The Effect of Trust and Atitude on Purchase Intentions Mediated by Electronic Word-Of-Mouth (EWOM) in the Culinary Industry on Instagram

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Abstract

The research and to see the relationship between 4 variables, namely purchase intention, eWOM, trust, and attitude on Instagram especially in the culinary industry. This study aims to 1) find out the effect of trust to eWOM, 2) find out the effect of attitude to eWOM, 3) find out the effect of trust on purchase intentions mediated by eWOM, 4) find out the effect of attitude to eWOM mediated by purchase intentions, 5) find out the effect of trust to purchase intention, and 6) find out the effect of attitude to purchase intention. This research was conducted quantitative research by distributing questionnaires in the area of Jakarta, Indonesia. 175 respondents were obtained, which were divided by sex, age, and education. Processing data with the PLS-SEM statistical method with SmartPLS 3 version 3.2.8. After the data obtained and processed, some conclusions are found, 1) trust has a positive and significant effect on eWOM, 2) attitude has a positive and significant effect on eWOM, 3) the effect of trust to purchase intention that is mediated by eWOM is negative and insignificant, 4) the effect of attitude to purchase intention that is mediated by eWOM is negative and insignificant, 5) trust has a positive and significant effect on purchase intention, and 6) attitude has a positive and significant effect on purchase intention . In this study the most dominant thing is the effect of attitude on purchase intention.

I. Introduction

One of the startup businesses that only about 500 thousand people in Indonesia used the internet in 1998 and in 2017 there were 142 million Indonesians who used the internet. In 2017 Indonesia had around 262 million inhabitants (https://databoks.katadata.co.id/datapublish/2018/01/12/berapa-sum-penresiden-indonesia), meaning that around 54% of Indonesia's population is already using the internet. This figure will continue to increase, especially when viewed from the positive trend of growth. In the last 10 years, the increase in the number of internet users in Indonesia has grown by 600%. So that the creative economy industry sector, which is one of the industrial sectors that use the internet for its business, gets its own attention.

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Creative Economy itself consists of various kinds, ranging from culinary, music, fashion, crafts, TV & radio, architecture, films and others. Creative Economy itself is expected to become a new power for the national economy in the future. Creative Economy alone contributes 7.38% of the economy in Indonesia and continues to increase from 2010-2015 by 10.14% per year (Creative Economy Agency and Central Statistics Agency, 2017).

The sub-sector contribution from the creative economy itself can be seen in the following figure:
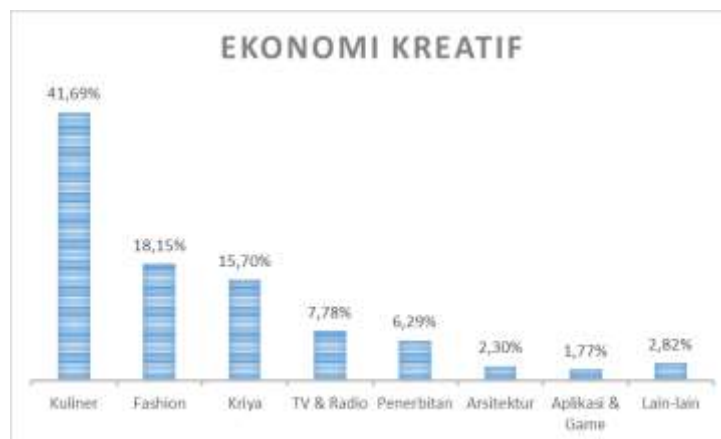
(Source: Creative Economy Agency and Central Statistics Agency, 2017)
Figure 1.*Contribution of the Creative Economy Subsector to Indonesia's GDP*

From Figure 1, it can be seen that culinary has the largest contribution in the Creative Economy sector with a portion of 41.69%. This shows that culinary plays a very big role in Indonesia. Culinary in Indonesia is very diverse ranging from stalls, street vendors, restaurants, cafes, bakery, and others. In everyone's mind, when you hear the word culinary, you will immediately think of food. Food or food is seen as one of the most important aspects that affect consumer satisfaction (Hall, 2003). In the tourism sector, spending on food accounts for 1/3 of tourist spending (Meler and Cerovic, 2003). This means that culinary food itself has a close relationship with tourism.

In this era, there is a change from conventional marketing models to digital ones. The article also states that in 2016 only 27% of brands did not use Instagram, Pinterest, and Youtube. This shows that most brands use social media in their current marketing. In the same article, it is also stated that in the future food orders can be made through a digital device at home (Google Home, Alexa, Sonos, and others) and in 2020 there will be as many as 55 million tools like this at home, this shows the interaction of potential consumers will be turn to digital media to find information. Nestle in its article (https://www.nestleprofessional.com.au/trends/8-everyday-problems-food-service-industry-contend) stated that marketing through social media and websites is very important. Meanwhile, to establish relationships with consumers is to reply to reviews given by consumers on a media.

One of the popular social media in Indonesia is Instagram. On Instagram parausers can share photos, videos, stories, and can even sell a product. Quoted fromhttps://napoleoncat.com/stats/instagram-users-in-indonesia/2019/04, the number of active Instagram users in Indonesia is 55.6 million (as of April 2019), of which 50.6% is dominated by women and 49.4% is dominated by men. Most Instagram users are in the 18-24 year age range. This means that Instagram is a social media that has great potential in the future compared to Facebook where the most users are aged 25-34 years.

A person's decision to choose local cuisine is strongly influenced by the source of information obtained (Pawaskar and Goel, 2016). Information can be obtained from various sources. Nowadays people are looking for more informationabout culinary services on social media such as Facebook, Instagram, websites, and culinary applications such as Zomato. Content that is disseminated through social media is electronic word of mouth (eWOM) (Burgess et al., 2009). eWOM is defined as a positive or negative statement made by a potential consumer, actual consumer, or former consumer regarding a product or service that is available to others via the internet (Lin, Lu, and Wu, 2012).

Income is the work of business and so on, finding a discovery about something that did not exist before, according to the KBBI, income is defined as the result of work or business in the form of money or goods as a form of income is wages or salaries, which means moneypaid in retaliation services or as labor payers that have been issued to do something (Ministry of Education and Culture RI, 1995). Income is the amount received usually within a certain period of time is usually one year, community income is thus all receipts received in a particular year either from industry, trade and other sectors. The economic condition of the population is a condition that describes human life that has economic score. Economic conditions are assessed through three variables: livelihoods, income, and ownership of valuables. (Shah, M et al. 2020)

The research carried out is a combination of the two studies above while looking more specifically at the culinary sphere in Indonesia. In addition, the research that will be carried out is on Instagram social media which previously was on Facebook. Instagram was chosen because it is a developing social media compared to Facebook which is already mature. In addition, there is a significant difference between Instagram users in Indonesia and Malaysia, Indonesia has 55.6 million compared to Malaysia which only has 10.4 million. The research was conducted to see the relationship between trust, attitude, eWOM, and purchase intention on Instagram social media.

The purpose of this study was to analyze the effect of trust and attitude on purchase intention in Instagram, especially in the culinary industry with the effect of eWOM mediation.

II. Review of Literature

Purchase intention is a person's interest in buying an item or service (Prentice et al., 2019). Meanwhile Hill, Fishbein and Ajzen (1977) state that purchase intention is a process that occurs through consumer beliefs or consumer assumptions. Casalo et al., (2011) stated, purchase intention can predict how consumers will behave after receiving eWOM. Intention to follow the eWOM is one of the most relevant consumer behaviors because it provides a strong signal about how consumers will behave in the future (McKnight et al., 2002). In this case, the intention to follow the eWOM from the community implies an interest to behave in a certain way, in accordance with comments, recommendations and suggestions from other community members. In the context of social media (online), McKnight et al.

Harris-Walker (2001) states WOM as informal communication between people about a brand, product, organization, or service. While Litvin et al. (2008) stated WOM as communication between consumers about a product or service where the source is considered independent of commercial influences.Content which is disseminated through social media is electronic word of mouth (eWOM) (Burgess et al., 2009). Research from Viglia et al. (2014) states that consumer preferences for a product will increase with the number of online reviews.

Trust or trust is one of the important variables in social media, because the presence or absence of identity will make it difficult for someone to evaluate an intangible product (Brengman and Karimov, 2012). Quoted fromhttps://www.merriam-webster.com/dictionary/trustTrust is belief in the character, ability, strength, or truthfulness of someone or something. According to Corritore, Kracher, and Wiedenbeck (2003) trust reflects an attitude of confident expectation in a risk situation that one's vulnerability will not be exploited. Trust, according to Casalo et al. (2011) can be divided into three parts, namely honesty, competence and benevolence.

Attitude is a positive or negative response to an object (Jalilvand et al., 2012). Dillon and Morris (1996), generally state that consumer attitude is a favorable or unfavorable assessment made by consumers of a behavior. Attitudes in the Big Indonesian Dictionary have definitions of actions and so on based on convictions and beliefs. According to Yang and Yoo (2004), one's attitude towards eWOM is based on one's belief in the source. Yang and Yoo (2004), identified two types of attitudes, namely effective attitudes and cognitive attitudes.

2.1. Hypothesis

From the theory and the combination of models in previous research, schematically this research model can be described as in the picture below:
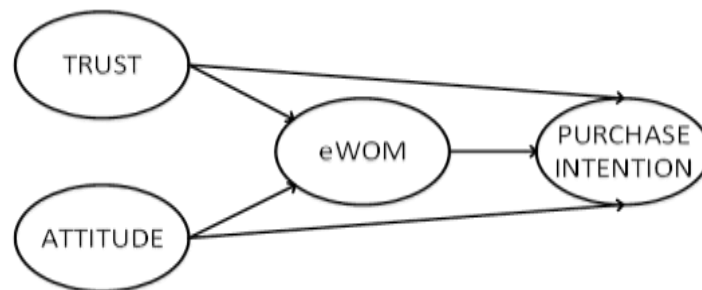
Figure 2. *Research Model*

In this study, it can be seen from the model, *purchase intention* as the dependent variable, eWOM as moderator variable, while trust and attitude as independent variables. Research from Zainal, Harun, and Lily (2017) only uses 3 variables without using eWOM, while the research conducted actually examines the effect of eWOM. In the research conducted by eWOM, it is included as a variable in the research model. Researchers suspect the influence of the trust variable on eWOM, this is because the level of trust of a person is different. Trust thedivided into three parts, namely honesty, competence and benevolence (Casalo et al., 2011) which are thought to have an influence on eWOM. Then the hypothesis that is formulated is as follows:

H1: A person's trust has a positive effect on the eWOM he receives through Instagram social media in the culinary industry.

This study also suspects the influence of the attitude variable on eWOM, this is because someone's behavior is different. This is supported by research from Ayeh et al. (2013) which states that a consumer's attitude has a positive relationship to eWOM. Then the hypothesis that is formulated is as follows:

H2: A person's attitude has a positive effect on the eWOM he receives through Instagram social media in the culinary industry.

Based on research from Zainal, Harun, and Lily (2017), it was found that trust and attitude have a positive effect on purchase intention, while research from Kunja and Gvrk

(2018) shows that eWOM has a positive effect on purchase intention. So this study wants to see whether the variables of trust and attitude affect purchase intention, which will be stronger if mediated by eWOM. Then the hypothesis that is formulated is as follows:

H3: A person's trust has a positive effect on purchase intention mediated by eWOM that he receives through Instagram social media in the culinary industry.

H4: A person's attitude has a positive effect on purchase intention mediated by eWOM that he receives through Instagram social media in the culinary industry.

In addition, in line with research from Zainal, Harun, and Lily (2017) which examines the influence of trust and attitude directly on a person's purchase intention, the following hypothesis is formed:

H5: A person's trust has a positive relationship with Instagram's purchase intention in the culinary industry.

H6: A person's attitude has a positive relationship with Instagram purchase intention in the culinary industry.

III. Research Methods

The object of research is focused on four variables to be studied. The variables to be studied include purchase intention as the dependent variable. The independent variables studied included trust and attitude, while eWOM was studied as a moderator variable. This study aims to examine what variables affect a person's purchase intention in marketing food or culinary on Instagram social media.

The unit of analysis used is the individual, because the research will examine consumers directly. The study was conducted to look at the variables that affect the purchase intention of a consumer, in this case the researcher includes trust, attitude, and eWOM as variables that are thought to affect purchase intention. By examining the influential variables, it is hoped that they can provide input or recommendations for a good marketing system for culinary business actors who specifically use Instagram as a media for marketing their products.

The research conducted is in the form of quantitative research. The research uses a questionnaire so that the responses from the respondents can be processed and can provide a conclusion. This is in line with the research objective, namely Hypotheses Testing which explains certain relationships, or establishes differences between groups or the independence of two or more factors in a situation.

The number of variables used in this study amounted to 4 pieces and has as many as 29 indicators, so this study will take a minimum of 145 samples. The purposive sampling method was used in this study by taking samples from the population that had certain criteria. The criteria needed are Instagram social media users and are in Indonesia.

The data collection process was carried out using a questionnaire method. The questionnaire used in the form of an electronic form, namely Google Form. The data taken is primary data because it is directly obtained from the source. The data analysis method used is the Structural Equation Model (SEM) with partial least squares.

IV. Result and Discussion

Testing the validity using convergent validity by looking at the AVE value and loadings factor of each indicator, it is obtained that all values both AVE and loading factor are above 0.5 so that it can be said to be valid. The discriminant validity test is seen by comparing the cross loadings of each indicator with other indicators. Based on discriminant validity testing, all values obtained are greater than the cross loadings of other variables so that it can be said to be valid. Based on the cronbcah alpha and composite reliability tests, all values obtained are above the numbers 0.6 and 0.7 so that it can be said to be reliable.

The results of testing the empirical research model show the following results:
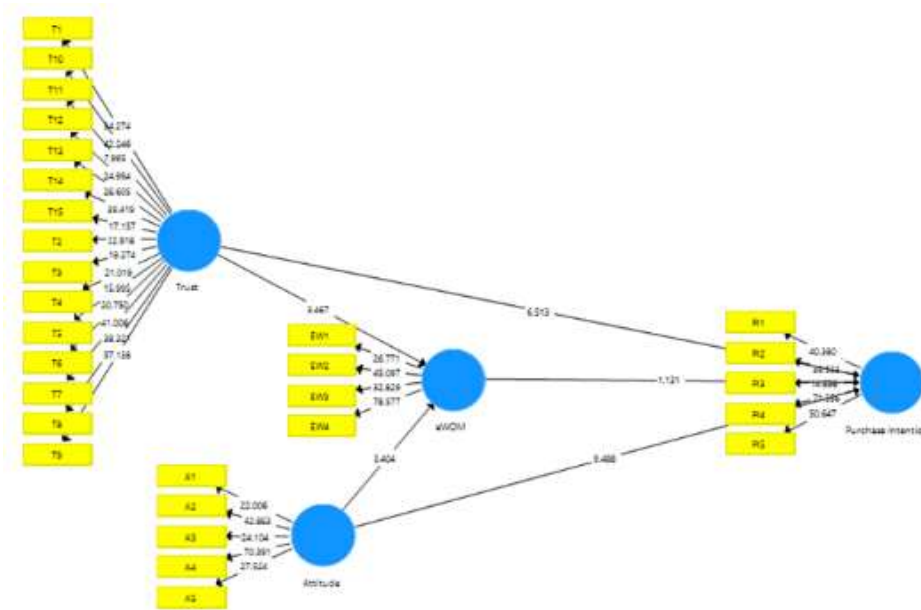
Figure 3. *SEM-PLS Perhitungan Calculation Results*

Table 1. Direct Path Analysis

	Original Sample	*Sample Mean*	*Standard Deviation*	*T Statistics*	*P Value*
A -> PI	0.609	0.604	0.067	9,150	0.000
A -> eWOM	0.350	0.356	0.058	6,018	0.000
T -> PI	0.386	0.395	0.056	6,893	0.000
T -> eWOM	0.490	0.484	0.055	8,892	0.000

Source: Research data are processed

Table 2. Indirect Path Analysis

	Original Sample	*Sample Mean*	*Standard Deviation*	*T Statistics*	*P Value*
A -> eWOM -> PI	-0,028	-0,029	0,024	1,164	0,122
T -> eWOM -> PI	-0,040	-0,041	0,034	1,161	0,123

Source: Research data are processed

4.1. Hypothesis Test
a. The Effect of Trust on EWOM
The results of the research for the second hypothesis show the results of the t statistic at a value of 8.892 which is greater than the t table of 1.645, besides that the relationship is also stated to be significant which can be seen from the p value of 0.000 which is smaller than the value used, which is 0 ,05. In addition, the original sample value is 0.490 which shows a positive direction. This shows that a person's level of trust has an effect on eWOM on Instagram social media so that H1 is accepted. These results are in accordance with the research of Lin et al. (2011) and Abubakar et al. (2017) which states that trust has a positive effect on eWOM.

b. The Effect of Attitude on EWOM
The results of the research for the third hypothesis show the results of the t statistic at a value of 6.018 which is greater than the t table of 1.645, besides that the relationship is also stated to be significant which can be seen from the p value of 0.000 which is smaller than the value of used, which is 0.05. In addition, the original sample value is 0.350 which shows a positive direction. This shows that attitude has an effect on eWOM on Instagram social media so that H2 is accepted. These results are in accordance with the research of Ayeh et al. (2013), Ayeh et al. (2013) and Augusto and Torres (2018) which state that attitude has a positive effect on eWOM.

c. The Effect of Trust on Purchase Intention mediated by eWOM that it receives through social media
The results of the research for the fourth hypothesis show the results of the t statistic at a value of 1.161 which is smaller than the t table which is 1.645, besides that the relationship is also not significant which can be seen from the p value of 0.123 which is greater than the value used, which is 0 ,05. This shows that eWOM in the culinary industry on Instagram does not significantly mediate trust on customer purchase intention so H3 is rejected. The mediating variable shows that with this variable the influence of an independent variable will be strengthened or weakened on the dependent variable. These results are in accordance with the research of Fetscherin et al (2014) which states that trust has a positive effect on purchase intention.

After checking the PLS SEM Algorithm, it was found that descriptively the value given to eWOM was 3.87 higher than purchase intention which was 3.74. This shows that the respondents answered or rated questions for the eWOM variable tend to be higher than when answering questions for purchase intention. This is what causes the negative original sample value. From this, the trust that should be strengthened by eWOM to purchase intention is the opposite

d. The Influence of Attitude on Purchase Intention mediated by eWOM received through social media
The results of the research for the fifth hypothesis show the results of the t statistic at a value of 1.164 which is smaller than the t table which is 1.645, besides that the relationship is also not significant which can be seen from the p value of 0.122 which is greater than the value used, which is 0 ,05. This shows that eWOM in the culinary industry on Instagram does not significantly mediate attitude towards customer purchase intention so H4 is rejected.

Similar to the explanation in the previous H3, it was found descriptively that the value given to the eWOM variable was 3.87 higher than purchase intention which was 3.74. This shows that the respondents answered or rated questions for the eWOM variable tend to be

higher than when answering questions for purchase intention. This is what causes the negative original sample value. From this, the attitude that should be strengthened by eWOM to purchase intention is the opposite.

e. The Effect of Trust on Purchase Intention

The results of the research for the sixth hypothesis show the results of the t statistic at a value of 6.893 which is greater than the t table which is 1.645, besides that the relationship is also stated to be significant which can be seen from the p value of 0.000 which is smaller than the value used, which is 0. ,05. In addition, the original sample value is 0.386 which shows a positive direction. This shows that trust has a positive effect on purchase intention on Instagram social media so that H5 is accepted. These results are in accordance with the researchBrengman and Karimov (2012), Lin et al. (2015), and Zainal, Harun, and Lily (2017) who state that trust has an effect on purchase intention.

f. The Influence of Attitude on Purchase Intention

The results of the research for the seventh hypothesis show the results of the t statistic at a value of 8.892 which is greater than the t table which is 1.645, besides that the relationship is also stated to be significant which can be seen from the p value of 0.000 which is smaller than the value used, which is 0 ,05. In addition, the original sample value was 0.609 which showed a positive direction. This shows that attitude has a positive effect on purchase intention on Instagram social media so that H6 is accepted. These results are in accordance with the research of Casalo et al. (2011), Wang et al. (2012), Munoz-Leiva, Hernandez-Mendez, and Sanchez-Fernandez (2012), and Lee, Qu, and Kim (2007) which state that attitude affects purchase intention.

V. Conclusion

Based on the results of the research that has been done, the following conclusions can be obtained:

1. Trust and eWOM variables have a positive and significant relationship. This shows that a person's level of trust will affect the eWOM he receives on Instagram social media, especially for culinary.
2. Attitude and eWOM variables have a positive and significant relationship. This shows that a person's attitude or behavior will affect the eWOM he receives on Instagram social media, especially for culinary.
3. The eWOM variable does not mediate the relationship of trust and purchase intention on Instagram social media, especially for culinary. This shows that the effect of trust on purchase intention is not strengthened by the eWOM variable.
4. The eWOM variable does not mediate the relationship between attitude and purchase intention on Instagram social media, especially for culinary. This shows that the influence of attitude to purchase intention is not reinforced by the eWOM variable.
5. Trust and purchase intention variables have a positive and significant relationship. This shows that someone's level of trust will affect purchase intention on Instagram social media, especially for culinary.
6. Attitude and purchase intention variables have a positive and significant relationship. This shows that a person's attitude or behavior will affect purchase intention on Instagram social media, especially for culinary.

5.1. Managerial Implications

Based on the results of research and conclusions that have been made previously, several suggestions will be given that can be applied to culinary business actors who market their products on Instagram. The advice given is to provide evidence or testimonials from previous customers in product marketing to increase the confidence of potential buyers and reduce doubts.

When viewed from the demographic factors of the respondents, it can be seen that the most are those aged 21-25 and the second most are 26-30, these two age groups can be said to be millennials. This can be an input for culinary business actors on Instagram to create a marketing program that is current and not boring.

5.2. Limitations and Suggestions for Further Research

The limitations of this study are that the variables included in this study are limited and there are many other variables that might be better included in the research model and this research is only limited to 1 social media, namely Instagram and even more so for the culinary industry.

So for the next research, it is expected to test the research model with other social media such as Facebook, Youtube, and others, enter other variables into the research model and review the variables and indicators used, especially on the questions given to respondents.

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