulita et al., 2021), product quality significantly and positively impacts brand trust. Similar results were also found by (Paksi et al., 2023) Indicates that product quality has a positive and significant impact on brand trust. Therefore, based on previous empirical studies, the following hypothesis is proposed:

H4: Product quality significantly and positively influences brand trust.

Brand trust significantly impacts purchasing decisions by shaping consumer confidence and loyalty. When consumers trust a brand, they are more likely to choose its products over those of competitors, as trust reduces the perceived risk associated with a purchase. This confidence in the brand's reliability and integrity leads to repeat purchases and a willingness to pay a premium for trusted products. Trust also encourages positive word-of-mouth recommendations, further influencing the purchasing decisions of potential buyers. Moreover, brand trust can enhance the overall customer experience, making consumers more forgiving of occasional shortcomings and more likely to remain loyal in the long term. Empirical evidence shows that high levels of brand trust correlate with increased consumer spending and higher retention rates. For businesses, fostering and maintaining brand trust through consistent product quality, excellent customer service, transparent communication, and ethical practices is crucial. By building strong brand trust, companies can drive consumer purchasing decisions, ensuring sustained growth and competitive advantage in the market. Study by (Diyanti & Giantari, 2021) indicates that brand trust has a positive and significant impact on purchasing decisions. This finding aligns with the research results of (Noviandini & Yasa, 2021) which also demonstrate a positive and significant effect of brand trust on purchasing decisions. However, the findings from the research by (Nofianti (2014) suggest otherwise, indicating that brand trust has no influence on purchasing decisions. Based on these previous empirical studies, the following hypothesis is proposed: H5 : Brand trust significantly and positively impacts purchasing decisions.

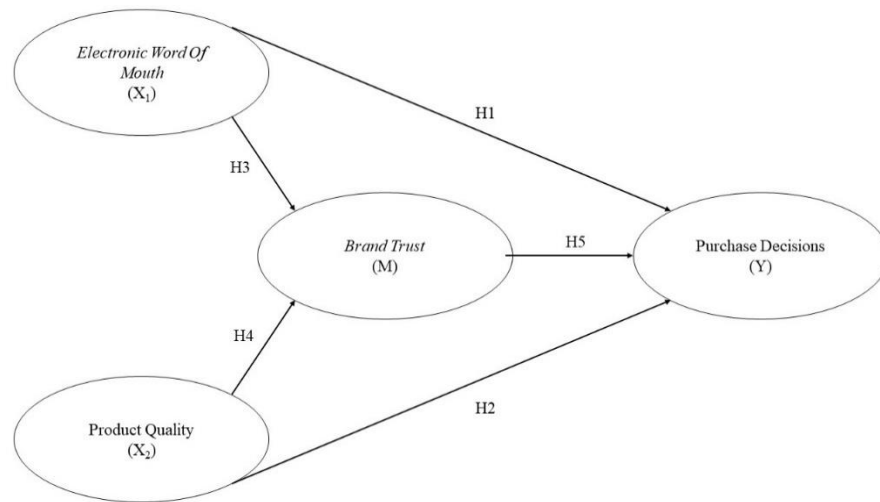
When consumers encounter eWOM, such as online reviews and recommendations, their trust in the brand often determines how much weight they give to this information. High levels of brand trust amplify the positive impact of favorable eWOM, making consumers more likely to incorporate these recommendations into their purchasing decisions. Conversely, if brand trust is low, even positive eWOM may have a diminished effect, as consumers may remain skeptical about the brand's reliability and integrity. This mediation role of brand trust means that it not only enhances the credibility of eWOM but also strengthens the overall relationship between eWOM and consumer purchasing behavior. Empirical studies have shown that brand trust significantly boosts the effectiveness of eWOM, leading to higher conversion rates and greater consumer loyalty. For businesses, building and maintaining brand trust is essential to maximize the benefits of eWOM. By ensuring consistent product quality, transparent communication, and responsive customer service, companies can enhance brand trust, thereby leveraging eWOM to positively influence purchasing decisions and drive long-term success. According to the research conducted by (Padmawati & Suasana, 2020), brand trust fully mediates the effect of electronic word of mouth on purchasing decisions. Additionally, the study by (Lestari, 2022) found that brand trust significantly mediates the impact of electronic word of mouth on purchasing decisions. Based on these previous empirical studies, the following hypothesis is proposed:

H6 : Brand trust acts as a mediator for the influence of electronic word of mouth on purchasing decisions.

When consumers perceive a product as high quality, their trust in the brand increases, which in turn significantly impacts their willingness to purchase. High product quality enhances brand trust by consistently meeting or exceeding customer expectations, leading to positive experiences and reinforcing the brand's reliability and integrity. This trust then amplifies the effect of product quality on purchasing decisions, as consumers are more likely to buy from brands they trust. Conversely, even if a product is of high quality, a lack of brand trust can deter consumers from making a purchase due to concerns about consistency or future performance. Empirical research supports this mediating role, showing that brand trust not only strengthens the direct impact of product quality on purchase intentions but also contributes to long-term customer loyalty and repeat purchases. For businesses, prioritizing product quality is essential, but equally important is building and maintaining brand trust through transparency, excellent customer service, and consistent delivery on brand promises. This combination ensures that high product quality effectively translates into positive purchasing decisions, driving sustained business growth and competitive advantage. Research conducted by (Diyanti & Giantari, 2021) indicates that brand trust significantly and positively influences purchasing decisions. This finding aligns with the research results of (Noviandini & Yasa, 2021), which also demonstrate a positive and significant effect of brand trust on purchasing decisions. However, research conducted by (Gunawan, 2022) suggests that brand trust has a positive but not significant mediating effect on product quality on purchasing decisions. Based on these previous empirical studies, the following hypothesis is proposed:

H7 : Brand trust serves as a mediator for the influence of product quality on purchasing decisions.

Based on the framework previously outlined, which describes the role of brand trust in mediating the influence of electronic word of mouth and product quality on purchasing decisions, a conceptual framework can be formulated. This framework will serve as the foundation for establishing the hypotheses of this research.



Picture 1. Conceptual Framework

Source: (Padmawati & Suasana, 2020), (Gunawan, 2022)

METHODOLOGY

This study was conducted in Denpasar City, Bali, chosen due to the location of Mumubrandedbag in Denpasar City. Additionally, the market for similar products is larger in Denpasar City compared to other cities in Bali. Data collection was carried out using a questionnaire, with the Likert scale employed as the measurement method for the social phenomenon under study. The research involved 100 respondents selected through purposive sampling, a non-probability sampling technique.

The data for this research was collected using an offline questionnaire distributed to respondents residing in Denpasar City, specifically customers who have made purchases at the Mumubrandedbag Store. Inferential statistical analysis of the data was conducted using SmartPLS software, encompassing model measurement (outer model), model structure (inner model), and hypothesis testing.

RESULT

Table 1. Respondent Characteristics

No	Variable	Classification	Quantity (person)	Percentage (%)
1	Age (Years old)	18-27	49	49
		28-37	13	13
		38-47	16	16
		48-57	22	22
		Total	100	100
2	Gender	Male	42	42
		Female	58	58
		Total	100	100
3	Last education	High School	36	36
		Diploma	21	21
		Bachelor	37	37
		Magister	6	6
		Total	100	100
4	Occupation	College student	19	19
		Private sector employee	42	42
		Civil servant	5	5
		Businessman	23	23
		Others	11	11
		Total	100	100
5	Income	3.000.000-5.000.000	35	35
		5.000.001-7.000.000	36	36
		7.000.000-10.000.000	19	19
		>10.000.001	10	10
		Total	100	100

The analysis revealed that the majority of respondents were aged between 18 to 27 years, constituting 49 percent of the total. In terms of gender, females dominated the respondents with 58 percent. Regarding the highest education attained, a Bachelor's degree (S1) was the most common, accounting for 37 percent. When considering occupations, the largest proportion worked as private employees, making up 42 percent. In terms of income or pocket money, the majority of respondents had an income ranging from Rp. 5,000,001 to Rp. 7,000,000, comprising 36 percent.

Table 2. Outer Model Results

Variable	Question Items	Outer Loading	Cronbach's alpha	Composite Reliability	AVE
Purchase Decisions	Y _{1.1}	0,895	0,779	0,872	0,696
	Y _{1.2}	0,850			
	Y _{1.3}	0,751			
Electronic Word Of Mouth	X _{1.1}	0,788	0,780	0,858	0,602
	X _{1.2}	0,794			
	X _{1.3}	0,770			
	X _{1.4}	0,751			
Product Quality	X _{2.1}	0,775	0,722	0,827	0,544
	X _{2.2}	0,707			
	X _{2.3}	0,723			
	X _{2.4}	0,744			
Brand Trust	M _{1.1}	0,805	0,755	0,860	0,671
	M _{1.2}	0,837			
	M _{1.3}	0,815			

The test results presented in Table 2 demonstrate that all research instruments utilized to measure electronic word of mouth variables, product quality, brand trust, and purchasing decisions have been deemed valid and appropriate for use as reliable research instruments. Consequently, they can be effectively employed in this research.

Table 3. Correlation Between Latent Variables

Variable	Brand Trust	Electronic Word of Mouth	Product Quality	Purchase Decisions
Brand Trust	0,819			
Electronic Word of Mouth	0,693	0,776		
Product Quality	0,567	0,622	0,738	
Purchase Decisions	0,550	0,562	0,656	0,834

These results indicate that the discriminant validity of the brand trust variable is met. Likewise with the validity of electronic word of mouth, product quality and purchasing decisions.

Table 4. Inner Model Results

Hypothesis	Path Coefficient (β)	p-value	Standard Deviation (STDEV)	t-Statistics	f-square
H ₁ . Electronic Word of Mouth - Purchase Decisions	0,145	0,184	0,109	1,328	0,018
H ₂ . Product Quality - Purchase Decisions	0,457	0,000	0,089	5,120	0,235
H ₃ . Electronic Word of Mouth - Brand Trust	0,555	0,000	0,081	6,846	0,386
H ₄ . Product Quality - Brand Trust	0,222	0,012	0,089	2,504	0,062
H ₅ . Brand Trust - Purchase Decisions	0,190	0,145	0,131	1,456	0,034

Tabel 5. Mediation Test

Hypothesis	Path Coefficient (β)	p-value	t-Statistics	95% Path Coefficient Confidence Interval		Upsilon v
				Lower limit	Upper limit	
H ₆ . Electronic Word of Mouth - Brand Trust - Purchase Decisions	0,106	0,166	1,385	-0,036	0,262	Not Mediating
H ₇ . Product Quality - Brand Trust - Purchase Decisions	0,042	0,248	1,155	-0,013	0,127	Not Mediating

DISCUSSION

According to the analysis results, the electronic word of mouth variable has a positive but not significant impact on purchasing decisions at the Mumubrandedbag Store in Denpasar City. These findings align with previous research conducted by (Febianti & Aqmala, 2022) which shows that electronic word of mouth has a positive but not significant effect on purchasing decisions. Similarly, research conducted by (Sindunata & Wahyudi, 2018), also indicates that electronic word of mouth has a positive but not significant effect on purchasing decisions. This is attributed to the fact that consumer product reviews posted on the internet represent one of the most crucial forms of E-WOM communication.

Based on the analysis results, the product quality variable has a positive and significant impact on purchasing decisions at the Mumubrandedbag Store in Denpasar City. This is evident from the fact that three out of the four indicators are above average. This suggests that higher product quality of Mumubrandedbag products leads to stronger purchasing decisions by consumers, thereby accepting the second hypothesis. If the Mumubrandedbag Store maintains good product quality, consumers are more likely to make purchasing decisions in favor of their products. These findings are consistent with research conducted by (Pranandha & Kusumadewi, 2022), which also found that product quality has a positive and significant effect on consumer purchasing decisions. Additionally, the results of this research align with studies by (Pandey et al., 2021), and (Rihayana et al., 2022) which similarly concluded that product quality positively and significantly influences consumer purchasing decisions.

Based on the analysis results, the electronic word of mouth variable exhibits a positive and significant impact on brand trust at the Mumubrandedbag Store in Denpasar City. This is evident from the fact that all three indicators are above average. Consequently, accepting the third hypothesis indicates that a stronger distribution of electronic word of mouth by the Mumubrandedbag Store leads to enhanced brand trust. If the Mumubrandedbag Store effectively utilizes electronic word of mouth, consumers are more likely to develop stronger trust in the brand. These findings are consistent with research conducted by (Maulana & Marista, 2021) showing that electronic word of mouth has a positive and significant effect on brand trust. This aligns with prior research (Kamalasena & Sirisena, 2021) and (Putri & Fauzi, 2023) highlighting the positive impact of online information dissemination on brand trust, where good information is disseminated online. will help consumers to build trust in the brand built by Mumubrandedbag. Additionally, (Anggraini et al., 2023) also identified a significant positive relationship between electronic word of mouth and brand trust..

Based on the analysis results, the product quality variable significantly impacts brand trust at Mumubrandedbag Store in Denpasar City, supported by all three indicators exceeding the average. This suggests that higher product quality enhances brand trust for Mumubrandedbag. This finding is consistent with prior research (Yulita et al., 2021) emphasizing the positive influence of good product quality on brand trust, which means that if Mumubrandedbag sells products that have good quality, this will make consumers have more trust in the brand built by

Mumubrandedbag. Similar results were also found by (Marcheliano & Wijaksana, 2019) and (Paksi et al., 2023) emphasizing the positive influence of good product quality on brand trust.

Based on the analysis findings, while the brand trust variable positively influences purchasing decisions at Mumubrandedbag Store in Denpasar City, it's not statistically significant. Therefore, the fifth hypothesis is rejected, indicating that the trust built by Mumubrandedbag does not significantly impact purchasing decisions for its consumers. This aligns with previous research by (Nofianti, 2014), which also found a positive but not significant relationship between brand trust and purchasing decisions.

Based on the mediation test results, it's revealed that although the electronic word of mouth variable positively affects product purchasing decisions at Mumubrandedbag Store in Denpasar City, its influence is not statistically significant when mediated by brand trust. This suggests that purchasing decisions are not influenced significantly by either strong brand trust or the dissemination of positive information through electronic word of mouth. Consequently, the sixth hypothesis is rejected, indicating that brand trust doesn't enhance the impact of electronic word of mouth on purchasing decisions.

Based on the mediation test results, it's indicated that although the product quality variable positively influences product purchasing decisions at Mumubrandedbag Store in Denpasar City, its effect is not statistically significant when mediated by brand trust. This implies that the applied product quality standards do not significantly enhance consumer trust in the brand, which in turn affects purchasing decisions. As a result, the seventh hypothesis is rejected. This finding is consistent with research conducted by (Gunawan, 2022), which similarly found that brand trust has a positive but not significant mediating effect on product quality concerning purchasing decisions.

CONCLUSION AND RECOMMENDATION

Conclusion

Firstly, the influence of eWOM on product purchasing decisions at Mumubrandedbag appears nuanced. Despite its positive inclination, the lack of statistical significance suggests that while electronic word of mouth may permeate consumer consciousness, its direct impact on purchase behavior remains elusive. This underscores the complex interplay between online discourse and tangible buying decisions, where mere exposure to favorable opinions may not suffice to sway consumer choices definitively. Conversely, the significance of product quality in driving purchasing decisions at Mumubrandedbag stands out prominently. Here, the tangible attribute of quality exerts a palpable influence on consumer behavior, delineating a clear pathway from perceived product excellence to strengthened purchasing intent. In an era marked by discerning consumers seeking value and reliability, the emphasis on product quality emerges as a cornerstone of competitive advantage. Moreover, the symbiotic relationship between eWOM and brand trust unveils a crucial dimension of consumer-brand interactions. As electronic word of mouth serves as a conduit for disseminating perceptions and experiences, its ability to engender brand trust becomes paramount. The significant positive effect observed underscores the pivotal role of

authentic online narratives in cultivating consumer confidence and loyalty towards the Mumubrandedbag brand. Similarly, the nexus between product quality and brand trust elucidates the foundational role of consistent excellence in fostering consumer allegiance. When the Mumubrandedbag Store upholds stringent product quality standards, it not only augments brand reputation but also instills a sense of trust and reliability among consumers, further fortifying brand-consumer relationships. However, the intriguing revelation emerges when examining the influence of brand trust on purchasing decisions. Despite its inherent importance in engendering consumer loyalty, the lack of statistical significance suggests a disconnection between perceived brand trust and actual buying behavior. This poses intriguing questions regarding the multifaceted nature of trust and its translation into tangible actions within the consumer journey. Moreover, the inability of brand trust to mediate the effects of eWOM and product quality on purchasing decisions underscores the intricate nature of consumer decision-making processes. While trust remains a cornerstone of brand-consumer relationships, its capacity to bridge the gap between external influences and purchase behavior appears contingent upon multifarious contextual factors.

Recommendation

The management of the Mumubrandedbag Store needs to update the content posted on the Mumubrandedbag Store's social media so that the content is more relevant to popular trends so that consumers are interested in looking for information on the Mumubrandedbag Store. Management also needs to consider the indicators with the highest values for each variable to maintain or improve the marketing strategy carried out to be able to maintain or even increase purchasing decisions for Mumubrandedbag products. Expanding the scope of research beyond the confines of the Mumubrandedbag Store presents a promising avenue for gaining deeper insights into the multifaceted dynamics of consumer behavior and purchasing decisions. By broadening the scope to encompass diverse retail environments, researchers can glean a richer understanding of the interplay between various factors influencing consumer choices.

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