



The Role of Brand Trust Mediating the Influence of Electronic Word of Mouth on Erigo Fashion Purchase Decisions in Denpasar City

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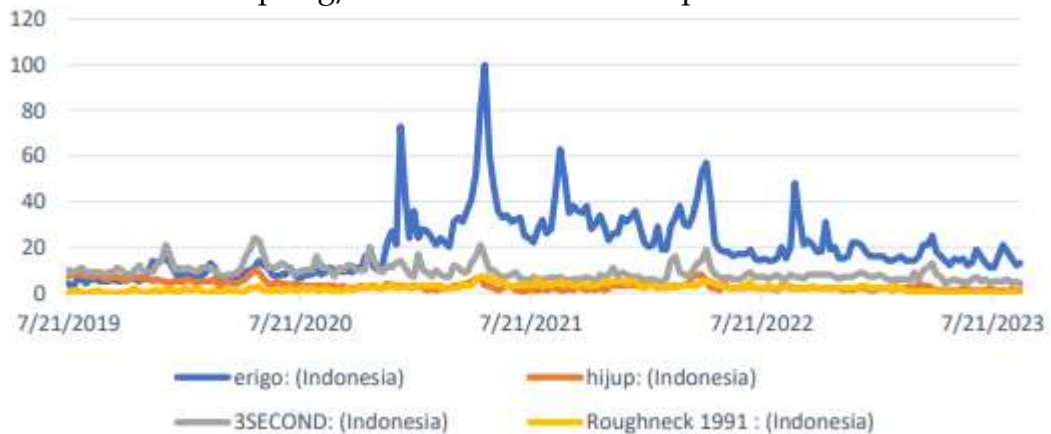


ABSTRACT

The purpose of this study is to ascertain how brand trust functions as a mediator between Electronic Word of Mouth (E-WOM) and Erigo fashion product purchases in Denpasar City. The existence of Erigo stores in Bali, which are limited to Denpasar, served as the basis for the choice of location. One hundred Erigo customers participated in the non-probability sampling technique. Questionnaires were used to gather data, and the Sobel test and path analysis were used for analysis. The findings demonstrated that the impact of E-WOM on purchase decisions could be mediated by brand trust. By paying attention to E-WOM and brand trust, these findings should help Erigo make better purchasing decisions.

INTRODUCTION

The development of information technology, especially social media, has made it easier for the fashion industry to expand the market and promote products globally. Social media such as Instagram, TikTok, Facebook, and YouTube are used by fashion industry players to reach a wider range of consumers. One of the local brands that has successfully used social media is Erigo, which was founded by Muhammad Sadad. Originally named Selected & Co with the concept of casual batik, but it was less popular. Since 2015, Erigo has switched to the concept of street style and traveling. Thanks to this strategy, Erigo managed to penetrate the international market and appeared at New York Fashion Week Spring/Summer 2021 with Shopee e-commerce.



Source: (Google Trends,2024)

Figure 1. Erigo Product Trend Chart for 2019 - 2023

In the past two years, the popularity trend of Erigo's fashion products has decreased quite significantly, having previously reached a peak in popularity in 2021. This decline was influenced by the emergence of low-quality counterfeit products sold on the marketplace, thereby undermining consumer trust in the Erigo brand. Consumer comments that appear on social media and online platforms show dissatisfaction with the quality of products and services, which also has an impact on purchasing decisions. The results of a pre-survey of 30 respondents in Denpasar City showed that most consumers sought information first before buying products, but only 47% decided to buy, while the rest were hesitant about the Erigo brand.

Purchasing decisions are influenced by a number of factors, including quality, pricing, market trends, and consumer reviews posted on social media, often known as electronic word of mouth, or e-WOM. Both positive and negative evaluations have a significant impact on how customers evaluate the product. More research is needed, taking brand trust characteristics into consideration as mediators, given the contradictory results of previous studies on the influence of e-WOM on purchasing decisions. Brand trust is regarded to be able to strengthen the relationship between e-WOM and purchase decisions since consumers often base their decisions on their level of confidence in a product. Therefore, this study focuses on how e-WOM influences purchasing

decisions, specifically for Erigo fashion product customers in Denpasar City, utilizing brand trust as a mediating variable.

Whether electronic word-of-mouth influences consumers' decisions to purchase Erigo fashion products in the city of Denpasar, whether electronic word-of-mouth influences consumers' trust in Erigo products, whether brand trust influences consumer purchase decisions, and whether brand trust can mediate the impact of electronic word-of-mouth on consumers' decisions to purchase Erigo fashion products in the city of Denpasar are the four main components of the study's problem formulation.

The goals of this study are to examine and clarify the ways in which electronic word-of-mouth affects consumers' decisions to purchase Erigo fashion items in Denpasar City, how brand trust affects consumer decisions to purchase, and the extent to which brand trust can mediate the relationship between electronic word-of-mouth and decisions to purchase Erigo fashion items in Denpasar City.

This research has both theoretical and practical benefits. Theoretically, the study's conclusions should add to the body of empirical information on electronic word-of-mouth, brand trust, and purchase decisions. The study's practical implications could help businesspeople—especially Erigo—understand how electronic word-of-mouth (e-WOM) influences buying decisions and brand trust. Additionally, they ought to assist them in developing effective e-WOM-based digital marketing tactics.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is the basis that consumers use in making purchasing decisions, taking into account aspects such as price, quality, and product functionality. According to Sari et al. (2017), consumer behavior includes the process of determining, obtaining, and using goods or services. Large companies also study this behavior to understand consumer preferences and reasons for buying.

Saputri (2016) explained that consumer behavior is the result of an interaction between personal and environmental influences that affect the exchange process in life. Because of the many variables that interact with each other, consumer behavior becomes complex to analyze (Firmansyah, 2018). According to Kotler and Keller (2022), consumer behavior describes how individuals make purchasing decisions based on the resources they have in exchange for goods or services that provide benefits.

Consumer Behavior refers to the way individuals determine, buy, use, and dispose of products, services, or experiences to meet needs and wants. According to Kotler & Keller (2022), these behaviors are influenced by stimuli such as price, promotion, location, and processes, as well as internal factors such as psychology and personal characteristics, which ultimately shape purchasing decisions. Consumer behavior is complex because it involves many variables that interact with each other.

Electronic Word of Mouth (e-WOM)

Digital communications from customers who post reviews, opinions, and experiences about a product or service online are known as electronic word-of-mouth, or e-WOM. e-WOM becomes a crucial instrument in the decision-making process for purchases and helps consumers feel less apprehensive. Potential buyers' decisions and trust are significantly impacted by the information presented, which can be either favorable or negative. Indicators including reading reviews, looking for information online, doubting without reviews, and knowledge were used in this study to gauge e-WOM.

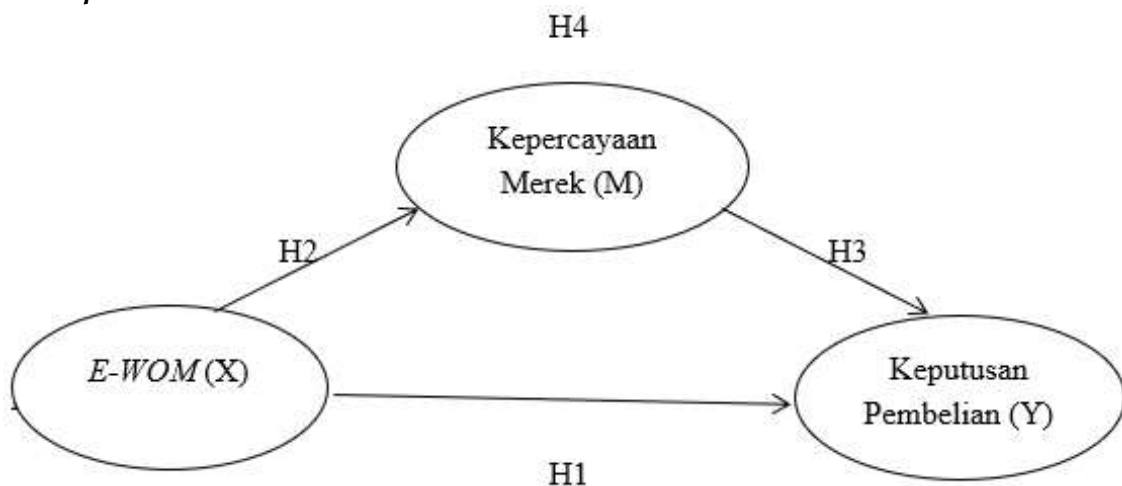
Brand Trust

Consumers' faith in a brand's ability to fulfill its commitments in a responsible and consistent manner is known as brand trust. Relationships between customers and brands are strengthened by this trust, which also makes it easier to convey marketing messages and fosters a favorable perception. Indicators like trustworthy, secure, and truthful brands are used to gauge brand trust.

Purchase Decision

Purchase Decision is the consumer's action in choosing and buying a product based on needs and desires. Need identification, information search, alternative evaluation, purchase choice, and post-buy behavior are the five steps in this process. These decisions are crucial in market competition and reflect consumer consumption behavior. Indicators in this study include confidence in the product, recommendations from others, satisfaction, and a feeling of satisfaction with the purchase decision.

Conceptual Framework



Source : Dikayana (2023)

Figure 2. Conceptual Framework

METHODOLOGY

Customers of Erigo fashion products in the city of Denpasar, the only city in Bali with an official Erigo outlet, participated in this study, which used a

quantitative associative design with a survey method to test the influence of electronic word of mouth (e-WOM) on purchase decisions with brand trust as a mediating variable. The variables studied include e-WOM (X) as an independent variable with indicators of information access, online information sources, reading reviews, and information suitability; brand trust (M) as a mediating variable with indicators of reliability, security, and honesty; and purchase decision (Y) as a dependent variable measured through buying confidence, emotional satisfaction, satisfaction with the transaction, and the influence of reviews. Purposive sampling methods were used to choose the sample, which consisted of 100 respondents who met the following minimum requirements: having purchased Erigo items during the previous six months, having read product evaluations on social media, and having a high school or vocational degree. An online questionnaire employing the Likert scale was used to gather data, and the results of the validity and reliability tests were satisfactory. In addition to traditional assumption tests like normality tests (Kolmogorov-Smirnov), multicollinearity (tolerance and VIF), and heteroscedasticity (Glejser test), data analysis was done using descriptive statistics and path analysis to measure direct, indirect, and total influences between variables. Additionally, the mediating role of brand trust in e-WOM relationships and purchase decisions was examined using the Sobel test. With the aid of SPSS software, the analysis was conducted and an interpretation of the degree of influence between the variables examined in the context of Erigo product users in Denpasar was generated.

RESEARCH RESULTS

Respondent Description

Based on the respondents' descriptions, the majority of the male gender is 56 percent, while women are 44 percent. Judging from age, respondents were dominated by the age group of 18-22 years old by 80 percent, followed by the age group of 23-27 years old by 15 percent, the age of 28-32 years by 3 percent, and the age over 32 years by 2 percent. Based on the latest education, the majority of respondents have a high school/vocational/equivalent education of 79 percent, followed by bachelor's degree at 20 percent, and postgraduate at 1 percent. In terms of employment, the majority of respondents are students/students at 81 percent, followed by employees at 14 percent, entrepreneurs at 4 percent, and teachers at 1 percent. Meanwhile, the social media most often used by respondents was Instagram at 47 percent, followed by TikTok at 33 percent, Twitter (X) at 10 percent, Facebook at 9 percent, and YouTube at 1 percent.

Description of Research Variables

Table 1. Variable Description Criteria

Average score	Criterion <i>Electronic Word of Mouth</i>	Criterion Brand Trust, and Purchase Decisions
1,00 – 1,80	Very Rare	Very Poor/Very Low
1,81 - 2,60	Infrequently	Poor/Low
2,61 – 3,40	Quite often	Pretty Good/Pretty High
3,41 – 4,20	Often	Good/High
4,21 – 5,00	Very Often	Very Good/Very High

Source: Data processed, 2025

Electronic Word of Mouth

Table 2. Description of Respondents' Perception of the E-WOM Variable

No.	Statement	Proportion of Respondent Answers					Sum	Average	Criterion
		1	2	3	4	5			
1	I have accessed information about Erigo fashion products on social media before making a purchase.	0	0	10	50	40	430	4,30	Very Often
No.	Statement	Proportion of Respondent Answers					Sum	Average	Criterion
		1	2	3	4	5			
2	I access Erigo's social media to get an accurate source of information.	0	2	13	43	42	425	4,25	Very Often
3	I tend to read the reviews of other customers before deciding to buy Erigo products.	0	2	8	34	56	444	4,44	Very Often
4	The information about Erigo that I found on social media corresponds to the reality after I bought the product.	0	1	7	54	38	429	4,29	Very Often
Total							1.728	4,32	Very Often

Source: Data processed, 2025

Based on Table 4.3, respondents' perception of the electronic word of mouth (E-WOM) variable shows that the highest average score is found in the statement about the habit of reading customer reviews before purchasing Erigo products, which is 4.44. Meanwhile, the lowest average score was found in the statement regarding Erigo's social media access to get accurate information, with a value of 4.25. Both fall into the category very often.

Brand trust

Table 3. Description of Respondents' Perception of Brand Trust Variables

No.	Statement	Proportion of Respondent Answers					Sum	Average	Criterion
		1	2	3	4	5			
1	I believe that Erigo has always maintained consistent quality of its products.	1	3	11	49	36	416	4,16	Tall
2	I feel safe when buying Erigo products online or offline.	0	2	13	52	33	416	4,16	Tall
3	I am confident that Erigo provides honest information about its products.	0	1	9	49	41	430	4,30	Very High
Total							1.262	4,21	Very High

Source: Data processed, 2025

Based on Table 4.4, respondents' perceptions of brand trust variables showed that the highest average score was found in the statement of confidence that Erigo provides honest product information, with a value of 4.30 and included in the very high category. Meanwhile, the lowest average score of 4.16 is found in two statements, namely the consistency of product quality and the sense of security when buying, both of which are classified as high.

Purchase Decision

Table 4. Description of Respondents' Perception of Decision Variables
 Purchase

No.	Statement	Proportion of Respondent Answers					Sum	Average	Criterion
		1	2	3	4	5			
1	I felt confident to buy Erigo fashion products after knowing the information on social media.	0	0	12	39	49	437	4,37	Very High
2	I feel happy with the purchase decision that has been made.	0	0	9	53	38	429	4,29	Very High
3	I am satisfied with the transaction made when purchasing Erigo products.	0	2	10	46	42	428	4,28	Very High

4	I bought Erigo products because of recommendations or reviews from other customers on social media.	1	3	12	33	51	430	4,30	Very High
Total								4,31	Very High

Source: Data processed, 2025

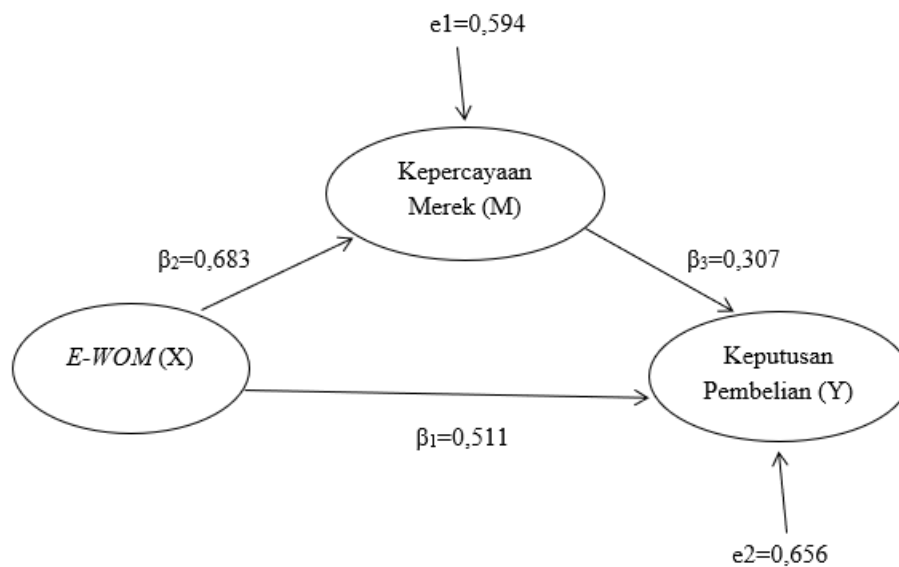
Based on Table 4.5, respondents' perception of the purchase decision variable showed that the highest average score of 4.37 was found in the statement of confidence in buying Erigo products after knowing the information on social media, while the lowest score of 4.28 was found in satisfaction with the purchase transaction. Both are in the very high category.

Inferential Statistical Analysis Results

Table 5. Direct Influence, and Indirect Influence, and Total Impact

Variable Influence	Direct Influence	Indirect Influence	Total Impact
X – Y	0,511	0,209	0,72
X – M	0,683	-	0,683
M – Y	0,307	-	0,307

Source: Data processed, 2025



Source : Data processed, 2025

Figure 3. Validation of the Final Path Diagram Model

The findings demonstrated that brand trust and purchase decisions were directly impacted by electronic word of mouth (E-WOM) at 0.683 and 0.511, respectively. Purchasing decisions are directly influenced by brand trust by 0.307. Furthermore, E-WOM's indirect impact on decisions to buy through brand trust was 0.209, increasing the overall influence to 0.72.

Classic Assumption Test
Normality Test

Table 6. Normality Test Results

Equation	<i>Asymp. Sig. (2-tailed)</i> <i>Kolmogorov-Smirnov</i>
Substructure 1	0,200
Substructure 2	0,200

Source : Data processed, 2025

The data are normally distributed, and the regression model satisfies the assumption of normalcy, according to the Kolmogorov-Smirnov test findings, which revealed an Asymp.Sig value of 0.200 that was greater than 0.05.

Multicollinearity Test

Table 7. Multicollinearity Test Results

Variabel	<i>Tolerance</i>	<i>VIVID</i>
<i>Electronic Word of Mouth</i>	0,533	1,875
Brand Trust	0,533	1,875

Source : Data processed, 2025

The tolerance value was 0.533 and the VIF was 1.875, according to the multicollinearity test findings, indicating that the regression model lacked multicollinearity.

DISCUSSION

The Influence of Electronic Word of Mouth on Purchase Decisions

The study's findings demonstrate that electronic word-of-mouth, or E-WOM, significantly influences consumers' decisions to buy. Customers, particularly the younger generation, are more likely to purchase Erigo items when they receive positive information from E-WOM, particularly through social media platforms like Instagram and TikTok. The majority of responders, who are between the ages of 18 and 22, are highly active in using digital media to compare items, read reviews, and look for information. Because of this, E-WOM has a significant impact on how consumers perceive and make decisions. Previous research by Soimbala & Bessie (2020), Kioek et al. (2022), and Vongurai et al. (2018), which also noted the substantial impact of E-WOM on purchasing decisions, is supported by this study.

The Influence of Electronic Word of Mouth on Brand Trust

E-WOM has also been shown to have a significant effect on brand trust, in accordance with consumer behavior theory that emphasizes the importance of the external environment in shaping consumer attitudes. Consistent and convincing information from third parties such as other customers and influencers increases Erigo's credibility in the eyes of consumers. The group of teenagers and high school/vocational school graduates in this study tended to

build trust in the brand through the opinions of fellow users on social media. The high intensity of interaction with E-WOM strengthens the belief that Erigo maintains product quality, provides honest information, and is safe in transactions. These findings are in line with the research of Charvia & Erdiansyah (2020), Fatimah & Widodo (2021), and Padmawati & Suasana (2020).

The Influence of Brand Trust on Purchase Decisions

Trust in the brand also has a significant influence on purchasing decisions. Young consumers who are still building a shopping experience tend to seek security and convenience, which is gained through trust in brands. Respondents in this study felt confident in buying Erigo products after getting reliable information, feeling satisfaction with the transaction process, and being influenced by positive testimonials from other users. These findings are supported by research by Adil et al. (2018), Hanaysha (2022), and Junia (2021) which shows that brand trust drives purchasing decision-making.

The Role of Brand Trust as a Mediator between E-WOM and Purchase Decisions

The association between E-WOM and purchase decisions is somewhat mediated by brand trust. E-WOM information generates a favorable impression of the brand's quality, security, and authenticity, which in turn builds trust and motivates customers to make a purchase. According to consumer behavior theory, the trust that guides a purchase decision can be formed by the objective experience of other consumers. This study supports the conclusions of Novianidini & Yasa (2021), Stefanny et al. (2022), and Dewi & Sudiksa (2019), which confirm that brand trust can mitigate the impact of E-WOM on purchase decisions.

Theoretical Implications

This research supports the theoretical framework of consumer behavior, especially in the context of digital marketing. E-WOM proves to be an external stimulus that influences consumer perception and forms trust in brands, which further drives purchasing decisions. Some of the key points of this implication are:

1. The more often consumers read customer reviews, the higher the purchase decision through social media.
2. The higher the trust in the information from E-WOM, the greater the confidence in the honesty of the brand.
3. Having faith in the brand is crucial for making better purchases.
4. Trust in the brand is the link between the frequency of E-WOM exposure and consumer purchase decisions.

Practical Implications

In practical terms, the results suggest a marketing strategy for Erigo:

1. Increase positive E-WOM by encouraging customers to provide testimonials on social media and actively managing reviews to strengthen brand image in the eyes of potential consumers.

2. Maintain brand trust through the delivery of accurate and transparent information, maintain consistent product quality, and ensure that the consumer experience is in line with the expectations of the digital information received.

CONCLUSION

The following findings were drawn from the data analysis and discussion results.

1. Electronic Word of Mouth (E-WOM) is one of the important factors that influence purchasing decisions. The more often consumers receive positive information about Erigo fashion products through E-WOM, the more likely they are to make a purchase. This shows that information conveyed through social media in the form of reviews, comments, or testimonials that are accurate, reliable, and relevant will encourage consumers to choose Erigo products.
2. E-WOM has a significant influence on brand trust. The more positive E-WOM spread about Erigo products, the higher the level of consumer confidence in the brand. When E-WOM contains honest reviews, real experiences, and the right information, consumers will believe that Erigo is a reliable brand.
3. Trust in brands plays an important role in influencing purchasing decisions. Consumers who have a high level of trust in the Erigo brand will feel more comfortable and confident in purchasing products, both in physical stores and through online platforms. This trust relates to consumer perceptions of brand quality, honesty and consistency.
4. Brand trust also functions as a mediator in the relationship between E-WOM and purchasing decisions. Trust in the brand is able to strengthen the influence of E-WOM on consumer decisions. In this case, brand trust acts as a partial mediator, which means that E-WOM not only has a direct impact on purchasing decisions, but this influence will be stronger if accompanied by a high level of consumer trust in the Erigo brand.

RECOMMENDATIONS

The suggestions that can be given to Erigo, based on the results of this research are as follows:

1. Erigo is advised to improve the quality and consistency of information conveyed through social media. Based on the lowest average score on the E-WOM indicator, companies need to ensure that the published content accurately reflects the product. The use of appropriate product photos, honest descriptions, and transparent communication will help create positive perceptions and increase consumer confidence in making purchasing decisions.
2. Erigo can actively manage and leverage customer reviews to build brand trust. Strategies that can be done include providing quick responses to negative comments, publishing authentic testimonials from customers, and engaging micro-influencers who have high engagement. Providing

an open explanation of the production process and product quality assurance can also reinforce the perception that the Erigo brand is a trustworthy brand.

3. Erigo is advised to continuously strengthen its quality control system, provide product authenticity information, and ensure security in digital and physical transactions. The provision of shipping tracking features, genuine product verification, and responsive customer service can increase a sense of security and confidence in the purchase process.
4. To strengthen the role of brand trust as a mediator between E-WOM and purchasing decisions, companies can create an overall positive customer experience, this can be done by providing consistent service, products that meet expectations, and maintaining the brand's digital reputation. Word of mouth promotion can be amplified through customer testimonials, and honest review campaigns. Collaborations with influencers or the fashion community can also build public trust in Erigo and indirectly improve purchasing decisions through increased brand perception.

ADVANCED RESEARCH

In order to get more representative results, the next study is anticipated to broaden its focus beyond just Erigo customers in Denpasar City to include consumers of other brands or locations. To give a more thorough understanding of the elements influencing consumer behavior in the context of the fashion business, future researchers are also encouraged to think about using other variables that are pertinent and may have an impact on purchasing decisions.

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