

# The Influence of Digital Marketing and E-WOM Promotion on Repurchase Intention with Trust In Store as Intervening Variables

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## ABSTRACT

The research aims to identify and analyze the effect of digital marketing and e-wom promotion on repurchase intention with trust in store as an intervening variable. The type of research used in this research is quantitative research. The sample in this study was 50 respondent. Methods of data collection in this study using a questionnaire and literature study. The data analysis method used in this research is the instrument test, the classical assumption test, the multiple linear regression analysis test t test and the hypothesis test. Based on the research results obtained multiple linear equations  $Y1 = 0.156 X1 + 0.118 X2 + 0.388 X3 + 0.740$ . The effect of the E-Wom Promotion variable on repurchase intention through trust in store obtains a value of 0.171. The digital marketing path coefficient value for direct consumer trust in stores is 0.156 and a significance at 0.002, which means that the hypothesis can be accepted because the path coefficient value is positive (0.156) and the significance value is less than 0.05 ( $0.002 < 0.05$ ). This means that there is a direct positive influence from E-Wom Promotion on trust in store at Hasanah Boutique Mojokerto.

**Keywords:** Digital Marketing, E-Wom Promotion, Repurchase Intention, Trust In Store

## 1. INTRODUCTION

The rapid development of business shops has intensified challenges and competition in capturing market share. Companies are required to utilize their resources effectively and efficiently to gain a competitive advantage. To remain competitive, every business organization must develop a robust marketing strategy, one of which involves utilizing a digital marketing mix.

Digital marketing is currently one of the most widely used marketing media due to its ability to support various business activities. Through digital marketing, companies can track consumer responses to their products by analyzing testimonials and comments. When consumers are satisfied, they tend to provide positive reviews, which can then influence potential customers through recommendations..

Internet product marketing can be more helpful, because the internet allows more effective marketing processes, faster responses and lower costs. Costs are the dissemination of cheap and fast information increase sales to reach changes that meet the targets [1], [2]. Digital marketers can also find out consumers' responses to the products offered by looking at the testimonials or comments posted. Good communication can strengthen good relationships with consumers.

This will indirectly become a problem of satisfaction for your consumers because consumers feel treated. When consumers if you get satisfaction, consumers will give

positive testimony it will recommend to others [3].

Recommendations can be made through social media or from mouth to mouth. Electronics by word of mouth (E-WOM) is an influential marketing device because it has a tendency to reach a greater audience in limited time [4]. E-WOM not only ensures that customer reach becomes wider, but the company can also ensure that the message has been seen by consumers [5].

Consumers who buy and sell products and services using technology are known as digital consumers [6]. When consumers trust the company, they consider the company to be credible. By building good trust, it will make it easier to maintain good credibility and name, thereby increasing the intensity of the purchase of products marketed [7].

Electronic Word-of-Mouth (EWOM) is an influential marketing tool because it has a tendency to reach a larger audience in a limited time [8]. The giant multinational company in the world even began to focus on Ewom's communication instead of spending a lot of money for conventional advertisements [9]. Ewom not only ensures a broader customer reach, but the company can also ensure that the message is seen by consumers [9], [10]. This development in the field of marketing is beneficial for companies, entrepreneurs and marketers. Previously, Ewom was configured on various platforms such as blogs, shopping sites, discussion forums, and review sites. However, there is evidence

With almost every brand marketing their products and services online, it makes consumers more comfortable to

examine, compare, experiment, and then make appropriate purchasing decisions [11], [12]. This decision is strongly influenced by the information they find online, so it is very important for brands to have strong consumer trust [13]. It is further determined that digital marketing has an impact on the consumer decision making process with the effect of greater impact on the introduction of problems, purchasing decisions, and post purchase behavior [14].

Online marketing customers use smartphones more often to examine products, ask sales questions, and buy products wherever they are and what they do. Customers can be involved with their brands on social media, search engines and other review websites and directly share their opinions with their brands.

Research shows that Ewom has no strong influence on consumer purchasing intentions if Ewom's source does not have a strong bond with potential consumers such as family, colleagues, superiors and even idols [15], [16]. This result is supported by the results stating that the number of Ewom for Korean cosmetics products among Mongolian consumers has no significant influence on the purchase intentions for Korean cosmetics products [14]. However, this result is different from the results of the study which states that by word of mouth has an influence in encouraging purchasing intentions [17]. This shows that E-WOM has the highest percentage in influencing consumer decisions. The purpose of this study is to:

1. Ignoring and analyzing empirically the direct effect of digital marketing on trust in the store.
2. Know and analyze empirically the direct effect of E-WOM promotion on trust in stores.
3. Know and empirically analyze the direct influence of trust on storage on the intention of repurchase.
4. Know and empirically analyze the direct influence of digital marketing on the intention of repurchase.
5. Know and analyze empirically the direct effect of E-WOM promotion on the intention of repurchase.
6. Know and empirically analyze the indirect effects of digital marketing on the intention of repurchasing through trust in stores.
7. Know and analyze empirically the indirect effect of the promotion of E-WOM on the intention of repurchasing through trust in stores.

## 2. RESEARCH SIGNIFICANCE

This study is significant in understanding how digital marketing strategies and E-WOM influence consumer repurchase intentions, particularly with trust in stores as an intervening variable. In the digital era, consumer loyalty is a critical factor for businesses operating online. By examining the relationship between digital marketing, E-WOM, and consumer trust, this research provides insights that can help businesses develop more effective marketing strategies to enhance customer retention. Furthermore, the findings can serve as a valuable reference for academics in advancing theoretical models on consumer behavior in the digital age, thereby contributing to the broader field of marketing literature.

## 3. RESEARCH METHODS

### 3.1 Format

The explanatory research is a type of research that aims to explain the cause-and-effect relationship between two or more variables [18]. This research is also known as causal research or experimental research. Explanatory research focuses on testing hypotheses and looking for evidence to explain observed phenomena.

In explanatory research, the researcher manipulates the independent variable to see how changes in the independent variable affect the dependent variable. In this research, variable control is very important to ensure that the research results are accurate and reliable. The results of explanatory research can be used to make predictions and develop models that can be used in certain situations.

### 3.2 Path Analysis

Analysis is used to analyze the relationship of each variable in the research. The statistical analysis used in this research uses path analysis. Path analysis is part of a regression model that can be used to analyze causal relationships between one another variable with other variables. This technique is operated using the Statistical Package for the Social Science (SPSS) program. The path analysis model is used if in theory the researcher is sure that the analysis has a causal effect relationship pattern [19], [20].

The theoretical framework of the model, the next step that needs to be taken in SEM is to illustrate this conceptualization through a path diagram [21]. A path diagram is a graphical representation of how several variables in a model relate to each other, which provides a comprehensive view of the model structure. The path diagram can be depicted as Figure 1..

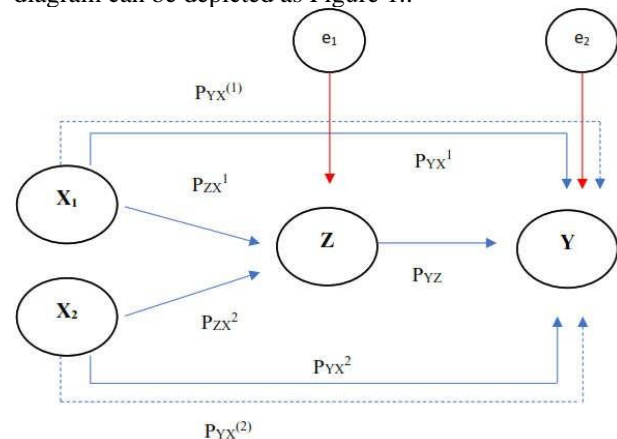


Figure 1. Path diagram

Where  $X_1$  : Digital Marketing,  $X_2$  : e-WOM Promotion  
 $Z$  : Trust in Store,  $Y$  : Repurchase Intention,  $P^1$  : Path coefficient of direct influence of Digital Marketing towards Trust in Store,  $P^2$  : Path coefficient of direct influence of e-WOM Promotion towards Trust in Store,  $P_{YZ}$  : Path coefficient of direct influence of Trust in Store on Repurchase Intention,  $P^1$  : Path coefficient of direct influence of Digital Marketing on Repurchase Intention,  $P^2$  : Path coefficient of direct influence of e-WOM Promotion on Repurchase Intention,  $P^{(1)}$  : Path coefficient of the indirect influence of Digital Marketing on Repurchase Intention through Trust in Store,  $P^{(2)}$  : Path coefficient of the indirect influence of e-WOM Promotion on Repurchase

Intention through Trust in Store, e1 : Residual Value 1, e2: Residual Value 2

#### 4. RESULTS AND DISCUSSION

1 The influence of digital marketing on consumer trust in stores at Hasanah Boutique Mojokerto

The results of the t-test between digital marketing and trust in the store obtained  $t \text{ count} = 4,568 > t \text{ table} = 1,667$  and  $\text{sig. } 0.002 < \alpha = 0.05$ . With these results, it proves that the hypothesis which states that digital marketing has a direct and significant effect on trust in stores.

The results of this research show that the digital marketing currently provided by Hasanah Boutique Mojokerto has a big impact on the company's consumer trust in the store. A positive coefficient value indicates that if the digital marketing variable increases, consumer trust in the store will also increase, and conversely, if digital marketing decreases, consumer trust in the store will also decrease.

2 The Effect of E-Wom Promotion on Consumer Trust in Store at Hasanah Boutique Mojokerto

The results of the t-test between E-Wom Promotion and trust in store obtained  $t \text{ count} = 3,160 > t \text{ table} = 1,667$  and  $\text{sig. } 0.003 < \alpha = 0.05$ . With these results, it proves that the hypothesis which states E-Wom Promotion has a direct and significant effect on trust in store.

The results of this research show that the conducive and comfortable E-Wom Promotion provided by Hasanah Boutique Mojokerto has a big impact on the company's consumer trust in the store. A positive coefficient value indicates that if the E-Wom Promotion variable increases, consumer trust in the store will also increase, and conversely, if E-Wom Promotion decreases, consumer trust in the store will also decrease.

3 The influence of digital marketing on repurchase intention consumers at Hasanah Boutique Mojokerto

The results of the t-test between digital marketing and repurchase intention obtained  $t \text{ count} = 3,843 > t \text{ table} = 1,667$  and  $\text{sig. } 0.002 < \alpha = 0.05$ . These results prove that the hypothesis which states that digital marketing has a direct and significant effect on repurchase intention.

The results of this research show that the digital marketing currently provided by Hasanah Boutique Mojokerto has a big impact on the repurchase intention of the company's consumers. A positive coefficient value indicates that if the digital marketing variable increases, consumers' repurchase intention will also increase, and On the other hand, if digital marketing experiences a decline then Consumer repurchase intention will also decrease as well.

4 The influence of E-Wom Promotion on Repurchase intention consumers at Hasanah Boutique Mojokerto

The t-test results between E-Wom Promotion and repurchase intention obtained  $t = 2,090 > t \text{ table} = 1,667$  and  $\text{sig. } 0.003 < \alpha = 0.05$ . With these results, it proves that the hypothesis which states that E-Wom Promotion has a direct and significant effect on repurchase intention.

The results of this research show that the conducive and comfortable E-Wom Promotion provided by Hasanah Boutique Mojokerto has a big impact on the repurchase intention of company consumers. A positive coefficient value indicates that if the E-Wom Promotion variable increases, consumers' repurchase intention will also

increase, and conversely, if E-Wom Promotion decreases, consumers' repurchase intention will also decrease.

5 The influence of Trust in store on Repurchase intention at Hasanah Boutique Mojokerto

Based on the results of the t-test, the following proof can be carried out: The results of the t-test between trust in store and repurchase intention get  $t = 8,320 > t \text{ table} = 1,667$  and  $\text{sig. } 0.000 < \alpha = 0.05$ . These results prove that the hypothesis which states that trust in the store has a direct and significant effect on repurchase intention.

The results of this research show that consumers who have good and maximum trust in the store have a big impact on the repurchase intention of company consumers. A positive coefficient value indicates that if the trust in store variable increases, consumers' repurchase intention will also increase, and conversely, if trust in the store decreases, consumers' repurchase intention will also decrease.

6 The influence of digital marketing on consumer trust in stores through consumer repurchase intention at Hasanah Boutique Mojokerto

Based on the results of data hypothesis testing using the SPSS program, it can be concluded that the influence of digital marketing variables on repurchase intention through trust in store has a value of 0.219. The coefficient value of digital marketing channels on direct consumer repurchase intention is 0.132 and significance at 0.002 which means Hypothesis 1 can be accepted because the path coefficient value is positive (0.132) and the significance value is smaller than 0.05 ( $0.002 < 0.05$ ). This means that there is a direct positive influence from digital marketing on repurchase intention at Hasanah Boutique Mojokerto.

The indirect influence value is obtained from the path coefficient value  $py1x1$  multiplied by the path coefficient value  $py2x1$  to  $(0.132 \times 0.662) = 0.087$ . The multiplication results show that the indirect influence coefficient value  $\{(py2x1) \times (py2y1)\}$  is smaller than the direct influence coefficient value  $py1x1$ , ( $0.087 < 0.156$ ). This shows that the digital marketing variable can be used through an intervening variable, namely trust in store, to influence repurchase intention, but the coefficient value without going through trust in store or directly on work loyalty is greater.

7 Effect of E-Wom Promotion on Consumer Trust in Store through Consumer Repurchase Intention at Hasanah Boutique Mojokerto

Based on the results of data hypothesis testing using the SPSS program, it can be concluded that the influence of the E-Wom Promotion variable on repurchase intention through trust in store has a value of 0.171. The coefficient value of the digital marketing path towards direct consumer in-store trust is 0.156 and the significance is 0.002, which means that Hypothesis 2 can be accepted because the value the path coefficient is positive (0.156) and the significance value is smaller than 0.05 ( $0.002 < 0.05$ ). This means that there is a direct positive influence from digital marketing on in-store trust at Hasanah Boutique Mojokerto.

The indirect influence value is obtained from the path coefficient value  $py1x1$  multiplied by the path coefficient value  $py2x2$  to become  $(0.103 \times 0.662) = 0.068$ . The multiplication results show that the indirect influence coefficient value  $\{(py2x1) \times (py2y1)\}$  is smaller than the

direct influence coefficient value  $\beta_{y1x2}$ , ( $0.068 < 0.118$ ). This shows that the E-Wom Promotion variable can be used through an intervening variable, namely trust in store, to influence repurchase intention, but the coefficient value without going through trust in store or directly on work loyalty is greater.

## 5. CONCLUSIONS

Based on the results of research conducted on the influence of digital marketing and E-Wom Promotion on consumer repurchase intention with trust in store as an intervening variable at Hasanah Boutique Mojokerto, the following conclusions can be obtained:

1. The first hypothesis is accepted, meaning that digital marketing has a direct and significant effect on trust in store.
2. The second hypothesis is accepted, meaning that E-Wom Promotion has a direct and significant effect on trust in the store.
3. The third hypothesis is accepted, meaning that digital marketing has a direct and significant effect on repurchase intention.
4. The fourth hypothesis is accepted, meaning that E-Wom Promotion has a direct and significant effect on repurchase intention.
5. The fifth hypothesis is accepted, meaning that trust in store has a direct and significant effect on repurchase intention.
6. The sixth hypothesis is accepted, meaning that there is a direct positive influence from digital marketing on repurchase intention at Hasanah Boutique Mojokerto.
7. The seventh hypothesis is accepted, meaning there is a direct positive influence from E-Wom Promotion on in-store trust at Hasanah Boutique Mojokerto.

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