

The Effect of Brand Innovativeness and Brand Love on WOM Through Customer Trust for Shopee Users in Yogyakarta

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Article Info

Article history:

Received 29 October 2023

Received in revised form 10

November 2023

Accepted 11 December 2023

Keywords:

Brand Innovativeness

Brand Love

Trust

Loyalty

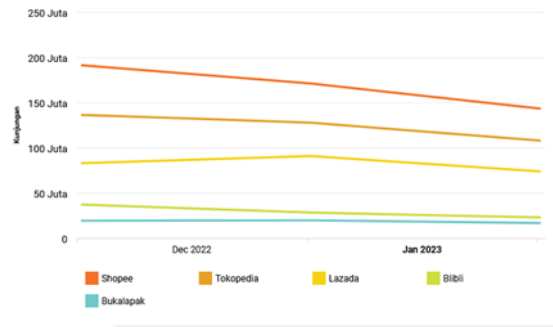
Abstract

The people of Yogyakarta are satisfied when making purchases at Shopee because Shopee has been able to meet or even exceed their expectations. The customer trust that consumers have towards Shopee in the Yogyakarta area can of course influence WOM. E-Wom was formed due to positive conveyed by previous customers via social media, feelings gained through experiences that have been felt when using services or services provided by service providers or those providing services. The population in this study were all students using Shopee in Yogyakarta. The sampling technique was purposive sampling with a sample size of 120 people. Data collection was carried out using questionnaires and data analysis in this research used Smart PLS. The influence of brand innovativeness and brand love on trust is stated to be positive and significant because the original sample value obtained is positive and the p value is <0.05 . The influence of brand innovativeness and brand love on loyalty is stated to be positive and significant because the original sample value obtained is positive and the p value is <0.05 . Customer trust has no effect on loyalty. Brand innovativeness has no effect on WOM through customer trust among Shopee users in Yogyakarta. Brand love for WOM through customer trust love for Shopee users in Yogyakarta.

Introduction

Currently, people's lifestyles have followed a digital lifestyle. To support and fulfill their daily needs, people utilize existing technologies. In terms of shopping, nowadays many people like shopping online because the choice of goods offered is greater and more practical compared to shopping in stores. It cannot be denied that the existence of E-Commerce provides convenience for the community. One of the E-Commerce that is growing rapidly in Indonesia is Shopee. Shopee's success in occupying the first top E-Commerce position indicates that Shopee is the E-Commerce that is most widely used for online shopping. The people of Surabaya use Shopee because Shopee has a pretty good reputation. Apart from that, they believe in making purchases through Shopee because the rating on the Play Store is satisfactory, there are star seller stores and Shopee Mall (Japarianto & Agatha, 2020).

There are various online shopping applications in Indonesia. One of these applications is Shopee (Saidani et al., 2019). Shopee is an online-based shopping platform that provides a variety of sales products ranging from electronics, household equipment, clothing, accessories to fashion (Larastrini & Adnyani, 2019). The large number of Shopee users means that it cannot be denied that consumer dissatisfaction can occur (Saidani et al., 2019). Shopee's decline occurred in October 2022 with the following results:



According to the results of a survey conducted by Databoks (2022), it was found that in October 2022 shopee visitors experienced a decline, the shopee site only received 143.6 million visits. This figure fell by around 16% from the previous month. The decline in Shopee can prove that Shopee consumers are moving to other applications to carry out online buying and selling transactions.

The people of Yogyakarta are satisfied with making purchases at Shopee because Shopee has been able to meet or even exceed their expectations, the system that Shopee has is considered to be good, the prices given tend to be cheaper than offline stores accompanied by lots of promotions and free shipping. Apart from that, the people of Surabaya feel that the process of selecting goods to the purchasing process is quite easy compared to other E-Commerce. However, some Yogyakarta residents who shop online are less satisfied when shopping at Shopee because the goods in the picture do not match the goods that come (Japarianto & Agatha, 2020).

The customer trust that consumers have towards Shopee in the Yogyakarta area can of course influence WOM. Research results (Tadampali et al., 2016) E-Wom was formed due to positive messages conveyed by previous customers via social media, feelings gained through experiences that have been felt when using services or services provided by service providers or those who provide services.

Research (Xiaoming et al., 2014) proves that customer perceived trust is a fundamental determinant in business transactions. This is an important step in building long-term buyer-seller relationships. In relation to the Internet and e-business, it is very important in increasing trust for customers, without trust, customers will avoid online shopping.

If consumers feel intimate with a brand, they will love the brand and show it by recommending the brand to their friends and relatives. Strong brand love will create a strong bond between the brand and its customers. This makes it possible for consumers to voice their opinions and provide positive feedback to other consumers regarding the brand (Wijaya & Kuswoyo, 2022).

Research (Diniy & Islam, 2020) explains that brand love is positively and significantly related to word of mouth as seen from research that has been conducted, consumers tend to share information when consumers like the product they use. Brand Love does not significantly influence Word of Mouth, because consumers will convey information about the products they use to certain people, with certain brands without consumers realizing it.

Meanwhile, according to (Maisam, S., and Mahsa, 2016), brand love has a positive and significant influence on word-of-mouth marketing, which is in line with the explanation (Karjaluo, H., Munnukka, J., and Kiuru, 2016) stated that brand love has a very strong influence on word of mouth both online and offline. However, according to Akiko (2017), brand love does not affect word of mouth, this is because forming brand love requires time, so that consumers really like the brand and have a close relationship with the product brand.

Based on the background above, the title of this research is "The Influence of Brand Innovativeness on WOM through Brand Love and Customer Trust on Shopee Users in Yogyakarta". This research aims to determine the effect of brand innovativeness on customer trust among Shopee users in Yogyakarta.

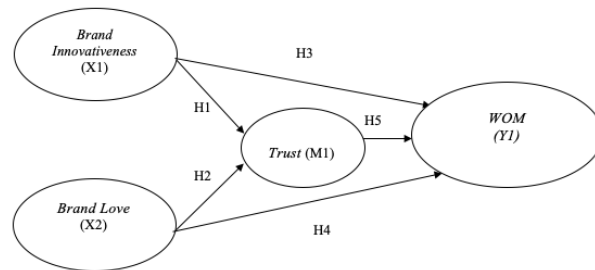


Figure 1. Research Model

Methods

This research uses data collected through a survey of directly targeted respondents using a questionnaire. Distribution of the questionnaire was carried out using Google Form. Respondents in this study were student Shopee users in Yogyakarta. The number of samples in this study was 120 respondents as research data. The sampling technique was carried out using Purposive Sampling, namely taking samples deliberately in accordance with the required requirements or research objectives, with a Likert Scale, starting with a score of 1 to 5.

Validity and reliability tests were carried out to test the questionnaire to obtain accurate data. The model feasibility test was carried out by comparing the cut of points with the analysis results. Meanwhile, hypothesis testing is carried out by comparing the significance value with alpha (5%). The analytical method used in this research uses Partial Least Square (PLS).

Results and Discussion

Validity test

The validity test can be called measurement model or *outer* models with reflective indicators are evaluated with *convergent validity* and *discriminant validity* of the indicators by using software *SmartPLS 4*. From the results of calculations using PLS the results are as follows :

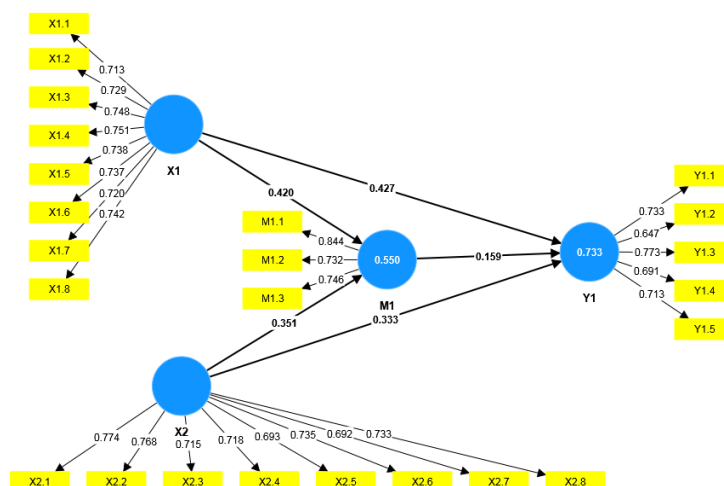


Figure 2. Outer Model

Testing Convergent Validity

Table 1. *Outer Loading*

Indicator	M1	X1	X2	Y1
M1.1	0.844			
M1.2	0.732			
M1.3	0.746			
X1.1		0.713		
X1.2		0.729		
X1.3		0.748		
X1.4		0.751		
X1.5		0.738		
X1.6		0.737		
X1.7		0.720		
X1.8		0.742		
X2.1			0.774	
X2.2			0.768	
X2.3			0.715	
X2.4			0.718	
X2.5			0.693	
X2.6			0.735	
X2.7			0.692	
X2.8			0.733	
Y1.1				0.733
Y1.2				0.647
Y1.3				0.773
Y1.4				0.691
Y1.5				0.713

Source: Processed Primary Data (2023)

Average Variance Extracted (AVE) Testing

Table 2. Results of *Average Variance Extracted*

Variable	<i>Average Variance Extracted (AVE)</i>
<i>Customer trust</i>	0.601
<i>Brand innovativeness</i>	0.540
<i>Brand love</i>	0.532
WOM	0.508

Source: Processed Primary Data (2023)

Based on the presentation of the results above, it shows that all constructs can be said to be valid, both the AVE value and the *outer loading value* for each indicator have shown >0.5 .

Discriminant Validity Testing

Table 3 . *Discriminant Validity Results*

Indicator	M1	X1	X2	Y1
M1.1	0.844	0.624	0.617	0.653
M1.2	0.732	0.483	0.544	0.483
M1.3	0.746	0.555	0.476	0.475
X1.1	0.509	0.713	0.599	0.616
X1.2	0.519	0.729	0.572	0.653
X1.3	0.583	0.748	0.650	0.572
X1.4	0.611	0.751	0.651	0.632
X1.5	0.527	0.738	0.642	0.565
X1.6	0.412	0.737	0.646	0.590
X1.7	0.555	0.720	0.605	0.620
X1.8	0.480	0.742	0.633	0.587
X2.1	0.519	0.688	0.774	0.571
X2.2	0.545	0.611	0.768	0.609
X2.3	0.515	0.606	0.715	0.619
X2.4	0.541	0.674	0.718	0.618
X2.5	0.479	0.545	0.693	0.584
X2.6	0.541	0.652	0.735	0.565
X2.7	0.507	0.576	0.692	0.546
X2.8	0.476	0.598	0.733	0.596
Y1.1	0.581	0.591	0.618	0.733
Y1.2	0.425	0.551	0.510	0.647
Y1.3	0.564	0.641	0.652	0.773
Y1.4	0.485	0.580	0.570	0.691
Y1.5	0.426	0.570	0.515	0.713

Source: *Processed Primary Data (2023)*

Reliability Test

Reliability test is measured using two criteria, namely *Cronbach's Alpha* and *Composite Reliability*.

Table 4. *Cronbach's Alpha and Composite Reliability Results*

Variable	Cronbach's Alpha	Composite Reliability
Customer trust	0.668	0.818
Brand innovativeness	0.878	0.904
Brand love	0.874	0.901
WOM	0.757	0.837

Source: *Processed Primary Data (2023)*

The analysis results show that *Cronbach's Alpha* and *Composite Reliability* on all constructs has been has a satisfactory value, namely the value of each variable is above the value 0.6. Based on this value, it shows that the consistency and stability of the instrument used is high, in other words it can be concluded that *the reliability* of the instrument is good.

Structural Model Testing (Inner Model)

Inner model testing can be carried out after the data is declared *valid* and *reliable*, then hypothesis testing continues with the *bootstrapping* step and is described in the following figure:

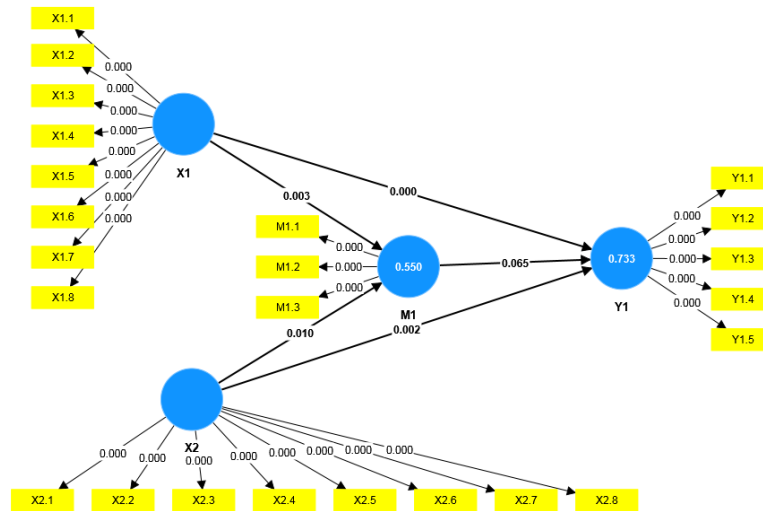


Figure 3. Inner Model

Hypothesis test

Judging from the 3 points of the Original Sample, T Statistics, P Values as well as the Path Coefficients of the structural or inner model in the following table:

Table 5 . Hypothesis Testing Results

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
M1 -> Y1	0.159	0.158	0.086	1,843	0.065
X1 -> M1	0.420	0.412	0.140	2,995	0.003
X1 -> Y1	0.427	0.423	0.110	3,898	0,000
X2 -> M1	0.351	0.358	0.137	2,562	0.010
X2 -> Y1	0.333	0.340	0.108	3,068	0.002
X1 -> M1 -> Y1	0.067	0.065	0.045	1,499	0.134
X2 -> M1 -> Y1	0.056	0.057	0.039	1,426	0.154

Source: Processed Primary Data (2023)

Influence *brand innovativeness* towards *customer trust* is stated to be positive and significant because the value obtained is i *original sample* in the positive direction and p value <0.05. Influence *brand love* towards *customer trust* is stated to be positive and significant because the value obtained is i *original sample* in the positive direction and p value <0.05. Influence *brands innovativeness* towards WOM is stated to be positive and significant because the value obtained is i *original sample* in the positive direction and p value <0.05. Influence *brand love* on WOM is declared positive and significant because the value i is obtained *original sample* in the positive direction and p value <0.05.

The test results using the *PLS approach* produce *brand influence coefficient values innovativeness* to WOM through *customer trust* with a value of 1.499 (p value 0.134 > 0.05)

then it can be concluded that *brand innovativeness* has no effect on WOM through customer trust.

The test results using the *PLS approach* produce *brand influence coefficient values* love to WOM through customer trust with a value of 1.426 (*p value* 0.154 > 0.05) then it can be concluded that *brand innovativeness* has no effect on WOM through customer trust.

R-Square

Evaluation of *the inner model* or structural model in PLS is assessed using the *R-Square table* which is presented as follows:

Table 6. *R-Square*

Variable	R-square	R-square adjusted
M1	0.550	0.542
Y1	0.733	0.726

Source: *Processed Primary Data (2023)*

Based on table 4.6, the *R Square value* is 0.550, this means that 50.5 % of variations or changes in customer trust are influenced by *brand innovativeness* and *brand love*, while the remaining 49.5 % is explained by other causes.

R Square is 0.7 3 3. This means that 73.3 % of variations or changes in brand loyalty are influenced by *brand innovativeness* and *brand love*, while the remaining 26.7 % is explained by other causes.

The influence of brand innovativeness on customer trust among Shopee users in Yogyakarta.

The test results using the *PLS approach* produce coefficient values for the influence of *brand innovativeness* on customer trust with a value of 2.99 5 (*p value* 0.00 3 < 0.05) . Based on the statistical t-test results of 2.995 , because the t-statistical value is more The size of the t-table is 2.00, then the hypothesis states " *Brand innovativeness* has a positive and significant effect on customer trust on Shopee users " **is accepted.**

Zulhemi's research (2019) explains that *brand innovativeness* influences customer trust among Shopee users in Yogyakarta. The relationship between product innovation and consumer buying interest was explained by Dwanto et. al. (2015), that product innovation carried out by companies is able to meet the needs of its users and generate consumer trust. In this case, when it is felt that consumer needs will be met, it will give rise to consumer interest in purchasing the product.

The influence of brand love on customer trust among Shopee users in Yogyakarta.

The test results using the *PLS approach* produce coefficient values for the influence of *brand love* on customer trust with a value of 2.562 (*p value* 0, 0 10 < 0.05). Based on the statistical t-test results of 2.562 because the t-statistical value is more The size of the t-table is 2.00, so the hypothesis states " *Brand love* has a positive and significant effect on customer trust." on Shopee users" **is accepted.**

Wati's (2017) research explains that there is an influence of brand image on brand customer trust, indicating that brand image can be used to predict its influence on brand customer trust directly.

The influence of *brand innovativeness* on WOM for Shopee users in Yogyakarta.

The test results using the *PLS approach* produce coefficient values for the influence of *brand innovativeness* on WOM with a value of 3.898 (*p value* $0.006 < 0.00$). Based on the statistical t-test results of 3.898 , because the t-statistic value is more If the t-table is greater than 2.00, the hypothesis which states " *Brand innovativeness* has a positive and significant effect on WOM among Shopee users " **is accepted**. Chien's research (2013) explains that *brand innovativeness has an influence* on WOM .

According to Belch & Belch (2009) argue that *Electronic Word of Mouth* or abbreviated to e-WOM can lead as an action that provides direct access to everyone and encourages consumers to talk about products. According to Adjei et al., (2010) *Word of Mouth* (WOM) is considered more persuasive because the informant does not receive benefits from purchasing decisions at a later date. Product reviews uploaded by consumers on certain sites can be one of the most relevant examples of e-WOM communication and reviews about a product online are increasingly being done by consumers when searching for purchasing information (Maritha & Kuswati, 2022) (Ayuningsih, 2023) .

The influence of *brand love* on WOM among Shopee users in Yogyakarta.

The test results using the *PLS approach* produce coefficient values for the influence of *brand love* on WOM with a value of 3.068 (*p value* $0.002 < 0.05$). Based on the statistical t-test results of 3.068 , because the t-statistic value is more If the t-table is greater than 2.00, the hypothesis which states " *Brand love* has a positive and significant effect on WOM among Shopee users " **is accepted**.

Chandra's (2018) research results show that brand love has a direct and significant effect on word of mouth. This is consistent with previous research conducted by Ismail and Spinelli (2012) which stated that if consumers feel intimate with a brand, they will love the brand and show it by recommending the brand to their friends and relatives.

Love for a brand plays an important role in market domination and consumer love for a brand cannot be replaced with another brand. When consumers like a brand, it directly changes the way consumers view the brand itself. Brands that consumers like can generate strong brand loyalty. Brand love influences consumer perspectives and has a strong impact on the way consumers form their opinions about brands. These formed opinions can influence other consumers. As a result, these consumers may influence and be influenced by word of mouth.

The influence of *customer trust* on WOM among Shopee users in Yogyakarta.

The test results using the *PLS approach* produce coefficient values for the influence of *customer trust* on WOM with a value of 1.843 (*p value* $0,065 > 0.05$). Based on the statistical t-test results of 1.843 , because the t-statistic value is smaller than the t-table 2.00, the hypothesis which states " *Customer trust* has a positive and significant effect on WOM among Shopee users " **is rejected**.

Brand trust is highlighted as perceptions and expectations based on the belief that a brand has specific features and traits that are consistent, competent, and credible (Naggar & Bendary, 2017). That way, you can trust a brand by looking at the quality and position of a brand in society, thereby generating trust and ending with the decision to use the services of a marketplace brand. There are many studies that state the influence of brand trust on purchasing decisions (Muslim et al., 2020) and brand royalties (Azizan & Yusr, 2019). Purchasing decisions and *brand loyalty* show positive results for *brand trust*.

Trust (trust) is all the knowledge possessed by consumers and all the conclusions made by consumers about objects, attributes and benefits. Trust is a psychological area that is a concern for accepting what is based on expectations of good behavior from other people (Susanto, 2023). Customers usually buy, for some reason. Brands that are customers also become favorites and are usually much sought after and are willing to accept the ambiguity of products that are already customers' favorites. Well-known products usually have a longer life cycle compared to products that have not yet found a place in the hearts of customers (Bagus Nyoman Udayana & Wahyu Saputri, 2022).

The influence of *brand innovativeness* on WOM through *customer trust* among Shopee users in Yogyakarta.

The test results using the *PLS approach* produce a coefficient value for the influence of *brand innovativeness* to WOM through *customer trust* with a value of 1.499 (p value 0,134 > 0.05). Based on the statistical t-test results of 1.499, because the t-statistic value is smaller than the t-table 2.00, the hypothesis which states "*Brand innovativeness* has a positive and significant effect on WOM through *customer trust* in Shopee users" **is rejected**.

Research conducted by Filieri *et al.*, (2015) stated that consumer trust in CGM was found to have a positive, strong and very significant influence on WOM. Lien & Cao's (2014) research states significantly and positively that the higher the level of trust, the higher the level of positive word of mouth communication. And research by Agustin & Warmika (2019) states that trust has a positive and significant effect on *positive word of mouth*.

The influence of *brand love* on WOM through *customer trust love* among Shopee users in Yogyakarta.

The test results using the *PLS approach* produce coefficient values for the influence of *brand love* on WOM through *customer trust* with a value of 1.426 (p value 0,154 > 0.05). Based on the statistical t-test results of 1.426, because the t-statistic value is smaller than the t-table 2.00, the hypothesis which states "*Brand love* has a positive and significant effect on WOM through *customer trust* in Shopee users" **is rejected**.

Maisam & Mahsa (2016) said that *brand love* has a positive and significant influence on *word of mouth marketing*, which is in line with the explanation of Karjaluoto, Munnukka *et al.* (2016) stated that *brand love* has a very strong influence on *word of mouth* both *online* and *offline*. However, according to Akiko (2017), *brand love* does not affect *word of mouth*, this is because forming *brand love* requires time, so that consumers really like the brand and have a close relationship with the product brand.

Conclusion

Brand innovativeness has a positive and significant effect on customer trust among Shopee users in Yogyakarta. This shows that the higher the brand innovativeness, the higher the influence on customer trust among Shopee users in Yogyakarta. Brand love has a positive and significant effect on customer trust among Shopee users in Yogyakarta. This shows that the higher the brand love, the higher the influence on customer trust among Shopee users in Yogyakarta. Brand innovativeness has a positive and significant effect on WOM among Shopee users in Yogyakarta. This shows that the higher the brand innovativeness, the higher the influence on WOM among Shopee users in Yogyakarta. Brand love has a positive and significant effect on WOM among Shopee users in Yogyakarta. This shows that the higher the brand love, the higher the influence on WOM among Shopee users in Yogyakarta. Customer trust has no effect on WOM among Shopee users in Yogyakarta. This proves that even though customer trust is higher or lower, it is not able to influence WOM among Shopee Yogyakarta.

users. Brand innovativeness has no effect on WOM through customer trust among Shopee users in Yogyakarta. This proves that even though brand innovativeness is higher or lower, it is unable to influence WOM through customer trust in Shopee Yogyakarta users. Brand image has no effect on WOM through customer trust among Shopee users in Yogyakarta. This proves that even though the brand image is getting higher or lower, it is not able to influence WOM through customer trust among Shopee Yogyakarta users.

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