THE INFLUENCE OF E-SERVICE QUALITY, E-TRUST AND E-WOM ON LIVE STREAMING PURCHASE DECISIONS

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Abstract

The development of the digital world has brought various changes in lifestyles and human activities, including e-commerce. E-commerce activities open opportunities for companies to be more innovative in attracting consumers, one of which is utilizing the e-live streaming buying feature. This study aims to determine the effect of e-service quality, e-trust, and e-word of mouth on purchasing decisions in e-commerce live streaming. This study uses a quantitative research approach. The population of this study was e-commerce users in Denpasar City, and the sample used was 150 e-commerce users. The data used is primary data in the form of a questionnaire. The data analysis tool used is SEM PLS. The study results show that E-service quality, E-trust, and E-WOM positively affect purchasing decisions in e-commerce live streaming. E-service quality has no significant effect on E-WOM. E-trust has a positive effect on e-WOM. E-WOM cannot mediate e-service quality for purchase decisions on e-commerce live streams. E-WOM can mediate e-trust for purchasing decisions in e-commerce live streaming.

Keywords: e-service quality, e-trust, e-wom, live streaming purchase decisions, Denpasar, Bali

A. INTRODUCTION

The rapid use of the Internet in everyday life occurs in various industries, including e-commerce. E-commerce involves buying and selling transactions carried out electronically by sellers and buyers from one company to another and carrying out the transactions themselves carried out by intermediaries using computers (Yohansyah). & Rodhiah, 2022). The development of e-commerce in Indonesia is also relatively rapid, as evidenced by the emergence of various digital applications used as offline store platforms and multiple types of digital transactions. The condition shows a shift in human culture and habits to adapt to changing times, namely the era of the Industrial Revolution 4.0. E-commerce may be a more practical alternative for some people when doing retail.

The use of e-commerce in Indonesia has increased since the emergence of the Covid-19 pandemic hit the world. Due to the loss of activity during the epidemic, people mostly do their activities via smartphones and the Internet, which has led to a relatively rapid increase in e-commerce usage (Febri et al., 2018). Transactions on e-commerce platforms have decreased when customers exchange purchases due to the coronavirus (Burhan, 2020). A popular sales method during the pandemic is live streaming. Live streaming includes broadcasts and exciting ways for e-commerce users to be watched by other users. Live streaming allows various activities, including playing games, selling beauty products, and paid art performances.

Live streaming programs have started appearing through various interesting shopping platforms, such as Shopee, Tokopedia, and Lazada, and social media, such as Instagram, Tik Tok, and Facebook. Usually, live streams are used for selling and playing games; the goal is to attract live viewers and make offline purchases in the app.

In fact, during the corona pandemic, Shopee achieved a record average sales increase of 3.5 times in the live streaming function (Burhan, 2020). The feature allows merchants to sell their goods directly to customers, such as in malls or markets. The following is data on improving digital services in Indonesia during a pandemic.

Sales are high because of the live streaming function in e-commerce; research from livestream.com shows that 80% of people prefer to watch live videos from a brand rather than read articles from that brand (Santoso, 2021). It shows that buying live streaming has successfully competed with conventional shopping. Shopping via a live stream has some drawbacks, such as not directly checking the product to be purchased, so there may be differences between the product displayed on the live stream and the effect the buyer receives. According to CNN Indonesia, as many as 115,756 cases of offline fraud were reported through offline sales on social media and e-commerce in September 2021 (Novelino, 2021).

The number of cases of offline fraud on offline store live-streaming sites should make people more careful and reduce their interest in shopping. However, it's the opposite because the number of transactions at offline stores via e-commerce and live streaming is increasing. It shows that there are contradictory phenomena that are interesting to study, primarily related to purchasing decisions in the e-commerce live streaming function.

Denpasar, as one of the economic centers of the Province of Bali, provides an excellent opportunity to develop offline shopping behavior through e-commerce platforms. One of the most popular e-commerce platforms today is the Shopee application. Shopee is an offline shopping app with instant shopping features. Based on katadata.co.id (2022), it is known that the average number of Shopee visitors per month is the same as other applications, which are as follows:

Table 1: Average E-commerce Monthly Visitors in 2022

No	Name	Average Monthly Visitors
1	Tokopedia	157.233.300
2	Shopee	132.776.700
3	Lazada	24.686.700
4	Bukalapak	23.096.700
5	Orami	19.953.300
6	Blibli	16.326.700
7	Ralali	8.883.300
8	Zalora	2.776.700
9	JD ID	2.546.700
10	Bhinneka	2.360.000

Source: (katadata 2022)

Based on the data in the table above, it can be seen that Tokopedia has beaten Shopee to second place among its competitors. It shows that the purchase results in the shopping application are not optimal and need further improvement. Several factors determine purchasing decisions, including the quality of electronic services (Hakim et al., 2021).

Piramita et al. (2021) explained that electronic service quality consists of evaluating and predicting overall service quality to customers in virtual markets. The quality of e-services can be developed to estimate and evaluate services in the Internet network. Digital service quality is an essential aspect of marketing strategy. The ability to serve (potential) customers well will attract potential customers to make purchases (Maramis et al., 2022). Services in the digital context are carried out slightly differently

from services in conventional store systems. More specifically, the quality of service when shopping offline or on the live stream function is determined by the seller's attitude in dealing with buyers who ask questions via the chat function and the seller's ability to provide detailed information that might be provided to the public. Relating to the products offered and so on.

The quality of this service certainly can arouse public interest in purchasing decisions. It is driven by research by (Tantri et al., 2020), which shows that the related quality of service or service provides something positive for purchasing decisions. Therefore, satisfactory service will encourage prospective buyers to make purchasing decisions for a product even though research (Piramita et al., 2021) shows that service quality cannot provide anything that determines purchasing decisions. It is because a person's perception in shopping decisions is dominant over something that determines the quality of the product he is interested in, while service does not significantly influence consumer purchasing decisions.

In addition, trust is also an essential aspect that is shown to be able to make something that forms a buying decision. Trust involves actions or behavior toward the company's integrity and reliability to meet future customer expectations (Rommy & Murtiningsih, 2020). E-trust itself is the willingness of customers to open themselves to the possibility of experiencing losses when making shopping transactions via the Internet, with the hope that the seller will promise in the following trade that he can provide services or goods and satisfy customers. as promised (Tirtyasa et al., 2021).

Maintaining customer trust is very important in offline business; therefore, business people in the digital world must always do things to increase confidence to keep customers loyal in purchasing decisions. It is driven by research (Yohansyah & Rodhiah, 2022), which states that e-trust can provide something positive in buying decisions. Meanwhile, a study by Ain & Susila (2021) shows that e-trust can provide something negative in making purchasing decisions. The inconsistency of previous research results creates gaps in conducting more in-depth studies of the factors that affect e-service quality and e-trust

One thing that plays a role in sales volume is the Electronic Word Of Mout (E-WOM). E-WOM is negative or positive statements from former buyers or actual customers and potential buyers about products or companies from the recipient to the sender, which can be found offline (Watu et al., 2021). E-WOM can also be said as an assessment given by application users of a product or application. Reviews that are provided, both positive and negative, will get something that shapes a purchasing decision because, in the digital world, e-WOM is one of someone's criteria before making a purchase (Suryati, 2021).

In the context of live streaming on specific applications, eWOM can be in the form of product reviews that are given directly to the live chat function so prospective buyers can see and read these reviews. Suppose E-WOM provides positive comments or comments about the superiority of the product and their satisfaction after buying the product. Can it encourage other users to participate in making purchases and vice versa? It is motivated by research from (Tantri et al., 2020), which shows that e-WOM offers something that forms a positive way to make purchasing decisions. The results of another study conducted (Fitriani & Soedarmadi, 2019) illustrate that e-service quality has positive things about e-WOM. Based on this description, it can be shown that e-WOM plays an essential role in offline purchasing decisions, which indicates that e-WOM can be a mediating variable in this study.

This study will reveal the factors influencing purchasing decisions on e-commerce

live streaming in Denpasar.

B. LITERATURE REVIEW

1. E-Service Quality

According to Parasuraman (2014), the quality of e-services means the ability of the website to provide facilities efficiently and effectively to make purchases via the offline method, purchase via the offline mode, and obtain services or goods. Electronic service quality is also mentioned by Maramis et al. (2022) for measurement or evaluation in a general way and measurement methods implemented by customers, such as poor and good service quality, expressed virtually.

2. Purchase Decision

According to Piramita et al. (2021), purchasing decisions are activities carried out by individuals who directly participate in ways related to making decisions to buy a product offered by the seller. Customers need information about purchasing decisions that are carried out later (Sulthana & Vasantha, 2019).

3. E-WOM

According to Kotler & Keller (2016), various types of marketing can emphasize different forms with unique word-of-mouth methods. Buzz Marketing reveals relevant, arousing, and new brand-related information about something surprising or unexpected. Electronic word-of-mouth (e-WOM) or viral marketing, according to Kotler & Keller (2016), includes marketing that uses the Internet to create word of mouth to support marketing goals and efforts.

4. E-Trust

According to (Kotler & Keller, 2016), the trust given by customers can be explained by having confidence regarding the delivery of services or products that can be trusted to act in such a way if it seems that the customer's interests can be fulfilled. According to Tirtyasa et al. (2021), e-trust begins essential maintenance and offline formation between sellers and customers. Watu et al. (2021) argue that providing an overview of customer needs in offline shopping is very important because E-Trust is a product of the ability to use a quality system that monitors customer behavior in offline shopping.

5. E-Commerce

According to Kotler & Armstrong (2016), e-commerce includes offline channels. Individuals can access it via various computers, which companies use to conduct business activities, and customers to obtain shared information. Live streaming shopping or live streaming shopping is a form of sales activity in which sellers broadcast live about the products they offer to attract customers.

C. RESEARCH METHOD

This study uses a quantitative research approach combined with case study research. The population of this study is all e-commerce users in Denpasar City. The sampling method used is purposive sampling, where the number of samples and indicators x 6 = 15 x 6 = 90 e-commerce users make purchases via live streaming. The research data source uses primary data. The data collection method jointly distributes questionnaires to e-commerce users who purchase via live streaming using the Google form and a Likert scale. The research tool test uses relevance and reliability tests. Methods of data analysis along with descriptive analysis, inference analysis (R-squared, F-squared, Q-squared), and hypothesis testing using the Partial Least Squares (PLS) method in the form of an estimation model method used SEM-PLS. , while data analysis was carried out using the SmartPLS shareware assistant software version 3.0.

D. RESULTS AND DISCUSSION
1. Research Instrument Testing

Table 2: Instrument Relevance Test

No	Variable	grain	Correlation coefficient	Information
1	E-Service Quality	$X_{1.1}$	0,991	Relevant
		$X_{1.2}$	0,991	Relevant
		$X_{1.3}$	0,991	Relevant
		$X_{1.4}$	0,872	Relevant
2	E-Trust	$X_{2.1}$	0,973	Relevant
		$X_{2.2}$	0,973	Relevant
		$X_{2.3}$	0,893	Relevant
3	E-WOM	$Z_{.1}$	0,964	Relevant
		$Z_{.2}$	0,951	Relevant
		$Z_{.3}$	0,935	Relevant
4	Purchase Decision	$Y_{.1}$	0,841	Relevant
		$Y_{.2}$	0,863	Relevant
		$Y_{.3}$	0,943	Relevant
		$Y_{.4}$	0,948	Relevant
		$Y_{.5}$	0,948	Relevant

Source: Primary data processed in 2022

The calculation results above show that all instrument items can be declared relevant. All correlation coefficients are greater than 0.30, so all statement items are said to be appropriate and reasonable to use.

Table 3: Instrument Reliability Test

No	Variable	Cronbach's Alpha	Information
1	E-Service Quality	0,973	Reliable
2	E-Trust	0,942	Reliable
3	E-WOM	0,919	Reliable
4	Purchase Decision	0,947	Reliable

Source: Primary data processed in 2022

The above shows all the variables in the study that have a Cronbach's alpha number above 0.7. thus all variables are reliable and reasonable for further analysis.

2. Measurement Model (Outler Model)

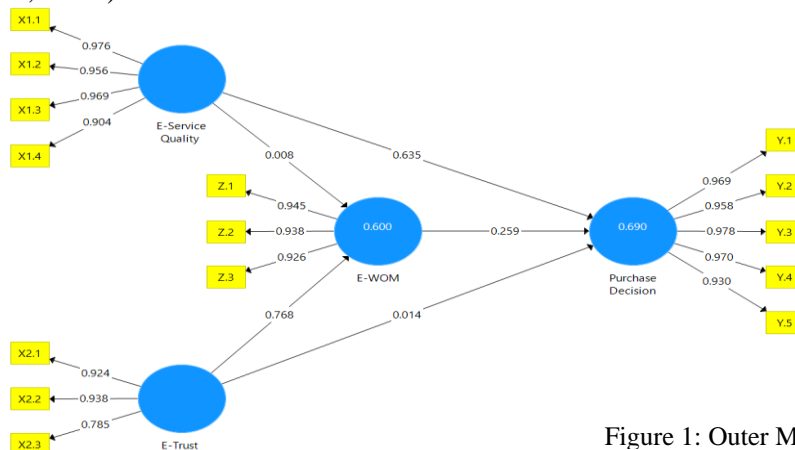Relevance of statistical data using convergent and discriminant bearing (Adelekan et al., 2018):

Figure 1: Outer Model

3. Convergent Relevancy

Table 4: Convergent Relevance Relevance Test Results

Item	E-Service Quality	E-Trust	E-WOM	Purchase Decision
X1.1	0.976			
X1.2	0.956			
X1.3	0.969			
X1.4	0.904			
X2.1		0.924		
X2.2		0.938		
X2.3		0.785		
Y.1				0.969
Y.2				0.958
Y.3				0.978
Y.4				0.970
Y.5				0.930
Z.1			0.945	
Z.2			0.938	
Z.3			0.926	

Source: Primary data processed in 2022

Based on the table above, it can be shown that all scores in the convergent relevance test are more significant than 0.7. Together, it can be stated that the data in the research are relevant.

4. Discriminant Relevance Test Results for Latent Variable Correlation

Table 5: Discriminant Relevance Test Results for Latent Variable Correlation

	E-Service Quality	E-Trust	E-WOM	Purchase Decision
E-Service Quality	0.952			
E-Trust	0.780	0.885		
E-WOM	0.607	0.774	0.937	
Purchase Decision	0.803	0.710	0.656	0.961

Source: Primary data processed in 2022

Based on the table above, it can be shown that all discriminant figures are related, and the relevance of the correlation of the latent variables for each variable is more significant than 0.7, so it can be stated that the data in the relevant research are related**.**

5. Descriminat relevanity bersama AVE

Table 6: Convergent AVE Relevance Test Results

Variable	Average Variance Extracted (AVE)
E-Service Quality	0.906
E-Trust	0.783
E-WOM	0.877
Purchase Decision	0.924

Source: Primary data processed in 2022

Based on the table above, it can be shown that all average variance extracted (AVE) numbers are more than 0.5. Together, it can be stated that the data in the research are relevant.

6. Composite reliability

Table 7: Cronbach's Alpha Reliability Test Results

Variable	Cronbach's Alpha
E-Service Quality	0.965
E-Trust	0.857
E-WOM	0.930
Purchase Decision	0.979

Source: Primary data processed in 2022

Based on the table above, it can be shown that all Cronbach's alpha numbers for each variable are greater than 0.7. Thus it can be stated that the data in the research are reliable.

Table 8: Composite reliability test results

Variable	Composite Reliability
E-Service Quality	0.975
E-Trust	0.915
E-WOM	0.955
Purchase Decision	0.984

Source: Primary data processed in 2022

Based on the table above, it can be shown that all Composite reliability numbers for each variable are greater than 0.7. Thus it can be stated that the data in the research are reliable.
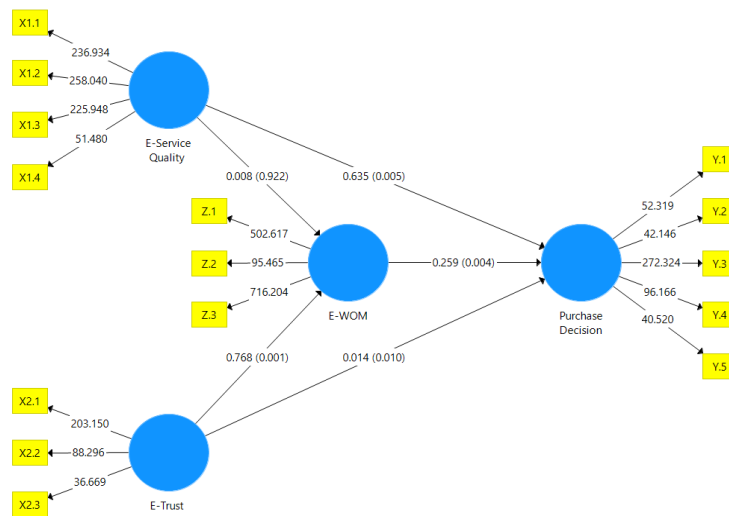
7. Measurement Model (Inner model)

Figure 2: Inner Model
Source: Primary data processed in 2022

8. R-Square

Table 9: R-square test results

Variable	R Square	R Square Adjusted
E-WOM	0.600	0.590
Purchase Decision	0.690	0.679

Source: Primary data processed in 2022

Based on the table above, the R-square number for the variable e-service quality and e-trust to e-WOM is 0.600, including the size showing the size of something that

makes up 0.600 x 100% = 60.0%. The R-square number for the purchase decision's e-service quality and e-trust variables is 0.690, including those showing a significant something that makes up 0.690 x 100% = 69.0%.

9. F-Square

Table 10: F-square test results

Variable	E-Service Quality	E-Trust	E-WOM	Purchase Decision
E-Service Quality			0,000	0,509
E-Trust			0,577	0,000
E-WOM				0,087
Purchase Decision				

Source: Primary data processed in 2022

Based on the table above, the number of F squares strongly influencing the size of F square > 0.35 shapes E-service quality on purchasing decisions and things that shape E-trust for E-WOM. None had a moderate effect with F-Squared between 0.35 and > 0.15. Something that makes a small E-WOM buying decision because the F-squared number is in the range of 0.02 to 0.15. Meanwhile, what is ignored is what shapes the quality of E-service to E-vom and what shapes E-trust to purchasing decisions because it has an f-squared value <0.02.

10. Q-Square

The Q-square number (Q2) > 0 indicates that the observed numbers have been reconstructed well together, whereas if the Q-square number (Q2) < 0 indicates no predictive relevance. The Q-square calculation can be shown for the following:

$$Q^2 = 1 - [(1-R_1^2)(1-R_2^2)]$$

$$Q^2 = 1 - [(1-0,600)(1-0,690)]$$

$$Q^2 = 1 - [(0,400)(0,310)]$$

$$Q^2 = 1 - (0,124)$$

$$Q^2 = 0,876$$

Based on the calculation of the Q-square number of 0.876, more than 0, it can be concluded that the model has a predictive relevance number or a fair model is said to have a relevant predictive value.

11. The Effect of E-Service Quality on Purchase Decision

Based on the results of data analysis, it was obtained that the p-value of the variable quality of e-services on purchasing decisions was 0.005, equivalent to a significant number of 0.05. The p-value <significant (0.005 <0.05) with a beta number of 0.635 and a t statistic of 14.377 is the same as a t table (1.96). Because the number of t-statistics > t-value (14.377 > 1.96), it can be concluded that the quality of e-services obtains something that positively influences purchasing decisions. Therefore, the hypothesis is accepted. It means that if the rate of e-service increases, the purchasing decision will increase. Meanwhile, if the quality of e-services decreases, purchasing decisions will decrease.

Service quality is indeed one of the essential factors for the sustainability of a sale. According to marketing theory (Kotler & Keller, 2016), service quality is an important aspect of increasing the marketing strategy's success so that the desired result is an increase in sales and purchase decisions by customers. The results of this study

align with research conducted by Fitriani & Soedarmadi (2019), Tantri et al. (2020) that the quality of e-services positively influences purchasing decisions.

12. Effect of E-Trust to Purchase Decision
Based on the results of data analysis, the p-value of the e-trust variable on purchasing decisions is 0.010, the same as a significant number of 0.05. The p-value is 0.010(<0.05). The beta number of 0.014 and a t-statistic number of 10.150 is the same as a t-table of 1.96. The t-statistic > t-value (10.150 > 1.96) means that e-trust gets something positive on purchasing decisions. Therefore, the hypothesis is accepted. It implies that e-trust will increase when purchasing decisions increase later. Whereas when e-trust decreases, purchasing decisions will decrease.

E-trust certainly plays a significant role in increasing purchasing decisions. Trust is the key to maintaining business continuity, a mainly digital business flooded with attractive offers that require a lot of customer trust. This study's results align with research (Hakim et al., 2021) shows that e-trust has something that positively influences purchasing decisions.

13. The Effect of E-WOM to Purchase Decision
Based on the results of data analysis, it was obtained that the p e-WOM value of the purchasing decision variable was 0.004, corresponding to a significant number of 0.05. Because the p-value <significant (0.004<0.05) with a beta number of 0.259 and a t-statistic of 15.665 is equivalent to a t-table of 1.96. Because the t-statistic > t-value (15.665 > 1.96), it can be concluded that e-WOMen get something that positively affects purchasing decisions. Therefore, the hypothesis is accepted. It means that when e-WOM increases, purchasing decisions will increase. Whereas when e-WOM decreases, purchasing decisions will decrease.

E-WOM is one of the results of implementing a digital marketing strategy. The better the e-WOM obtained can show that product purchasing decisions are carried out in good faith. One form of eWOM in digital marketing is product reviews from customers who have purchased the product. Good reviews indicate the potential for more buying decisions. The results of this study are in line with research by Yohansyah & Rodhiah (2022), which shows that e-WOM has a positive effect on purchasing decisions

14. The Effect of E-Service Quality on E-WOM
Based on the results of data analysis, the variable p-value for e-service quality for e-wives was 0.922, corresponding to a significant figure of 0.05. The p-value > significant (0.922 <0.05) with a beta number of 0.008 and a t-statistic of 0.110 corresponds to a t-table of 1.96. Because the t-statistic < t-value (0.110 < 1.96), it can be concluded that the quality of e-services does not get anything positive for E-WOM. Therefore the hypothesis is rejected. It means that the quality of e-services has no significant effect on e-wife.

Service quality has a linear relationship with e-WOM. It is because e-WOM provided by customers for a product or brand will follow the quality of service they receive. However, in reality, purchases via offline shopping at lower prices make customers not care about the seller's favor. However, customers prioritize product quality so that the seller's service does not affect e-WOM. The results of this study do not agree with research by (Watu et al., 2021), which shows that e-service quality has something positive for e-WOM.

15. The Effect E-Trust on E-WOM

Based on the results of data analysis, the p-value of the e-trust variable to E-WOM is 0.001, corresponding to a significant figure of 0.05. Because the p-value <significant (0.001<0.05) with a beta number of 0.768 and a t-statistic number of 41.621 corresponds to a t-table of 1.96. Because of the t-statistic > t-value (41,621 > 1.96), e-trust gets something positive for e-WOMen. Therefore, the hypothesis is accepted. It means that if e-trust increases, E-WOM will also increase. Whereas if e-trust decreases, e-wife will decrease.

Trust is an essential factor that can move customers to give positive reviews about a brand or product. The more customers who believe in the number of e-WOM with technology products will be better and increase. This study's results align with research by Yohansyah & Rodhiah (2022), which states that e-trust has gained something positive for e-WOM.

The Effect of E-Service Quality on Purchase Decision with E-WOM as Mediation

Based on the results of data analysis, it was obtained that the p-value of the e-service quality variable on purchasing decisions via E-WOM was 0.952, corresponding to a significant figure of 0.05. The p-value > significant (0.952 > 0.05) with a positive beta number of 0.002 and a t-statistic of 0.068 corresponds to a t-table of 1.96. T-statistics < t-value (0.068 < 1.96). It can be concluded that e-WOM cannot mediate anything, which is electronic service quality in purchasing decisions. Therefore, the hypothesis is rejected. It means that e-WOM does not significantly impact everything from e-service quality to purchase decisions.

Good service quality certainly affects customer memory of a transaction. However, customers who make purchases on offline media, especially live streaming, are dominated by customers looking for goods at lower prices compared to buying offline or offline in general. Service and e-WOM, which is quite good but not supported by price, do not affect purchasing decisions. The results of this study do not agree with research by (Bismala, 2022) which shows that customer satisfaction produces good e-WOM and can improve purchasing decisions.Sesuatu yang membentuk E-Trust kepada Purchase Decision bersama E-WOM untuk pemediasi

g. The Effect of E-Trust on Purchase Decision with E-WOM as Mediation

Based on the results of data analysis, the p-value of the e-trust variable for making decisions by E-WOM is 0.012, equivalent to a significant figure of 0.05. The p-value <significant (0.012 <0.05) with a positive beta number of 0.199 and a t statistic score of 8.877 is equivalent to a t table of 1.96. Because t-statistic > t-value (8.877 > 1.96) it can be concluded that e-WOM can mediate something that forms e-trust in purchasing decisions. Therefore, the hypothesis is accepted. It means that e-wife will increase if something that becomes e-trust for purchasing decisions increases.

Customer trust and willingness to provide positive reviews have a linear relationship. The higher the belief in a company, the more positive attitude of customers towards the company will increase. It can improve consumer purchasing decisions. This study's results align with research conducted by Hakim et al. (2021), which shows that e-trust can be an intervening variable for something that shapes e-WOM purchasing decisions.

E. CONCLUSION

Based on the research analysis and results, there are several conclusions from this study. The quality of e-service has a positive effect on purchasing decisions in e-

commerce live streaming. If the quality of e-service increases, purchasing decisions on e-commerce live streaming will increase. Meanwhile, if the quality of e-service decreases, the purchasing decision on e-commerce live streaming will decrease.

E-trust positively influences purchasing decisions in e-commerce live streaming. If e-trust increases, purchasing decisions on e-commerce live streaming will increase later. Meanwhile, if e-trust decreases, purchasing decisions on e-commerce live streaming will decrease.

E-WOM positively influences purchasing decisions in e-commerce live streams. If E-WOM increases, purchasing decisions on e-commerce live streaming will increase later. Meanwhile, if E-WOM decreases, purchasing decisions on e-commerce live streaming will decrease.

E-service quality has no significant effect on E-WOM in e-commerce live streaming. E-trust has a positive effect on e-WOM in e-commerce live streaming. It means e-trust will increase if e-WOM on e-commerce live streaming increases later. Meanwhile, if e-trust decreases, e-WOM in e-commerce live streaming will further decrease.

E-WOM cannot mediate electronic service quality for purchase decisions on e-commerce live streams. It means that e-WOM does not significantly affect anything that creates e-service quality on purchasing decisions in e-commerce live streaming.

E-WOM can mediate e-trust for purchasing decisions in e-commerce live streaming. It means that e-WOM will increase if something that forms e-trust for purchasing decisions in e-commerce live streaming will also increase later.

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