

The Influence of Electronic Word-of-Mouth Credibility on Purchase Decisions via Customer Trust among Shopee Users in Padang City

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Abstract

The growth of online marketplaces has led consumers to rely on information from other users when considering online purchases. Electronic Word of Mouth (e-WOM) serves as a crucial source of information, yet its impact depends on the extent to which the information is perceived as credible and capable of fostering consumer trust. This study aims to analyze the impact of e-WOM credibility on purchasing decisions and to examine the role of customer trust as a mediating variable among Shopee users in Padang City. A quantitative approach with an explanatory design was employed. Data were collected via a five-point Likert scale questionnaire from 160 respondents selected through purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The results indicate that e-WOM credibility has a positive and significant effect on both customer trust and purchasing decisions. Customer trust also exerts a positive and significant influence on purchasing decisions. Furthermore, customer trust was found to significantly mediate the relationship between e-WOM credibility and purchasing decisions. These findings demonstrate that the credibility of information from other users influences purchasing decisions not only directly but also through the establishment of consumer trust in sellers or stores on Shopee.

Keywords

e-WOM Credibility; Customer Trust; Purchase Decision; Shopee



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INTRODUCTION

The development of marketplaces has changed the way consumers search for information and make choices before making a purchase. In an online shopping environment, consumers cannot directly inspect products, so experiences and information from other users become one of the considerations. *Electronic Word of Mouth* (e-WOM) refers to communication about consumer experiences, opinions, reviews, or recommendations through digital media. Several studies have shown that e-WOM has a positive effect on purchasing decisions (Yulindasari & Fikriyah, 2022; Khaivi & Sismanto, 2024; Herniati et al., 2024; Utiyawa et al., 2024; Tantya &

Rosyadi, 2024). Among Shopee users in Indonesia, e-WOM and consumer trust have also been proven to influence purchase intention (Are & Setyorini, 2019).

Nevertheless, not all information that consumers find through e-WOM can be immediately trusted. Consumers need to assess whether the information is accurate, convincing, and worthy of being used as a basis for consideration. This condition makes e-WOM credibility important in the decision-making process. In the study by Ismagilova et al. (2020), e-WOM credibility became one of the promising predictors of purchase intention. Siddiqui et al. (2021) also found that social media activity plays a role in shaping e-WOM credibility, which is subsequently related to brand image and purchase intention. The findings of Ngo et al. (2024) indicate that when e-WOM information is perceived as credible, consumers tend to consider the information more useful and become more encouraged to make a purchase. The study by Nowak and McGloin (2014) also showed that the credibility of information in online reviews is related to how consumers form assessments of information sources and purchasing decisions. Therefore, the important issue is not only whether consumers obtain e-WOM, but also whether the information is considered credible.

Information credibility is then related to the formation of consumer trust. Trust becomes important in online transactions because consumers face uncertainty regarding products, sellers, and transaction outcomes. Aisyah and Engriani (2019), in a study conducted in Padang City, found that e-WOM had a positive and significant effect on customer trust. Findings among TikTok users in Padang City also showed that e-WOM had a positive and significant effect on trust and purchase intention (Maulana & Rahmiati, 2023). In the Shopee context, Akbar et al. (2025) found that e-WOM affected trust and that trust affected purchase intention. Khwaja et al. (2020) also showed that trust propensity and information adoption sequentially played a role in the relationship between e-WOM information characteristics and purchase intention. These findings indicate that trust can become a process that bridges the information received by consumers and their purchasing responses.

The relationship between e-WOM, trust, and purchasing decisions has also been widely tested, but the results have not been entirely consistent. Nur and Octavia (2022) found that e-WOM had a direct effect on purchasing decisions and that consumer trust was able to mediate this relationship among Shopee users in Jambi City. Wadiyastuti et al. (2024) obtained a different pattern among consumers of electronic products on Shopee, where e-WOM had a positive and significant effect on trust, but did not have a significant direct effect on purchasing decisions, while trust affected purchasing decisions. Yohansyah and Rodhiah (2022) found that e-WOM,

perceived value, and trust were positively related to ShopeeFood purchasing decisions, and that trust could act as a mediator. Yanti et al. (2025) also found that e-WOM affected purchasing decisions and trust and played a role in the indirect relationship. However, Badir and Andjarwati (2020) found that e-WOM did not have a significant effect on purchasing decisions, while trust had a significant effect. These differences in findings indicate that the influence of e-WOM on purchasing decisions does not always occur directly.

Findings from other studies further demonstrate the complexity of these relationships. Kojongian and Ariadi (2024) found that e-WOM affected the purchase intention of Shopee users, but trust did not affect purchase intention. In contrast, Mamoto and Gunawan (2023) found that e-WOM and brand trust had a positive and significant effect on online purchasing decisions, while Fitria et al. (2024) found that e-WOM and brand trust affected purchasing decisions. Putri et al. (2025) also demonstrated the importance of consumer trust and e-WOM in the purchasing decision process on the Shopee platform. Thus, previous studies provide an overview that e-WOM and trust are both relevant, but the mechanisms of their relationships with purchasing decisions still show different results.

Based on these conditions, e-WOM can still be studied further, particularly from the perspective of its credibility. Information that is considered credible can increase *customer trust* and ultimately influence purchasing decisions. Previous research in Padang City has demonstrated the relationship between e-WOM and trust on Tokopedia (Aisyah & Engriani, 2019), but has not specifically examined e-WOM credibility among Shopee users. On the other hand, research on Shopee has extensively examined e-WOM, trust, ratings, website quality, and other factors (Akbar et al., 2025; Herniati et al., 2024; Khaivi & Sismanto, 2024; Kojongian & Ariadi, 2024; Nur & Octavia, 2022; Putri et al., 2025; Tantya & Rosyadi, 2024; Utiyawa et al., 2024; Wadiyastuti et al., 2024; Yulindasari & Fikriyah, 2022). Therefore, this study focuses on the credibility of Electronic Word of Mouth as the independent variable, Customer Trust as the mediating variable, and Purchasing Decisions as the dependent variable among Shopee users in Padang City.

Based on these conditions, e-WOM can still be studied further, particularly from the perspective of its credibility. Information that is considered credible can increase customer trust and ultimately influence purchasing decisions. Aisyah and Engriani (2019) found that e-WOM was related to consumer trust among Tokopedia users in Padang City. Nevertheless, research specifically examining e-WOM credibility among Shopee users in Padang City is still limited. On the other hand,

research on Shopee has extensively examined e-WOM, trust, ratings, website quality, and other factors (Akbar et al., 2025; Herniati et al., 2024; Khaivi & Sismanto, 2024; Kojongian & Ariadi, 2024; Nur & Octavia, 2022; Putri et al., 2025; Tantya & Rosyadi, 2024; Utiyawa et al., 2024; Wadiyastuti et al., 2024; Yulindasari & Fikriyah, 2022). Therefore, this study focuses on the credibility of Electronic Word of Mouth as the independent variable, Customer Trust as the mediating variable, and Purchasing Decisions as the dependent variable among Shopee users in Padang City.

METHODS

This study uses a quantitative approach with an explanatory design to examine relationships among variables through hypothesis testing (Hair et al., 2021). The focus of the study is to analyze the effect of *electronic word of mouth* (e-WOM) credibility on purchasing decisions, as well as to examine the role of *customer trust* in sellers or stores on Shopee as a mediating variable. The explanatory design was selected because this study aims to explain how the credibility of information conveyed by other users can shape consumers' trust in sellers or stores on Shopee. Furthermore, this trust is related to the purchasing decisions of Shopee users in Padang City.

The population in this study consists of Shopee users who reside in Padang City and have experience making purchases through the platform. The sampling technique was conducted using non-probability sampling with a purposive sampling method because the number of Shopee users who specifically meet the characteristics of the study is not known with certainty. The respondent criteria in this study include: (1) residing in Padang City; (2) having previously made a purchase through Shopee; (3) having previously read reviews or evaluations from other buyers regarding the product or seller/store before making a purchase; and (4) having made a purchase through Shopee within the last six months.

The sample size in this study was determined to be 160 respondents. This number was determined by considering the requirements of *Partial Least Squares Structural Equation Modeling* (PLS-SEM) analysis and the research model involving three variables, namely e-WOM credibility as the independent variable, customer trust as the mediating variable, and purchasing decisions as the dependent variable. A total of 160 respondents was considered adequate to support PLS-SEM analysis by referring to the *ten-times rule* guidelines (Hair et al., 2021).

****Data Collection Technique****

Data were collected digitally through a questionnaire distributed using Google Forms. The research instrument was adapted from previous studies and adjusted to the context of purchases made through Shopee.

Respondents were asked to recall one purchasing experience through Shopee within the last six months that was conducted after reading reviews or evaluations from other buyers. Respondents were free to select different sellers or stores; however, all answers within one

questionnaire had to refer to the same purchasing experience, product, and seller or store.

All statements were measured using a five-point Likert scale, ranging from 1 = "Strongly Disagree" to 5 = "Strongly Agree." Before completing the questionnaire, respondents were provided with information regarding the purpose of the study and the confidentiality of the data provided.

Data analysis was conducted using *Partial Least Squares Structural Equation Modeling* (PLS-SEM) with the assistance of SmartPLS 4 through three stages, namely evaluation of the *outer model*, evaluation of the *inner model*, and hypothesis testing. The evaluation of the *outer model* was conducted to examine the validity and reliability of the research instrument. Convergent validity was assessed through outer loading ≥ 0.70 and AVE ≥ 0.50 , while discriminant validity was tested using the *Fornell-Larcker* criterion and HTMT < 0.90 . Reliability was assessed using *Composite Reliability* and *Cronbach's Alpha* ≥ 0.70 (Hair et al., 2021).

The evaluation of the *inner model* was conducted by examining the R^2 value to determine the ability of the independent variable to explain the dependent variable, as well as f^2 to determine the magnitude of the effect of each relationship among variables. Furthermore, hypothesis testing was conducted through the *bootstrapping* procedure by examining the *path coefficient*, *t-statistic*, and *p-value*. The testing examined the direct effect of the independent variable on the dependent variable as well as the indirect effect through the mediating variable. A hypothesis was considered supported when the *t-statistic* value was > 1.96 and the *p-value* was < 0.05 at a 5% significance level (Hair et al., 2021).

FINDINGS AND DISCUSSION

Research Respondent Characteristics

The respondents in this study were Shopee users in Padang City who had experience making purchases through the Shopee platform. The majority of respondents were female (66.25%), aged 17–25 years (56.88%), and students (43.75%). Most respondents had made purchases through Shopee 3–5 times during the last six months (38.75%). The product category most frequently purchased by respondents was fashion/clothing products (25.00%). These characteristics indicate that the respondents had relevant experience with the research context. Furthermore, to examine the effect of e-WOM Credibility on *Customer Trust* and *Purchasing Decisions*, as well as the role of *Customer Trust* as a mediating variable, a PLS-SEM analysis was conducted.

Evaluation of the Measurement Model (Outer Model)

To assess the extent to which the research indicators can measure the established constructs, an evaluation of the measurement model was conducted. This testing included

convergent validity, discriminant validity, and construct reliability. The results of the measurement model evaluation provide a basis for ensuring that the research instrument has adequate measurement quality before testing the structural relationships among variables.

Convergent Validity

Convergent validity is used to determine the level of relationship between indicators in reflecting the constructs they measure. The assessment was conducted by considering the outer loading values of each indicator and the *Average Variance Extracted* (AVE) value. The results of the measurement model estimation in this study.

The estimated *loading factor* values for each statement from Figure 1 are summarized in Table 1 below:

Table 1. Outer Loadings Results

Instrument	X (e-WOM Credibility)	Y (Purchasing Decision)	Z (Customer Trust)	Description
X1	0.799			Valid
X2	0.843			Valid
X3	0.876			Valid
Y1		0.796		Valid
Y2		0.842		Valid
Y3		0.850		Valid
Y4		0.822		Valid
Z1			0.823	Valid
Z2			0.843	Valid
Z3			0.808	Valid

Source: SmartPLS 4 Data Processing Results, 2026

Based on the results in Table 1, all indicators of the variables e-WOM Credibility, Customer Trust, and Purchasing Decisions have loading factor values above 0.70. These results indicate that all indicators used in this study have met the criteria for convergent validity and can be retained in the measurement model. After the loading factor values met the required criteria, the testing was continued by examining the *Average Variance Extracted* (AVE) values. The AVE value is used to determine how much of the indicator variance can be explained by the measured construct. A construct is considered to meet convergent validity when it has an AVE value of at least 0.50 (Hair et al., 2021).

Table 2. AVE Results of the *Convergent Validity* Test

Variable	Average Variance Extracted (AVE)	Description
X (e-WOM Credibility)	0.705	Valid
Z (Customer Trust)	0.680	Valid
Y (Purchasing Decision)	0.685	Valid

Source: SmartPLS 4 Data Processing Results, 2026

Based on Table 2, the *Average Variance Extracted* (AVE) values for all research variables are ≥ 0.5 . The e-WOM Credibility variable has an AVE value of 0.705, Customer Trust has an AVE value of 0.680, while Purchasing Decisions has an AVE value of 0.685. Therefore, all variables in this study have met the criteria for convergent validity.

Discriminant Validity

After convergent validity was established, the next stage was testing discriminant validity. This test was conducted to ensure that each construct in the model has characteristics that distinguish it from the other constructs. In this study, discriminant validity was evaluated using the Fornell-Larcker criterion and Heterotrait-Monotrait Ratio (HTMT).

Fornell-Larcker Test

This test is used to examine the ability of each construct to distinguish itself from the other constructs contained in the model. A construct is declared to meet discriminant validity when the square root of AVE for that construct is higher than its correlation with other constructs. The results of the Fornell-Larcker test in this study are presented in Table 3.

Table 3. Discriminant Validity Results (Fornell-Larcker Criterion)

Variable	X (e-WOM Credibility)	Y (Purchasing Decision)	Z (Customer Trust)
X (e-WOM Credibility)	0.840		
Y (Purchasing Decision)	0.536	0.828	
Z (Customer Trust)	0.539	0.577	0.825

Source: SmartPLS 4 Data Processing Results, 2026

Based on Table 3, the square root of AVE for each construct is higher than its correlation with the other constructs. The square root of AVE for e-WOM Credibility is 0.840, Purchasing Decisions is 0.828, and Customer Trust is 0.825. Therefore, the measurement model has met the criteria for discriminant validity based on the Fornell-Larcker criterion. Furthermore, the Heterotrait-Monotrait Ratio (HTMT) test was conducted to provide a stronger assessment of discriminant validity. The use of HTMT complements the Fornell-Larcker results in assessing the extent to which different constructs in the model can truly be distinguished from one another. The HTMT test results are presented in Table 5 below.

Tabel 4. Hasil Validitas Diskriminan (*Heterotrait-Monotrait Ratio* / HTMT)

Variabel	X (Kredibilitas e-WOM)	Y (Keputusan Pembelian)	Z (<i>Customer Trust</i>)
X (Kredibilitas e-WOM)	-	-	-
Y (Keputusan Pembelian)	0,651	-	-
Z (<i>Customer Trust</i>)	0,685	0,715	-

Source: SmartPLS 4 Data Processing Results, 2026

Based on Table 4, all HTMT values among the constructs are below the threshold of 0.90. The HTMT value between e-WOM Credibility and Purchasing Decisions is 0.651, e-WOM Credibility and *Customer Trust* is 0.685, and *Customer Trust* and Purchasing Decisions is 0.715. These results indicate that there are no HTMT values exceeding 0.90. Therefore, each construct in this study can be distinguished from one another and has adequate differentiation, so the discriminant validity of the research model is declared fulfilled.

Reliability Test

The reliability test was conducted to determine the consistency of the indicators in measuring the research constructs. Construct reliability at this stage was assessed through the values of *Cronbach's Alpha* and *Composite Reliability*. If both values are above 0.70, the construct is considered to have adequate reliability (Hair et al., 2021).

Table 5. Results of *Cronbach's Alpha* and *Composite Reliability* Testing

Variable	Cronbach's Alpha	Composite Reliability	Description
X (e-WOM Credibility)	0.791	0.878	Reliable
Z (Customer Trust)	0.765	0.865	Reliable
Y (Purchasing Decisions)	0.847	0.897	Reliable

Source: SmartPLS 4 Data Processing Results, 2026

Based on the test results in Table 5, all research constructs have *Cronbach's Alpha* and *Composite Reliability* values ≥ 0.70 . The e-WOM Credibility construct obtained a Cronbach's Alpha value of 0.791 and a Composite Reliability value of 0.878. Furthermore, Customer Trust had a Cronbach's Alpha value of 0.765 and a Composite Reliability value of 0.865, while Purchasing Decisions obtained values of 0.847 and 0.897, respectively. These results indicate that the indicators used in this study are reliable and suitable for use in the subsequent stages of analysis.

Evaluation of the Structural Model (Inner Model)

The structural model evaluation was conducted to determine the contribution of each relationship among the variables in the research model and to assess the ability of the model to explain the affected variables. This evaluation includes testing the coefficient of determination (R-Square) and effect size (f-Square).

Coefficient of Determination Test (R^2)

The value of (R^2) is used to determine the extent to which the independent variable is able to explain the dependent variable. The coefficient of determination (R^2) is used to determine how much the independent variables in the model can explain changes in the dependent variable. The greater the R^2 value, the greater the ability of the variables in the model to explain changes in the variables being studied.

Table 6. *R-Square* Results

Dependent Variable	R-square	R-square adjusted
Z (Customer Trust)	0.291	0.286
Y (Purchasing Decisions)	0.405	0.397

Source: SmartPLS 4 Data Processing Results, 2026

Based on Table 6, the *R-Square* value for *Customer Trust* is 0.291. This indicates that e-WOM Credibility is able to explain 29.1% of the variance in Customer Trust, while the remaining 70.9% is explained by other factors that are not included in the research model. Meanwhile, the *R-Square* value for Purchasing Decisions is 0.405, which means that e-WOM Credibility and Customer Trust together are able to explain 40.5% of the variation in Purchasing Decisions. The remaining 59.5% is influenced by other factors outside the research model.

Testing of *f-Square* (f^2)

After determining the coefficient of determination, the *f-Square* (f^2) test was conducted. This test aims to determine the extent of the contribution provided by each independent variable to its dependent variable in the structural model.

Table 7. *f-Square* Results

Variable Relationship	Value
e-WOM Credibility → Customer Trust	0.410
e-WOM Credibility → Purchasing Decisions	0.120
Customer Trust → Purchasing Decisions	0.197

Source: SmartPLS 4 Data Processing Results, 2026

The *f-Square* test results show that e-WOM Credibility has a large effect size on *Customer Trust*, with an f^2 value of 0.410. This indicates that e-WOM Credibility makes a relatively strong contribution to explaining changes in *Customer Trust*. Furthermore, the effect of e-WOM Credibility on Purchasing Decisions is categorized as small, with an f^2 value of 0.120. Meanwhile, *Customer Trust* on Purchasing Decisions has an f^2 value of 0.197, which falls into the medium category. These results indicate that *Customer Trust* provides a greater contribution to Purchasing Decisions than the direct effect of e-WOM Credibility on Purchasing Decisions.

Hypothesis Testing

Hypothesis testing is conducted to determine whether the relationships between variables in the study are statistically significant and to examine the direct and indirect effects among the variables within the research model. The testing is performed using the bootstrapping method within PLS-SEM. The analysis is based on path coefficients, *t*-statistics, and *p*-values.

Direct Effect Hypothesis Testing

The results of testing the direct effects among the variables in this study are shown. Bootstrapping Results of the Path Coefficients of the Research Model (Direct Effect). The figure shows the relationship between e-WOM Credibility and Customer Trust, e-WOM Credibility and Purchasing Decisions, as well as Customer Trust and Purchasing Decisions. Based on the bootstrapping results in Figure 2, it can be seen that all direct relationships among the variables in the research model show a positive direction of influence. The significance values of each relationship, path coefficients, *t*-statistics, and *p*-values are summarized in Table 8 below.

Table 8. Hypothesis Testing Results (Direct Effect)

Hypothesis	Variable Relationship	Original Sample (O)	T-Statistics	P-Value
H1	e-WOM Credibility → <i>Customer Trust</i>	0.539	9.956	0.000
H2	e-WOM Credibility → Purchasing Decisions	0.317	5.259	0.000
H3	<i>Customer Trust</i> → Purchasing Decisions	0.406	7.565	0.000

Source: SmartPLS 4 Data Processing Results, 2026

Based on the hypothesis testing results presented in Table 8, the interpretation can be described as follows.

The Effect of e-WOM Credibility on Customer Trust (H1)

The data analysis results show that e-WOM Credibility has a positive and significant effect on customer trust. The original sample value is 0.539, with a t-statistic of 9.956, which is greater than 1.96, and a p-value of $0.000 < 0.05$. Therefore, H1 is accepted. These results indicate that the more credible the information or reviews received by consumers from other users, the higher the consumers' trust in sellers or stores on Shopee. These findings are consistent with the results of Aisyah and Engriani (2019), Maulana & Rahmiati (2023), Akbar et al. (2025), Wadiyastuti et al. (2024), Yanti et al. (2025), and Amarullah et al. (2022), which found that e-WOM has a positive and significant effect on consumer trust. These results indicate that consumers do not merely consider the existence of reviews when making online purchases, but also assess the extent to which the information can be trusted and used as a basis for consideration. Consumers tend to have greater confidence in sellers or stores that are the object of purchase when the e-WOM information is considered clear, trustworthy, and convincing.

The Effect of e-WOM Credibility on Purchasing Decisions (H2)

The test results show that e-WOM Credibility has a positive and significant effect on purchasing decisions. The original sample value is 0.317, with a t-statistic of 5.259, which is greater than 1.96, and a p-value of $0.000 < 0.05$; therefore, H2 is accepted. These results indicate that the higher the credibility of e-WOM received by consumers, the stronger the tendency of consumers to make purchasing decisions, and the credibility of information from other consumers can become an important consideration in online purchasing conditions. The research findings of Yulindasari & Fikriyah (2022), Khaivi & Sismanto (2024), Herniati et al. (2024), Utiyawa et al. (2024), Tanty and Rosyadi (2024), Maulana & Rahmiati (2023), Nur and Octavia (2022), Yohansyah and Rodhiah (2022), Yanti et al. (2025), Mamoto and Gunawan (2023), and Fitria et al. (2024) show that e-WOM has a positive effect on purchasing decisions. When e-WOM information is perceived as credible, consumers tend to consider the information more useful and become more encouraged to make a purchase (Ngo et al., 2024). The credibility of information in online reviews is related to how consumers form assessments of information sources and purchasing decisions (Nowak and

McGloin, 2014). e-WOM Credibility not only plays a role in shaping consumer confidence but is also directly related to purchasing decisions. Consumers have a stronger basis of information for evaluating products and sellers before deciding to make a purchase when the available reviews or information can be trusted.

The Effect of *Customer Trust* on Purchasing Decisions (H3)

The test results show that customer trust has a positive and significant effect on purchasing decisions. The original sample value is 0.406, with a t-statistic of 7.565, which is greater than 1.96, and a p-value of $0.000 < 0.05$; therefore, H3 is accepted. These results indicate that the higher the consumer's trust in sellers or stores on Shopee, the stronger the consumer's decision to make a purchase. These findings are consistent with the results of Tantya and Rosyadi (2024), Wadiyastuti et al. (2024), and Yohansyah and Rodhiah (2022), which found that consumer trust has a positive effect on purchasing decisions. Trust in sellers or stores is one of the factors that can influence consumers in determining whether to make a purchase. In marketplace transactions, consumers face a relatively higher level of uncertainty because they cannot directly see the product or interact face-to-face with the seller before conducting the transaction. Therefore, when consumers believe that the seller or store can be trusted, concerns about transaction risks and uncertainty can be reduced. This condition can ultimately make consumers more confident in making the decision to purchase.

Indirect Effect Testing (Mediation)

In addition to testing the direct effects, this study also examined the role of Customer Trust as a mediating variable in the relationship between e-WOM Credibility and Purchasing Decisions. The indirect effect was tested using the bootstrapping procedure by examining the original sample, t-statistics, and p-values. The test results are presented in Table 10 below.

Table 10. Indirect Effect Testing Results (Mediation)

Path Relationship	Original Sample (O)	T-Statistics	P-Values
e-WOM Credibility → <i>Customer Trust</i> → Purchasing Decisions	0.219	5.775	0.000

Source: SmartPLS 4 Data Processing Results, 2025

The test results in Table 10 show an original sample value of 0.219, a t-statistic of $5.775 > 1.96$, and a p-value of $0.000 < 0.05$. Therefore, H4 is accepted. These results indicate that *customer trust is able to mediate the effect of e-WOM Credibility on Purchasing Decisions. In other words, e-WOM information that is considered credible can increase consumers' trust in sellers or stores on Shopee, which subsequently encourages consumers to make purchasing decisions. This effect does not only occur directly but also through *customer trust* as a mediating variable. *Customer trust* acts as a partial mediator, because the direct effect of e-WOM Credibility on Purchasing Decisions remains significant, while the indirect effect through customer trust is also significant. This finding is consistent with the results of Nur and Octavia (2022), Are & Setyorini (2019), Wadiyastuti et al. (2024), and Yohansyah and

Rodhiah (2022), which found that consumer trust is able to mediate the relationship between e-WOM and purchasing decisions.

CONCLUSION

Based on the research results, electronic word of mouth (e-WOM) credibility. The results show that e-WOM Credibility has a positive and significant effect on customer trust and purchasing decisions among Shopee users in Padang City. Customer Trust is also proven to have a positive and significant effect on purchasing decisions. In addition, customer trust is proven to mediate the effect of e-WOM Credibility on Purchasing Decisions. These findings indicate that the credibility of information obtained by consumers from reviews or experiences of other users not only plays a direct role in shaping purchasing decisions but also operates through consumers' trust in sellers or stores on Shopee.

The research results show that when e-WOM information is perceived as credible, consumers tend to have greater trust in sellers or stores. This trust then strengthens consumers' confidence in determining purchasing decisions. The findings indicate that *customer trust* becomes one of the important mechanisms explaining how e-WOM Credibility can influence purchasing decisions in the marketplace environment. These findings also reinforce the importance of the quality and credibility of information from other users in reducing consumer uncertainty when conducting online transactions.

Future research may consider other factors that may also influence purchasing decisions in the context of e-WOM, such as ratings, information quality, perceived risk, and perceived usefulness, so that the relationship between e-WOM Credibility, trust, and purchasing decisions can be understood more broadly. Future studies may also expand the scope of respondents to different regions or compare several marketplace platforms to obtain a broader understanding of the mechanisms through which e-WOM Credibility shapes consumer purchasing behavior.

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