ANALYSIS OF FACTORS AFFECTING PURCHASE INTENTION TO SALES OF FASHION PRODUCT THROUGH E-COMMERCE PLATFORMS IN BATAM CITY

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Abstract

The author conducted this study aimed to identify and analyze what factors can influence purchase intentions for fashion products on e-commerce platforms. In this case, the object of this study is the people who exist, especially in Batam City with an age range of 17 years and over who have the purchase intention to buy fashion products through an e-commerce platform. The independent variables used in this study are function values, social values, emotional values, price values and e-WOM. The dependent variable used is purchase intention with trust as a mediation. This study applies an explanatory method with a quantitative approach in collecting data and the technique used by the author is a purposive sampling technique with data analysis using the SmartPLS 3 software application. The results of this study identify the importance of price value, social value and e-WOM for a company in increasing trust in making purchase intentions for a product. If this trust is created, it will certainly bring up purchase intentions in consumers.

Abstrak

Penulis melakukan kajian ini bertujuan untuk mengidentifikasi dan menganalisa faktor – faktor apa saja yang dapat mempengaruhi niat beli terhadap produk fashion pada platform e-commerce. Dalam hal ini, objek kajian ini adalah masyarakat yang ada khususnya di Kota Batam dengan rentang usia 17 tahun keatas yang memiliki niat untuk membeli produk fashion melalui platform e-commerce. Variabel independent yang digunakan dalam objek kajian ini adalah nilai fungsi, nilai sosial, nilai emosional, nilai harga dan e-WOM. Variabel dependen yang digunakan adalah niat beli dengan kepercayaan sebagai mediasi. Kajian ini menerapkan metode eksplanatori dengan pendekatan kuantitatif dalam melakukan pengumpulan data serta teknik yang digunakan oleh penulis adalah teknik puspposive sampling dengan analisa data dengan menggunakan aplikasi software Smart PLS. Hasil kajian ini mengidentifikasi bahwa pentingnya nilai harga, nilai sosial dan e-WOM bagi sebuah perusahaan dalam meningkatkan kepercayaan dalam melakukan niat beli terhadap suatu produk. Apabila kepercayaan tersebut tercipta tentunya akan memunculkan niat beli dalam diri konsumen.

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INTRODUCTION

Information and communication technology continues to progress along with the times. This is certainly well utilized by the community, one of which is by using an e-commerce platform in making purchases. E-Commerce provides images, descriptions and reviews of various products provided to the public without the need to come or see the product in person. This description of the potential and development of this business is a form of publication such as the number of e-commerce businesses, the types of goods or services sold, the media used, the media for delivering goods or services, the value of the transaction and the reasons why businesses sell online. Quoted from investopedia, e-commerce or electronic commerce is a business model that allows individuals, organizations and companies to buy and sell products online.

Almost all products and even services are available on the internet, ranging from food, music, books, household products, travel tickets, fashion products and so on. We can see that fashion products are currently very active on various e-commerce platforms and may have become a basic need. This is driven by the shopping style of teenagers who often spend their money to buy ready-made clothing products and accessories to support lifestyle or fashion needs. It's no secret that the millennial generation tends to be picky in doing everything, including shopping. Generations among teenagers of course tend to prioritize the needs of lifestyle or fashion so that the fashion product sales industry can be said to be the industry that benefits the most.

The outbreak of the Covid-19 pandemic has made so many economic sectors in Indonesia experience a decline. There are several sectors experiencing the opposite, both from the increasing number of users and the increasing transaction value. Since the Covid-19 pandemic and the public were urged to stay at home, online shopping transaction activities have increased very rapidly. With this situation, people are advised to avoid crowded places and enforce social distancing. Therefore, to meet their daily needs, people tend to choose to shop online through digital platforms such as E-Commerce. Companies that offer products and services on these digital platforms get many benefits from the transactions carried out.

Kompas.com, (2021) noted that consumer behavior during the Covid-19 pandemic continued to change, especially in terms of shopping for daily necessities. The existence of limited transactions makes most people choose to make purchases digitally through online e-commerce platforms. This certainly makes the e-commerce business experience a significant increase. The map of business competition in e-commerce is becoming increasingly competitive and selective. The tight competition in online sales is illustrated by the number of visits to websites and the use of e-commerce applications in Indonesia.

Table 1.
Number of Monthly Visitors of E-Commerce Sites

No.	E-Commerce Site	Number of Visitors (Million)
1	Tokopedia	135,1
2	Shopee	127,4
3	Bukalapak	34,2
4	Lazada	30,5
5	Blibli	19,6
6	Bhinneka	6,7
7	Orami	5,3
8	Ralali	5,1
9	JD ID	4,9
10	Zalora	4,8

Source : databoks.katadata.co.id (2021)

According to databoks.kotadata.co.id, (2021) Tokopedia is an e-commerce platform with the highest number of monthly website visitors in Indonesia in the first quarter of 2021. Tokopedia has succeeded in overtaking Shopee, which has always been at the top of the list for the largest number of visits since the fourth quarter of 2019. The number of Tokopedia visitors was recorded at 135.1 million in the first three months of this year. This number increased by 17.8% from the previous quarter which only amounted to 114.7 million visits. The number of Shopee visitors was recorded at only 127.4 million in the first quarter of 2021. This number decreased by 1.47% compared to the previous quarter, which was 129.3 million visits. Bukalapak is next in line with 34.2 million visitors in the first quarter of 2021. The number of visits to Lazada and Blibli sites were 30.5 million and 19.6 million respectively in January - March 2021. Then Bhinneka recorded 6.7 million visits in the first quarter of 2021. While orami site visits reached 5.3 million in the same quarter.

Among all the products in the marketplace, fashion is the most popular category of goods based on the frequency and number of transactions. It is known that as much as 30 percent of the total transactions carried out throughout 2019 were purchases and sales of fashion products. The fashion category is not limited to female consumers, but also men and young and old age groups. From this phenomenon, we can define that Indonesian consumers are increasingly trusting and comfortable shopping online. The factors that influence people in purchasing fashion products through e-commerce platforms because of the functional value including quality and price are very strong in influencing consumer intentions to buy a product (Akbar et al., 2019). Then there are social values where using fashion products can increase an individual's perception of others and social values are believed to have a significant positive influence on customer satisfaction. (Chi et al., 2021). Another opinion (Woo & Kim, 2019) says that the factor of emotional value can be seen as a feeling in the form of consumer preferences and the state of being effective in generating consumption of products and services. These studies show that psychological needs can be considered as feelings of comfort and pleasure. The aspect of price value has been defined as a product or service that is based on fair considerations and also provides an effective and economical value (Shoukat et al., 2021). Most of the research on the quality of information in e-WOM has focused on the formation content presented (Zhao et al., 2020). According to (Gan & Wang, 2017) trust is defined as the evaluation of trading

users based on needs and expectations and reflects subjective evaluations. Users with a fairly high level of trust tend to have a strong intention to make a purchase.

This study aims to re-examine the effect of function value, social value, price value, emotional value, e-wom and trust on purchase intention. A number of The literature study on which this research is based shows that there are different results in previous research, so that this research will contribute theoretically by filling the gap using similar variables in this study during the COVID-19 pandemic, which has never existed a study that has tested this. This research too conduct tests using different analytical tools and research methods from previous studies This research also provides an overview of the buying behavior of digital fashion products using an e-commerce platform. This research also makes a practical contribution, especially for marketers, to increase the number of consumers and build customer trust in making purchase intentions.

Purchase intention is an individual's assessment of the purchase of a product and service offered. Purchase intention involves the assessment of each individual about a product and service in meeting his needs (Ariffin et al., 2018). Purchase intention can be related that consumers will buy products and services or plan purchase intentions in the future. An increase in purchase intention reflects an increase in purchase opportunities (Martins et al., 2019). According to (Chae et al., 2020) purchase intention is an effort that comes from a person in a conscious state to make a product purchase and is a reflection of the consumer's purchase plan. Purchase intention is actually related to consumer attitudes which is a predictor index that leads to purchase intention. Then (Zhu et al., 2020) found the fact that the purchase decision is an important behavior. Purchase intention is a subjective tendency of consumers to buy a product. Another definition put forward by (Amin & Tarun, 2021) explains that purchase intention is the main part which is described as the relative strength of individuals in view to carry out certain behaviors. Thus, purchase intention can be referred to as a customer's desire, preference and possibility to choose a product.

Trust is built on mutual involvement and action which is an important principle in the relationship between companies and consumers. Trust is a person's belief in making a choice that will bring them the best advantage in making a purchase (Ha, 2021). According to (Gan & Wang, 2017) trust is defined as an evaluation of trading users based on needs and expectations and reflects subjective evaluations. Users with a fairly high level of trust tend to have a strong intention.

Functional value refers to the product's overall performance, quality, price and level of functionality. Perceived functional and economic value are related to trust in decision making (Chi et al., 2021). Functional value is also called quality value. Functional value is recognized as an important consumption value. This value refers to the perceived utility of a product or service to achieve core or physical beliefs (Issock Issock et al., 2020). The benefits of functional value are focused on product features that provide functional utility through trust for potential customers (Shoukat et al., 2021). Another definition (Chi et al., 2021) says that functional value is considered as a form of equality or balance between quality and price that can affect trust. According to (Rizkalla, 2020) said that functional value is a quality that is obtained and felt through the capacity of trust. The functional value of a product is usually judged on the basis of price, need and use.

H1: Functional values has a positive effect on trust

Social values capture the trust that engages consumers in decision making. Social value can expand information resources and improve the quality of relevant information and it is a resource that is available as a function of social relations (Wu et al., 2018). A high level of social value will certainly increase trust in fellow product users. Social value is an important predictor for the formation of user trust and purchase intention (Gan & Wang, 2017). According to (Shoukat et al., 2021) social values are very important for the formulation and creation of attitudes to contribute to individual

beliefs about the perspective of a product. Through products, consumers can increase their social awareness and this social value leads to trust to improve their position, among others, by buying or using these goods (Ha, 2021). Studies conducted by (Zhu et al., 2020) show that the presence of social values can effectively increase trust. The presence of social values is a core element of social trust and assumes that social presence can increase emotional responses.

H2: Social values has a positive effect on trust

The rational and emotional factors for a product or service play an important role in building a consumer's trust. Emotional support in social trading allows consumers to actively overcome difficulties and seek answers to perceptions about selling products and services (Wang et al., 2019). Emotional value refers to the perceived and resulting utility of the state and feelings or beliefs of a product. Emotional values are considered influential in the formation of consumer preferences and choices (Rizkalla, 2020). Emotional rewards include good experiences when consumers trust or use certain products. Consumers usually add confidence to utilization based on experience (Shoukat et al., 2021). According to (Zhu et al., 2020) said that the emotional value of positive and negative consumption can affect trust in the context of using a product or service. The utility that comes from feeling in the form of enjoyment and pleasure produced by a product defines emotional value. The emotional value of a product is related to positive feelings of brand trust that increase consumer purchase intentions (Martins et al., 2019).

H3: Emotional values has a positive effect on trust

One aspect of consumer confidence in expectations about a product is price. Of course, a consumer does not only consider the quality of the product but also the price when they will make a purchase decision (Rizkalla, 2020). In fact, price and product quality are some of the important factors that customers should consider when purchasing goods and also affect their trust (Shoukat et al., 2021). Price is the monetary sacrifice paid to obtain a product or service. Price is an informational cue of product quality where it is important to trust the cue (Chen et al., 2018). Price value has been defined as the perspective of consumers' beliefs about the product they want and the feeling of being fulfilled by paying a certain price for a certain product (Talwar et al., 2020).

H4: Price values has a positive effect on trust

Based on the information adoption model, consumers usually consider the credibility of the information source and the quality of the information in the Word Of Mouth recommendation process. The quality of information in e-WOM affects consumer perceptions of its reliability, which in turn informs the level of trust in e-WOM (Zhao et al., 2020). Attitudes towards e-WOM beliefs are defined as the overall effect of the goodness or trustworthiness of e-WOM communications. Attitudes towards information are believed to be a very important factor in influencing consumer confidence (Yusuf et al., 2018). Some studies also suggest that receiving e-WOM messages in quality and quantity perspective can influence trust mediation (Bulut & Karabulut, 2018). According to (Sulthana & Vasantha, 2019) found that digital platforms can build social networks by word of mouth and can affect information trust. Social media can be accessed to bring information to get what they really want. Another definition (Seifert & Kwon, 2020) says that in social media marketing, e-WOM is the most important approach in building trust to support products and brands.

H5: E-WOM has a positive effect on trust

Functional value has a significant positive impact on the consumer purchasing decision-making process and management performance regarding trust in certain products and services (Amin & Tarun, 2021). Functional value is believed to be the main driver of consumers according to utility theory when consumers make purchasing decisions (Rizkalla, 2020).

According to (Shoukat et al., 2021) functional value can be said to have a significant relationship with trust because customers' purchase intentions tend to judge the functional value they get when they consume the product. Another definition (Chi et al., 2021) says that functional value is considered as a trade-off or balance between quality and price that can affect purchase intention.

H6: Functional values has a positive effect on purchase intention with trust as mediation

According to (Amin & Tarun, 2021) identified that social groups, peer opinions, social pressure and social recognition have a strong impact on trust in purchasing decisions regarding the consumption of a product. Another opinion (Rizkalla, 2020) says that products not only provide functional value but also social value and are personified through social pressures that encourage consumers to make purchasing decisions.

According to (Akbar et al., 2019) social value is a perceived utility and is driven through the association of individual beliefs with one or more social groups in choosing fashion products. Another definition (Wu et al., 2018) says that socializing with other consumers is important because it can increase trust about information so that they can make purchasing decisions. Greater customer intention to buy is characterized by increased expectations regarding positive social value beliefs and lower purchase intentions with reduced perceptions of social values (Ha, 2021).

H7: Social values has a positive effect on purchase intention with trust as mediation

Emotional support affects the formation of trust in social trading which creates purchase intentions (Wang et al., 2019). Consumers who are aware of the perceived emotional value can certainly show great performances in pleasant buying behavior and experiences because they increase the belief that using the right product can have a significant emotional value (Amin & Tarun, 2021). Engagement refers to emotional reactions to situations and other stimuli where consumers form some bond or relationship with purchase intentions. Customer involvement can be defined as the behavior of the customer's manifestation of a company, for example influencing the company in ways other than making purchases (Yusuf et al., 2018). According to (Shoukat et al., 2021) the involvement of trust helps consumers increase the emotional effect on purchase intention. As a result, it can increase the purchasing power of a product that mediates through the trust of consumers who strongly believe in the product, thereby increasing purchase intention.

H8: Emotional values has a positive effect on purchase intention with trust as mediation

Price is one of the determining factors in influencing consumers perceptions of products and their purchase intentions. Other studies have found that consumers are willing to pay higher prices if they have achieved a high level of trust (Tong & Su, 2018). Price is the main reason in influencing purchase intention and has been studied as one of the determinant beliefs that influence purchase intention (Norfarah et al., 2018). The price value of a product seems to give customers a perception of the trust given. Customers certainly tend to buy products at higher prices if they get a high level of trust in the product (Shoukat et al., 2021).

H9 : Price values has a positive effect on purchase intention with trust as mediation

To rationalize the impact of e-WOM on consumers, the first step to consider is user engagement and trust in e-WOM communications. This can provide a better understanding of what individuals need for e-WOM communication (Chetioui et al., 2020). When an individual shows a positive attitude trust towards e-WOM, he is more likely to have a greater intention to make a purchase. It should be noted that attitudes affect consumer behavioral intentions (Yusuf et al., 2018). High-quality e-WOM information has a persuasive value that results in consumer buying interest in the product under review, trust in the information and the belief that purchasing decisions can be satisfactory based on the information provided (Zhao et al., 2020). According to (Sulthana & Vasantha, 2019) found that marketers must follow e-WOM to increase trust which will persuade

consumers to make a purchase. With the expansion of internet customers interact with each other and to create facts known as electric word of mouth about products or services. Research conducted by (Seifert & Kwon, 2020) found that e-WOM elements such as accuracy, completeness, relevance and timeliness have a significant relationship with customer purchase intentions. Consumers are more aware of a product or service, they trust customer reviews shared via e-WOM before making a purchase decision.

H10: E-WOM has a positive effect on purchase intention with trust as mediation

In general, trust is known as a predictor of buying behavior. Purchase intentions are usually influenced by the beliefs of individuals. Trust is believed to have a positive impact on the purchase intention of a product as well as reduce uncertainty and encourage purchase (Chae et al., 2020). Trust is the result of three important elements, namely ability, virtue and integrity which is the expectation that the other party will carry out the agreed commitment. Previous research has revealed that trust is an important aspect of consumers before making a purchase (Waris & Hameed, 2020). According to (Gan & Wang, 2017) trust is defined as the evaluation of trading users based on needs and expectations and reflects subjective evaluations. Users with a fairly high level of trust tend to have a strong intention to make a purchase. Another definition (Zhao et al., 2020) explains that trust can be divided into cognition-based and emotion-based variants. These variants come together to form the basis and motivation for consumer purchase intentions. Trust is built on mutual involvement and action which is an important principle in the relationship between companies and consumers. Trust is a person's belief in making a choice that will bring them the best advantage in making a purchase (Ha, 2021)

H11: Trust has a positive effect on purchase intention

The purpose of this study is to reveal the role of function value, social value, emotional value, price value and e-wom in influencing the purchase of fashion products through an e-commerce platform with trust as mediation, the theorical model built in this study is as follow:
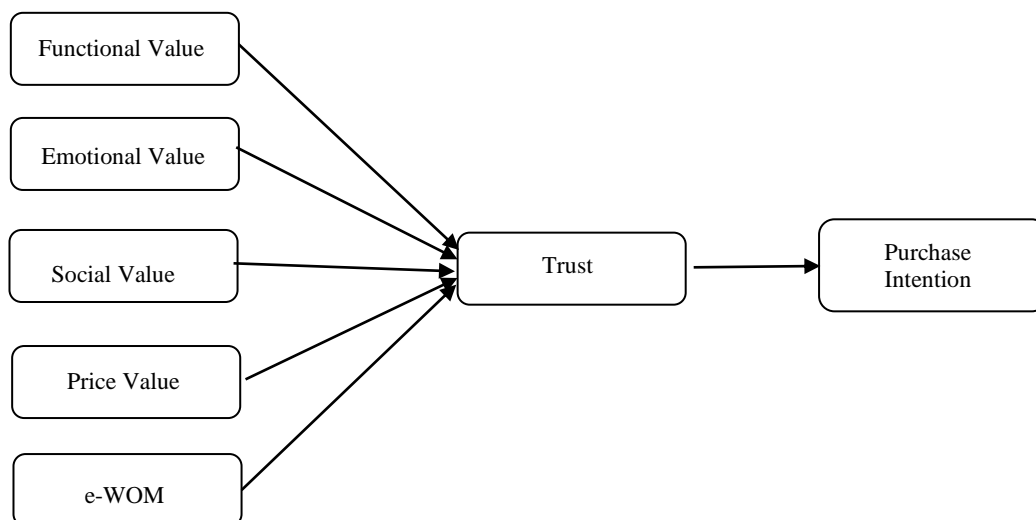
Source: Researchers Analysis

Figure1.
Conceptual Framework

RESEARCH METHODS

The theorical framework of this research consists of seven variables. Each construction of the frame measurements is measured through various items. Several previous studies were used to adapt and adjust variable items. Each item is measured using a 5-Likert scale that has a range from strongly disagree (1) to strongly agree (5).

Functional value consists of four items adapted from (Akbar et al., 2019). Social value consists of four items adapted from (Chi et al., 2019). Emotional value consists of three items adapted from (Woo & Kim, 2019). Price value consists of four items adapted from (Shoukat et al., 2021). E-WOM consists of four items adapted from (Zhao et al., 2020). Trust consists of three items adapted from (Zhu et al., 2020). Purchase intention consists of three items adapted from (Zhu et al., 2020).

Researchers take advantage of people in the city of Batam who use digital platforms such as e-commerce in purchasing fashion products online to be used as objects in the study. This study uses a purposive sample with reference to the selection of respondents that must be met one of the requirements is to have made transactions or shopping for fashion products online using an e-commerce platform. Therefore, respondents will be asked as follows: screening question: "Have you ever made a purchase through an e-commerce platform?". If you answered "Yes", then you can answer the next one questions and become respondents in this study. Otherwise, if you answered "No", then you will not be a respondent.

In this research study, the data collection method uses Non Probability Sampling. In this case, Non Probability Sampling is a data collection method in which each individual as a sample in the population does not always have a chance to be selected. This is used so that researchers get clear and accurate data sources (Sugiyono, 2017). The data used in this study is to use primary data and secondary data. Primary data obtained from questionnaires that have been distributed to the respondents using a Likert scale. While secondary data obtained from several articles and journals - previous journals. According to (Hair et al., 2014) the number of samples was determined using the 1:10 model where the lowest size was 10 respondents for each question on the questionnaire. For the questionnaire in this research question, there are at least 25 questions, so the minimum number of respondents is 250 respondents.

Validity test is carried out as a tool to test the ability of a measuring instrument to measure a variable that should be measured (Dewi & Sudaryanto, 2020). Validity test is carried out to see and measure the quality of the test and to find out whether the data used is valid or not. One of the validity tests is to have an Average Variance Extracted (AVE) value that passes or is more than 0.5. And if the AVE value is below 0.5 or has not reached 0.5 then the question can be said to be invalid. The reliability test is applied to a study that has the aim of measuring whether the questionnaire used in data collection is appropriate or has been tested for its provisions or not (Dewi & Sudaryanto, 2020). Reliability test must be done to calculate whether the respondent's answer to the question is accurate or not. One of the reliability tests is to have at least 3 questions from each variable and the questions must be valid and correct. And this can be seen directly from the value of Cronbach alpha Hair et al., (2012) and the value must be greater than 0.6 and not less than 0.6.

In this research, the author uses a structural equation model or SEM (Structural Equation Modeling) in the study. SEM itself is an analytical method in which there are two or more variables by combining factor analysis and path analysis. SEM itself is divided into 2, namely Covariance Based Structural Equation Modeling and Partical Least Squares Path Modeling. In this case, the author uses the PLS-SEM concept in his calculations. This is because PLS-SEM can see and examine the relationship between latent constructs.

RESULTS AND DISCUSSION

The data that was successfully obtained by distributing questionnaires using online media were 309 respondents. The questionnaire that was distributed was aimed at the people in Batam City in purchasing fashion products through the e-commerce platform. The questionnaires were distributed via google form because it makes it easier for the author to process data and is also considered very easy and effective. The data can be seen from the comparison of the total number of 309 respondents, where the female respondents were 171 people (55.3%) while the male respondents were 52 people (44.7%). This is because women are considered to be more fond of shopping compared to men, especially for this fashion product itself.

The purpose of this test is to determine the accuracy of the questions from the questionnaires that have been distributed to respondents. Determination of the results of this test can be seen from the value of the outer loading. We can see in the table below that this validity test is said to be valid if the value of the outer loading test results is above 0.6. In the outer loading test, there are at least four indicators that do not meet the criteria for validity requirements so that the authors do not include them in the next analysis. These variable indicators include Social 4 (0.577), Functional 4 (0.591), Price 2 (0.546) and e-WOM (0.569). Furthermore, this validity test is carried out to find out whether the questionnaire data is accurate and appropriate so that research can be carried out more deeply. According to Hair et al., (2011) stated that the value of AVE (Average Variance Extracted) can be declared valid or meet the requirements if the value is greater than 0.5.

Table 2.
Convergence Validity Test Results and Composite Reliability

Construct	Items	Outer Loading	AVE	Composite Reliability
Social Value	SV1	0.748	0.554	0.788
	SV2	0.781		
	SV3	0.703		
Functional Value	FV1	0.708	0.508	0.755
	FV2	0.753		
	FV3	0.675		
Emotional Value	EV1	0.703	0.583	0.807
	EV2	0.780		
	EV3	0.804		
Price Value	PV1	0.800	0.546	0.782
	PV2	0.749		
	PV3	0.661		
e-WOM	E1	0.745	0.534	0.775
	E2	0.692		
	E3	0.754		
Trust	T1	0.749	0.551	0.786
	T2	0.729		
	T3	0.748		
Purchase Intention	PI1	0.685	0.573	0.800
	PI2	0.766		
	PI3	0.813		

Source: Output SmartPLS 3 (2022)

Based on the results of the AVE test in the table above, it can be seen that the sample mean of the variable indicators is greater than 0.5 where all of the variable indicators can be said to be valid and meet the requirements. The Social Value variable has an AVE value of 0.554 where the value is

greater than 0.5 and there is one indicator that is removed from the Social Value, so that the data collected is valid data and meets the requirements. The Functional Value variable indicator has an AVE value of 0.508 where the results indicate that the resulting number is not less than 0.5. There is one indicator of the Functional Value variable that is deleted and then the results obtained from this value can be said to be valid and meet the requirements. The Emotional Value variable has an AVE value of 0.583 where the value is greater than 0.5, there are no indicators removed from the Emotional Value so that the data collected is valid data and passes the requirements. The Price Value variable has an AVE value of 0.546 where these results indicate that the resulting number is not smaller than 0.5. There is one indicator of the deleted Price Value variable which then collects the results of this value and meets the requirements and can be said to be valid. The e-WOM variable indicator has an AVE value of 0.534 where the value is greater than 0.5 and there is one indicator that is removed from e-WOM, so the data collected is valid data and passes the requirements. The confidence variable has an AVE value of 0.551 where these results indicate that the resulting number is not less than 0.5. There is no indicator of the deleted confidence variable which then collects the results of this value and passes the requirements and is said to be valid. The Purchase Intention variable indicator has an AVE value of 0.573 where the value is greater than 0.5 and there are no indicators removed from Purchase Intention, so the data collected is valid data and passes the requirements.

Table 3.
Discriminant Validity Test Results

	Emotional Value	Functional Value	Price Value	Social Value	Purchase Intention	Trust	e-WOM
Emotional Value	**(0,763)**						
Functional Value	0,496	**(0,713)**					
Price Value	0,469	0,427	**(0,739)**				
Social Value	0,385	0,432	0,204	**(0,745)**			
Purchase Intention	0,404	0,548	0,383	0,522	**(0,757)**		
Trust	0,467	0,479	0,434	0,408	0,502	**(0,742)**	
e-WOM	0,380	0,496	0,420	0,339	0,481	0,633	**(0,731)**

Source: Output SmartPLS 3 (2022)

It can be seen in the table above that the value generated for each variable has a larger number than the other variables. This can be seen directly on the diagonal shape which looks higher than the number below it. From the results of the tests that have been carried out, it can be seen that the number generated from the indicator value per variable is greater than the other variables. This shows the results of the Fornell-Larcker Creterion discrimant validity test that have been tested are said to be valid or meet the requirements.

The results of hypothesis we can see the test results in the table 4 below that the variables of Emotional Value, Social Value, Price Value and e-WOM give a significant positive effect. This happens because the value contained in the p values has a value <0.05. Then the e-WOM variable has the highest sample mean value (0.434) which means that this variable has the greatest influence when compared to other variables.

Table 4.
Hypothesis Testing Results (Direct Effect)

Variable	Sample Mean	T Statistics	P Values	Hypothesis Decision
Emotional Value ➔ Trust	0,155	2,683	0,007	Significant Positive
Functional Value ➔ Trust	0,075	1,292	0,196	Not Significant
Price Value ➔ Trust	0,119	2,165	0,030	Significant Positive
Social Value ➔ Trust	0,145	2,601	0,009	Significant Positive
e-WOM ➔ Trust	0,434	8,452	0,000	Significant Positive
Trust ➔ Purchase Intention	0,121	3,939	0,001	Significant Positive

Source: Output SmartPLS 3 (2022)

The results of hypothesis testing in this study indicate that not all hypotheses are significantly and positively supported, which consists of emotional values that are proven to have a positive and significant effect on trust. the value of the function proved to have no significant effect on trust. The price value is proven to have a positive and significant effect on trust. Social values are proven to have a positive and significant effect on trust. e-WOM is proven to have a positive and significant effect on trust and Trust is proven to have a positive and significant effect on purchase intention.

Based on the results of the significance test output, it is known that the emotional value variable has a significant influence on trust with a p value of 0.007 (<0.05) and the T-Statistic value of 2.683 (> 1.96). So it can be concluded that the relationship between the two variables between emotional values and beliefs gets significant positive results because the value of a belief is a perceived utility that can be obtained from the association of different emotions, feelings and affective states in trusting a product. The emotional value of consumers is certainly different or varies with certain situations in influencing trust. Rational and emotional factors certainly play an important role in building a consumer's trust. The existence of an emotional drive allows answers to perceptions about the sale of products and services. The conclusions or results of these studies are comparable to the results of research from (Wang et al., 2019), (Shoukat et al., 2021), (Zhu et al., 2020), and (Martins et al., 2019).

Judging from the results of the output significance test conducted, it is known that the functional value variable does not have a significant effect on trust. This is because the resulting p values are 0.196 or greater than 0.05. The two variables have no significant effect because the functional value only refers to the overall product performance, price quality and product functionality level. Each individual's perception of functional value is certainly different and only focuses on product features that provide functional utility through trust for consumers. We can relate this to the demographics of the respondents, from a total of 309 respondents, 160 respondents were 23 years and over. It is possible that this age group does not pay much attention to the fashionable value of the fashion products they buy or use. The functional value of this fashion product is not considered important because the perception in age categorization is different depending on the needs of each consumer. The conclusion of this study contradicts the research conducted by (Issock Issock et al., 2020) and (Rizkalla, 2020).

From the results of the significance test output, it is known that the Price Value variable has a p value of 0.030 (<0.05) and the resulting T Statistics value is greater than 1.96 (2.165). From the test results, we can define that the price value has a significant positive effect on consumer confidence. This is influenced by the factor of consumer confidence that the price is an object that can be taken into consideration in knowing or showing the quality of a product. Price value has been described as a view or perspective of consumer confidence about a product they want. In fact, it is known that price and product quality are very important factors for consumers in influencing trust. The conclusions from the results of this study are in line with research conducted by (Talwar et al., 2020), (Chen et al., 2018) and (Rizkalla, 2020).

Based on the results of the significance test output, it is known that the Social Value variable has a positive and significant effect on trust. We can see these results in the table that the resulting p values are 0.009 (<0.05). The resulting T Statistics value is 2.601 (> 1.96). This happens because consumers in society are involved in trusting a product for reasons beyond its function which involve the symbolic identification and value of their belief in the product. The social value factor can provide a source of information that can improve the quality of relevant information. The higher the level of social value, of course, it will increase trust in fellow product users. Through products, consumers can certainly increase their social awareness and social values which lead to trust to increase their status in society. The conclusion of this study is comparable to the research proposed by (Ha, 2021), (Wu et al., 2018) and (Gan & Wang, 2017).

Judging from the results of the output significance, it can be interpreted that the e-WOM variable has a positive and significant effect on trust because the resulting p-value is 0.000 (<0.05) and the T-Statistics value is 8.452 (>1.96). The results of this hypothesis explain that the e-WOM variable has the greatest influence in influencing consumer confidence compared to other variables. Of course, this is because the quality of information provided through e-WOM greatly affects consumers' perceptions of its reliability. In marketing using social media, e-WOM is a very important approach in building trust in supporting products and brands. Attitudes towards e-WOM beliefs are defined as the overall effect of the goodness or trustworthiness of e-WOM communications. The conclusions from the results of this study are comparable to research conducted by (Bulut & Karabulut, 2018), (Sulthana & Vasantha, 2019), (Seifert & Kwon, 2020) and (Yusuf et al., 2018).

Based on the results of the significance test output, it is known that the trust intervening variable has a direct influence on purchase intention. The p value generated from this test is 0.001 (<0.05) and the resulting T Statistics value is 3.939 (>1.96). We can define that trust has a positive and significant effect on purchase intention. The trust of consumers is believed to have a positive impact on influencing the purchase intention of a product and reducing the risk of uncertainty in making purchasing decisions. Purchase intention is usually influenced by trust. It is known that trust is a trade evaluation based on needs and expectations in reflecting a subjective evaluation. A high level of trust will certainly strengthen the purchase intention of consumers. Previous research has revealed that trust is a very important aspect in influencing purchase intention. The conclusions and results of this study are in line with the research proposed by (Waris & Hameed, 2020), (Ha, 2021). (Chae et al., 2020) and (Waris & Hameed, 2020).

The results of the next hypothesis test which will be shown in table 5 below are the results of a direct test using the trust variable as a mediating or intervening.

Table 5.
Hypothesis Testing Results (Indirrect Effect)

Variable	Sample Mean	T Statistics	P Values	Hypothesis Decision
Emotional Value è Trust è Purchase Intention	0,020	1,614	0,107	Not Significant
Functional Value è Trust è Purchase Intention	0,010	1,033	0,302	Not Significant
Price Value è Trust è Purchase Intention	0,015	1,444	0,149	Not Significant
Social Value è Trust è Purchase Intention	0,019	1,579	0,115	Not Significant
e-WOM è Trust è Purchase Intention	0,058	1,898	0,058	Not Significant

Source : Output SmartPLS 3 (2022)

From the results of the tests that have been carried out, it can be seen in the table below that the relationship between all variable indicators has a p value greater than 0.05 which means that these variables do not have a significant effect on purchase intention with trust as a mediation.

Based on the results of the mediation test on the functional value variable on the purchase intention variable with mediated trust, there is no significant effect where the p value is 0.107 (> 0.05) and the T Statistics value is 1.614 (< 1.96). The test does not have a significant effect between variables because emotional support is believed to have less influence on the formation of trust in the use of fashion products in creating purchase intentions. The involvement of trust does not really help consumers in purchasing intentions. Lack of consumer awareness of trust in the perceived emotional value will certainly have an impact on purchase intention. The conclusion of this study contradicts the research conducted by (Amin & Tarun, 2021), (Wang et al., 2019) and (Yusuf et al., 2018).

From the results of the mediation significance test that has been carried out, we can know that the functional value does not have a significant influence on purchase intention with trust as the mediation. The resulting p values were 0.302 (>0.05) and the T Statistics values obtained were 1.033 (<1.96). The relationship between these variables has no influence on each other because consumer decision making is not only based on the function value of a product. The functional value here can be seen that it is not considered too important for consumers in influencing trust which then makes purchasing decisions. Another definition also assumes that functional value is not the main driving factor for consumers according to utility theory when potential consumers make purchasing decisions. We can conclude that the results of this study contradict the research proposed by (Rizkalla, 2020), (Shoukat et al., 2021) and (Amin & Tarun, 2021).

Based on the results of the mediation significance test on the price value variable on purchase intention with trust as a mediation it does not have a significant effect. We can see that the resulting p values are 0.149 (>0.05) with a T Statistics value of 1.444 (<1.96). These variables do not have a significant effect on the basis that price is not a determining factor in influencing consumers' perceptions of consumer confidence in a product and their purchase intentions. The value of the price of a product is judged to only provide a perception or view of the trust given. In reality, the value of the price and quality of a product is not an important factor for prospective consumers to consider when purchasing goods and also affects their trust. We can conclude that the results of this study are not in line with or contrary to the research proposed by (Tong & Su, 2018) and (Norfarah et al., 2018).

Based on the results of the mediation significance test of the social value variable on purchase intention with trust as a mediation, it is known that this variable does not have a significant effect. We can see based on the tests carried out that the resulting p-value is 0.115 (>0.05) and the resulting T-Statistics value is 1.579 (<1.96). The relationship between these variables does not have a significant effect because social groups, peers, social pressure and social recognition are not factors that have an impact on influencing trust in purchasing intentions of a product. The perceived social value of the respondents in this study is not considered important in increasing trust regarding information for purchasing decisions. The conclusions of this study contradict or are not in line with the research conducted by (Wu et al., 2018) and (Akbar et al., 2019).

From the results of the mediation significance test that has been carried out, it is known that the relationship between e-WOM variables on purchase intention by being mediated by trust does not have a significant effect. It can be seen that the resulting p-value is 0.058 (>0.05) and the resulting T-Statistics value is 1.898 (<1.96). e-WOM is considered not the first step for consumers in the use of social media that has an involvement in trust in influencing purchase intentions. Information provided through e-WOM has different persuasive values in generating purchase intentions for the product under review and trust in the information is considered inaccurate. The elements of the presented e-WOM are considered to have no relationship with purchase intentions. Consumers are more aware of certain products or services that are clear about the accuracy of the information provided. They don't really trust reviews or ratings shared via e-WOM before making a purchase decision. The conclusion of this study contradicts the research conducted by (Seifert & Kwon, 2020), (Sulthana & Vasantha, 2019), (Zhao et al., 2020), (Yusuf et al., 2018) and (Chetioui et al. , 2020).

CONCLUSION AND SUGESTION

Researchers have some limitations in conducting this research. First, this research sample only focuses on the community in Batam City so that it does not present the data as broadly or comprehensively as other areas of the Riau Archipelago, even in a wider range such as Indonesia. The research conducted only discusses more deeply about five variables that can influence the purchase intention of fashion products through e-commerce platforms, such as emotional value, functional value, price value, social value and e-WOM. Research conducted only focuses on people who buy fashion products using e-commerce platforms only. The online sales platforms described by the researcher are at least only eight e-commerce platforms, because the research is only focused on well-known e-commerce platforms.

The author hopes that this recommendation can be used as a reference or guide for researchers who will study similar research models. This certainly makes the author's attention or suggestions for further research. The recommendation from the author to further researchers is that this study is expected to be used as a reference and guide for further researchers. In this case, researchers are expected to be able to conduct research on other products and e-commerce so that research is more interesting and varied. In addition, further researchers are expected to further expand the sample or object of research more broadly. Further researchers can add or research more deeply about other variables that can influence purchase intention by mediating trust such as brand image, brand equity, influencers and many other interesting variables.

The implication of the results in this study can assist company owners in increasing consumer trust and purchase intentions towards selling fashion products using an e-commerce platform. The form of innovation that can be done by the owner of the company is to pay more attention to quality, price, function and promotions that can increase customer interest so that the

customer has more confidence so that purchasing decisions will be higher. In this study, we can see that the e-WOM variable has the greatest influence on consumer trust and purchase intentions so that companies are expected to continue to utilize and develop sales through online platforms. Through the online platform there is information that can be perceived by potential consumers easily. Information and assessments delivered digitally or online make it easier for consumers to entrust decisions which will then affect the level of purchase.

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