

The Role of Customer Trust In Mediating The Effect of E-WOM and Product Quality on Purchasing Decisions at The Coffee Shop in Denpasar City

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui peran kepercayaan pelanggan dalam memediasi pengaruh e-wom dan kualitas produk terhadap keputusan pembelian pada Coffee Shop di Kota Denpasar. Penelitian ini menggunakan kuesioner yang dilakukan secara sistematis sesuai dengan tujuan penelitian. Subjek penelitian ini adalah konsumen Coffee Shop di Kota Denpasar dengan jumlah responden sebanyak 90 orang. Penelitian ini menggunakan skala likert untuk mengukur variabel dalam menguji variabel validitas dan reliabilitas. Penelitian ini menggunakan SEM berbasis PLS sebagai alat analisis. Hasil penelitian menemukan bahwa E-WOM berpengaruh positif dan signifikan terhadap keputusan pembelian pelanggan. Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian pelanggan. E-WOM berpengaruh positif dan signifikan terhadap kepercayaan pelanggan. Kualitas produk berpengaruh positif dan signifikan terhadap kepercayaan pelanggan. Kepercayaan pelanggan berpengaruh positif dan signifikan terhadap keputusan pembelian pelanggan. Kepercayaan pelanggan mampu memediasi hubungan e-WOM dengan keputusan pembelian pelanggan. Kepercayaan pelanggan tidak mampu memediasi hubungan kualitas produk dengan keputusan pembelian pelanggan pada coffee shop di Kota Denpasar.

Kata kunci : E-Wom, Kualitas Produk, Kepercayaan Pelanggan, Keputusan Pembelian.

Abstract

The purpose of this study was to determine the role of customer trust in mediating the effect of e-wom and product quality on purchasing decisions at the Coffee Shop in Denpasar City. This study used a questionnaire which was carried out systematically in accordance with the research objectives. The subjects of this study were coffee shop consumers in Denpasar City with a total of 90 respondents. This study uses a Likert scale to measure variables in testing the validity and reliability variables. This research uses PLS-based SEM as an analytical tool. The results of the study found that E-WOM had a positive and significant effect on customer purchasing decisions. Product quality has a positive and significant effect on customer purchasing decisions. E-WOM has a positive and significant effect on customer trust. Product quality has a positive and significant effect on customer trust. Customer trust has a positive and significant effect on customer purchasing decisions. Customer trust is able to mediate e-WOM relationships with customer purchasing decisions. Customer trust is unable to mediate the relationship between product quality and customer purchasing decisions at coffee shops in Denpasar City.

Keywords: *E-Wom, Product Quality, Customer Trust, Purchase Decision.*

INTRODUCTION

The business world continues to grow rapidly in line with the development of the globalization era. Businesspeople are competing with each other in marketing the products they offer in order to meet the needs and desires of consumers, Wibowo, et al. (2021). If consumers get what they want and need, then consumers will decide to make a purchase. According to Yusuf (2021), purchasing decisions are thoughts where individuals evaluate various choices and make choices on a product from the many choices available. A person's purchase decision can occur if offers or promotions made by business actors or by consumers through reviews or other fees can attract consumer interest. With the current trend where all things done by someone will be uploaded on social media, one of them is that there are many reviews or comments of consumers who have shopped at the coffee shop so that other consumers will feel interested and curious about the truth of the upload or those comments. This will trigger the occurrence of Electronic Word Of Mouth.

e-WOM is different from traditional WOM. According to Kotler and Armstrong (2018) the difference between WOM and e-WOM can be distinguished based on the media used, the use of traditional WOM is more face-to-face while the Electronic Word Of Mouth (e-WOM) can be in the form of advertising promotions or reviews someone's comments or someone's photo uploads through social media. In addition to e-WOM, one's purchase decision can also occur if the quality of the product offered is good or in accordance with the wishes and needs of consumers. Quality products are products received by customers in accordance with customer needs and desires. According to Astuti & Nurhafifah (2020), Product Quality is everything that we can offer to be noticed, can be used, purchased, and can also be consumed by consumers. Therefore, companies must understand what the needs and desires of consumers are. If the customer gets a good impression when they first visit with satisfactory product quality and with e-WOM that is also acceptable to the customer, then the company manages to build trust so that purchasing decisions can occur.

Consumer trust is also called Customer Trust which means confidence that someone will get what is expected of others. Trust is also a foundation of business. According to Kotler & Keller (2012), trust is a company's willingness to rely on business partners. There is trust that is built when customers have confidence in the reliability and integrity of service providers. If the customer already trusts, it is very beneficial for the seller not just the customer. Customers will decide to buy it again and not even a few will invite other customers to visit. So it was decided to use the Customer Trust variable as mediation. This is because trust can guarantee someone that they will accept what is expected in conducting a transaction relationship based on a belief, which is to fulfill all their obligations properly as expected.

Competition in the business world today has been colored by increasingly fierce competition, this is due to the current globalization that is increasingly wide open for businesspeople. Businesspeople, especially the food services business, consider the coffee shop business to always be developed. Currently, Indonesian people are more likely to spend their free time socializing and visiting unique places by relaxing at their favorite café or coffee shop Hasanah, et al. (2020). Coffee Shop is a café that serves various types of coffee formulated by a barista or someone in charge of making coffee

in the coffee shop. With a comfortable coffee shop atmosphere, diverse menu choices at affordable prices and attractive facilities are certainly reasons for people to choose coffee shops as a place to refresh, hang out, and gather with friends or relatives, or even do college assignments.

In Bali, especially in Denpasar City, there are many coffee shops with various concepts and distinctive menus. Denpasar City is the capital city of Bali Province which is very densely populated with various activities and high mobility which makes this area very appropriate to open a coffee shop business. The strategic location in an environment with many schools, campuses, and offices makes it easy for students, students, office workers, and the surrounding community who need a place to relieve fatigue after doing activities usually filled with relaxing eating, drinking, or just gathering and chatting with relatives or friends of the community. For students, students, and office workers often visit coffee shops to complete their tasks and office work while enjoying coffee a comfortable coffee shop atmosphere will make them fresh, relaxed, and comfortable completing tasks.

This encourages coffee shop business owners more encouraged in bringing customers. Efforts to bring customers and retain customers, namely by cultivating buying interest and ultimately making buying decisions, is not easy. The process of making purchasing decisions for each person is the same, the difference is that the decision-making process is colored by personality traits, age, income, and lifestyle or tastes because everyone has different tastes. So the right strategy to be able to cause consumer purchasing decisions is Electronic Word of Mouth and Product Quality, through Customer Trust mediation.

Empirical studies on the relationship of e-WOM to purchasing decisions by Dewi & Sudiksa (2019), Ardiyanti. et al. (2022), Trisnawati, et al. (2022), Romadhoni, et al. (2023), and Gunawan & Mamoto (2023) suggest that e-WOM has a positive and significant effect on purchasing decisions. This is different from research by Sri Wilujeng (2019) which suggests that e-WOM is able to influence purchasing decisions positively but not significantly. Research with different results was also conducted by Rumasukun et al. (2022), Wijaya et al. (2022), and Slamet et al. (2022) who stated that e-WOM did not have a significant effect on purchasing decisions.

An empirical study on the relationship between product quality and purchasing decisions by Yogi et al. (2019), Sari and Prihartono (2021), Maryati & M.Khoiri (2022), Riny et al. (2022), and Trisnawati et al. (2022) stated that product quality has a positive and significant effect on purchasing decisions. This is different from research by Teguh Santosa (2019), Nadiya & Wahyuningsih (2020), Siti et al. (2020), and Nita (2020) stating that product quality has no effect and is not significant on purchasing decisions. And research from Maiza et al. (2022) suggests that product quality partially has a negative and insignificant effect on purchasing decisions.

An empirical study on the relationship between e-WOM and customer trust by Tafiprios (2021), Muh Rifki (2021), Ilham alim & Ali (2021), Hakim et al (2021), and Mukhsin (2022) stated that e-WOM has a significant positive influence on trust. This is different from research by Yulianto & Soesanto (2019), Shidqi et al (2019), Rosiana Ulfa (2021), and Wijaya et al (2022) stating that e-WOM has no significant effect on trust.

Empirical studies on the relationship between product quality and customer trust by Pinaria et al (2018), Simarmata et al (2021), Irdha et al (2021), and Mertha & Respati (2022) suggest that product quality has a positive and significant effect on

consumer confidence. An empirical study on customer trust relationships on purchasing decisions by Dede Solihin (2020), Agus et al (2020), Laelatul & Gunandi (2022), Anggi (2023), and Sofyan et al (2023) stated that trust has a positive and significant influence on purchasing decisions. This is different from research by Ayuningtiyas & Gunawan (2018) and Muslimah et al (2021), which suggests that trust has a partial insignificant effect on purchasing decisions. In contrast to research by Mela et al. (2019) and Fendira Lutfianisa et al. (2021), trust has a significant effect on purchasing decisions.

An empirical study on the relationship of e-WOM to purchasing decisions through customer trust by Yuliantini et al. (2021), Hakim et al. (2021), and Nur & Octavia (2022) stated that consumer confidence is able to mediate the influence of e-WOM on purchasing decisions. This is different from research by Lukiyana & Rosiva (2022) suggesting that trust cannot mediate the influence of e-WOM on purchasing decisions. An empirical study on the relationship between product quality and purchasing decisions through customer trust by Siamarta et al. (2021), Ernawa (2022), and Febri et al. (2023) stated that trust is proven to be able to mediate the relationship between product quality and purchasing decisions. This is different from research by Cici et al. (2020), and Lukiyana & Rosiva (2022) suggesting that trust cannot mediate the effect of product quality on purchasing decisions.

Based on the background exposure above, the independent variables studied are electronic word of mouth and product quality are examined for their influence on consumer purchasing decisions, and Customer Trust as mediation variables. Reinforced by the findings of gap research, where similar studies are found with different or inconsistent results. The author is interested in conducting a study entitled: "The Role of Customer Trust Mediating the Influence of E-WOM and Product Quality on Purchasing Decisions at Denpasar City Coffee Shop"

CONCEPTUAL AND HYPOTHETICAL

Purchasing Decision

According to Firmansyah (2019), Purchasing Decision is a problem-solving activity carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and is considered the most appropriate action in buying by first going through the stages of the decision-making process. According to Tanady & Fuad (2020), consumer purchasing decisions are influenced by how a purchase decision-making process is carried out. According to Yusuf (2021), purchasing decisions are a thought in which individuals evaluate various choices and make choices on a product from many choices. According to Aditya & and; Krisna (2021), a Purchasing Decision is an attitude that can be considered to buy products or not goods and services. According to Bafadhal Samira Aniesa (2020), a Purchase Decision is a consumer decision about what to buy, how much to buy, and how to make a purchase to be made. So it can be concluded a purchase Decision is a decision-making process carried out by consumers to use a good or service that involves a consideration process such as what product or service to buy and its quality, how much, and how to buy the goods or services. Buchari (2018) put forward indicators to measure Purchasing Decisions as follows:

1. Technology

Technological development increasingly opens the path of information to become increasingly complex, including in terms of making consumer purchase decisions

through extracting digital information as a trusted reference source. It can even be a source of inspiration.

2. Product

Consumers can decide to buy a product from a product as well as the alternatives they consider. For example: the needs of a product, the diversity of product variants, and product quality.

3. Price

Price is one of the marketing mixes often used by companies in persuading consumers to use their products. Indonesian consumers are currently price-sensitive.

4. Location

Determining the right location for the company can make the Company operate efficiently and achieve the targets that have been set.

5. Promotion

Promotion is one of the important marketing activities for companies in an effort to maintain continuity and improve sales quality, to increase marketing activities in terms of marketing goods or services from a company.

Electronic Word Of Mouth (e-WOM)

According to Kotler and Armstrong (2018: 515), electronic word of mouth (e-WOM) is the internet version of word-of-mouth advertising. Electronic word of mouth (e-WOM) can be in the form of websites, advertisements mobile online applications, online videos, emails, blogs, and other marketing events that are so interesting that consumers are interested in sharing them with others. Electronic Word of Mouth is a review website identified as the second most frequently used source of information to recommend products and services. Therefore, service providers are starting to utilize online consumer reviews also known as electronic word of mouth (e-WOM), as a marketing tool by inviting consumers to post their personal experiences to others Yang et al., (2018). Based on the opinions that have been conveyed, it can be concluded that e-WOM is a statement that contains opinions or reviews briefly, concisely, and permanently through the assessment features (forums) that have been provided, both positive and negative on a product or service provided by consumers after experiencing the product or service they have consumed. According to Ali (2020), there are several indicators in Electronic word of mouth (e-WOM), as follows:

1. Intensity

The intensity of electronic word of mouth is the number of opinions or comments written by consumers on social media such as:

- a. The frequency of accessing information from social media
- b. Frequency of interaction with social media users
- c. The number of reviews written by social media users

2. Content

Content is the information content of social networking sites relating to products and services. Indicators of the content include:

- a. Product selection information
- b. Product quality information
- c. Information about prices offered

d. Information regarding the security of transactions and internet networking sites is provided.

3. Positive Opinions

Positive opinions occur when good news testimonials and endorsements are desired by the company.

1. Positive comments from social media users.

2. Recommendations from social media users.

4. Negative Opinions

Negative opinions are negative consumer comments about products, services, and brands.

1. Negative comments from social media users.

2. Talk negative things to others from social media users.

Product Quality

Quality is the most important concept in creating a product. Quality products are products received by customers in accordance with customer needs and desires. According to Ely (2021), Product Quality is a totality that has the characteristics of products or services that can have the ability to meet needs that will be expressed implicitly. According to Rusmawan (2018) states that one of the quality products that can show a size that can be durable in order to trust our products. We can see in terms of marketing a quality measure in various perceptions of a buyer what the quality and quality of the product is. It can be interpreted that the quality of a product is the ability that can be assessed by a product to carry out its function, which is a combination of durability, reliability, accuracy, ease of maintenance, and other attributes of a product. In terms of marketers, quality must be measured from the point of view and the buyer's response to quality itself. In this case, personal tastes greatly influence. Therefore, in general, in managing product quality, it must be in accordance with the expected usability. A number of indicators have been proposed to measure product quality by Asman Nasir (2021):

1. Product

Products in how long the use of products that we can use as product improvements are performance, which is something related to the quality of goods that can describe how the actual situation or whether the way of service is good or not.

2. Range and Type Of Features

An existence related to a function exists from products or customers who often shop for products that have the privileges or abilities that a product and service will have.

3. Reliability or Durability

It is an existence related to reliability required.

4. Sensory Characteristic

Explain the appearance, pattern, attractiveness, and variety of a product and also some factors that can be an important quality in an aspect.

5. Ethical Profile and Image

Relating to the presence of the lion's share of a buyer's impression of a product and the company's services.

Customer Trust

Trust is the belief that a person will receive what is expected of others. Trust involves a person's willingness to behave in a certain way because they believe that their partner will deliver what they expect, and the expectation that a person usually has that other person's words, promises, or statements can be trusted. According to Kotler & Keller, (2016), trust is a company's willingness to trust its business partners. According to Suprpto & Azizi (2020), trust is consumer knowledge about an object and its benefits from a good or service. Building trust is crucial because trust is key to a brand's long-term survival. Customer trust is the result of a long process. When customer trust has been established between customers and companies, building partnership relationships becomes easier (Nurhanah et al., 2019). Based on the explanation above, the hypotheses proposed in the study are as follows:

- H₁ : Electronic Word of Mouth has a positive and significant influence on Purchasing Decisions.
- H₂ : Product Quality has a positive and significant influence on Purchasing Decisions.
- H₃ : Electronic Word of Mouth has a positive and significant effect on Customer Trust.
- H₄ : Product Quality has a positive and significant effect on Customer Trust.
- H₅ : Customer Trust has a positive and significant influence on Purchasing Decisions.
- H₆ : Electronic Word of Mouth has a positive and significant influence on Purchasing Decisions through Customer Trust.
- H₇ : Product Quality has a positive and significant influence on Purchasing Decisions through Customer Trust.

RESEARCH METHOD

This research was conducted in a coffee shop in Denpasar City, where the majority of people in Denpasar City currently choose coffee shops as a place to unwind or to complete work and coursework for students. Thus, Denpasar City is the right area to observe consumer purchasing behavior in order to obtain an accurate and comprehensive picture of consumer Purchase Decision behavior in developing culinary businesses, especially coffee shops. The determination of the number of samples in this study using representatives according to Hair et al (2010) depends on the number of indicators multiplied by 5 to 10. In this study using $n \times 5$. The number of questions is as many as 22 question items used to measure 4 variables. Providing a list of questions or written statements for respondents to reply to is an example of a questionnaire data collection method (Sugiyono, 2010, p. 193). The data collection method is carried out by accidental sampling method:

1. Respondents were given a link to the questionnaire for the distribution of Google forms through Internet media,
2. Sample filling out the questionnaire
3. After the respondents fill in then the answers are directly connected to Google Drive which will then be tabulated, processed, analyzed, and concluded.

The determination of the data scale used to measure variables in this study is the Likert scale. The Likert scale is a tool for measuring the attitudes, argumentations, and perceptions of a person or group of people towards social phenomena that have been specifically and detailed by researchers. This is hereinafter referred to as a research variable (Sugiyono, 2011). The Likert scale in this study is to give a score to the items stated in the alternative answer, namely (Sugiyono, 2010).

RESULT AND DISCUSSION

The Influence of Electronic Word of Mouth on Purchasing Decisions

The results of electronic word-of-mouth calculations on purchasing decisions show that electronic word-of-mouth has a positive and significant effect on the purchasing decisions of Denpasar City coffee shop customers. The results indicate that the better the electronic word of mouth, the higher the purchase decision, and vice versa, the worse the electronic word of mouth, the lower the purchase decision. This result is in line with research conducted by Dewi & Sudiksa (2019) stating that e-WOM has a positive and significant effect on Maybelline product purchasing decisions in Denpasar City. Ardiyanti et al (2022) stated that e-WOM has a positive and significant effect on the purchase decision of Bowongso Coffee in Wonosobo Regency. Trisnawati et al (2022) stated that e-WOM has a positive and significant effect on Shopee's product purchase decisions. Romadhoni et al (2023) stated that e-WOM has a positive and significant effect on Zoya's hijab product purchase decisions. Gunawan & Mamoto (2023) stated that e-WOM has a positive and significant effect on online skincare purchasing decisions at Lazada. The implementation of good e-WOM will benefit companies in business competition in this modern era, every company must be responsive to changes made by competing companies. So the aspects that need to be considered to improve e-WOM are providing the best service such as providing customer service for 24 hours non-stop through various channels, for example, call center services, live chat, or discussion channels on direct message social media, and using influencer services. Because it is undeniable that the development of social media is also followed by the development of digital influencers so that to expand marketing reach to customers, as a manager/owner of a coffee shop can work with influencers who have a good reputation, qualified abilities, and customer demographics that match coffee shop products. Using the services of influencers for an e-WOM strategy can also help the business branding process.

The Effect of Product Quality on Purchasing Decisions

The results of the calculation of product quality on purchasing decisions show that product quality has a positive and significant effect on the purchasing decisions of Denpasar City coffee shop customers. The results indicate that the better the product quality, the higher the purchase decision, and vice versa, the worse the product quality, the lower the purchase decision.

This result is in line with research conducted by Yogi et al. (2019) stating that product quality has a positive and significant effect on Honda motorcycle purchase decisions in students majoring in management. Sari and Prihartono (2021) stated that product quality has a positive and significant effect on customers' purchasing decisions for rise bed linen products. Maryanti & M. Khor (2022) stated that product quality has a positive and significant effect on the purchase decision of the Time Universe Studio online store. Riny et al (2022) stated that product quality has a positive

and significant effect on purchasing decisions at PT Batam Bangun Prahtama. Trisnawati et al (2022) stated that product quality has a positive and significant effect on Shopee's product purchase decisions. Product quality has an important role in influencing consumers in making purchasing decisions. So coffee shop managers/owners must always pay attention to product quality in order to remain quality in accordance with the standards in the coffee shop. There are aspects that must be considered in improving product quality such as managers/coffee shops monitoring every week and also providing various variants of various products.

The Effect of Elektronik Word of Mouth on Customer Trust

The results of the calculation of e-WOM on customer trust, show that e-WOM has a positive and significant effect on the customer trust of coffee shop customers in Denpasar City. The results indicate that the better the e-WOM, the higher the customer trust, and vice versa, the worse the e-WOM, the lower the customer trust. This is in line with research conducted by Ashari & Tafiprios (2021) stating that e-WOM has a significant positive influence on customer trust in Matahari.com. Muh Rifki (2021) stated that e-WOM has a significant positive influence on customer trust in Oyorooms users. Ilham, Alim & Ali (2021) stated that e-WOM has a significant positive influence on customer trust in Shopee online shopping. Hakim et al. (2021) stated that e-WOM has a significant positive influence on customer trust on Instagram. Mukhsin (2022) stated that e-WOM has a significant positive influence on customer trust at Al-Mizan Islamic Boarding School. If the factors forming e-WOM in all coffee shop customers can be improved, it will be able to make a significant contribution to increasing customer confidence to buy products at the coffee shop.

The Effect of Product Quality on Customer Trust

The results of the calculation of product quality on customer trust, show that product quality has a positive and significant effect on customer trust of Denpasar City coffee shop customers. The results indicate that the better the product quality, the higher the customer trust, and vice versa, the worse the product quality, the lower the customer trust. This is in line with research conducted by Pinaria et al. (2018) stating that product quality has a positive and significant effect on Starbucks consumer confidence. Irdha et al. (2021) stated that product quality has a positive and significant effect on consumer confidence in Erha Skin Padang. Simarmata et al. (2021) stated that product quality has a positive and significant effect on consumer confidence in Sultan Ageng Tirtayasa University Students. Mertha & Respati (2022) stated that product quality has a positive and significant effect on customer confidence in Finns VIP Beach Club Canggu. The quality of a product certainly cannot be separated from the process. If the quality of the product has not been carried out properly, it means that it is necessary to evaluate from the beginning and immediately correct the error. Coffee shop managers/owners can start by checking the system, or try to reduce or add several stages in the manufacturing process and not infrequently the quality of the product is not only determined by the product itself but also related to product stock availability. In the world of marketing, it is important to always meet market demand. Usually, the quality of the product is not only determined by tangible features but also by intangible elements such as the pride felt by the owner when getting the product. Therefore, it is important to manage demand to encourage higher perceptions in the minds of customers so that later customer trust in the coffee shop will increase.

The Influence of Customer Trust on Purchasing Decisions

The results of customer trust calculations on purchasing decisions show that customer trust has a positive and significant influence on the purchasing decisions of Denpasar City coffee shop customers. The results indicate that the better the sense of customer trust, the higher the purchase decision, and vice versa, the worse the customer trust, the lower the purchase decision. This is in line with research conducted by Dede Solihin (2020) stating that trust has a positive and significant influence on purchasing decisions at the Mikaylaku online shop. Agus et al. (2020) stated that trust has a positive and significant influence on purchasing decisions in E-Commerce. Laelatul & Gunandi (2022) stated that trust has a positive and significant influence on purchasing decisions in Shopee users. Anggi (2023) stated that trust has a positive and significant influence on the purchase decision of the Rionyx Shop online store. Sofyan et al (2023) stated that trust has a positive and significant influence on purchasing decisions on Xiaomi Smartphones in the Special Region of Yogyakarta. In making purchasing decisions, there is customer trust in the products sold by the coffee shop. The aspects that can increase customer trust such as being active on social media can help increase business popularity, increase more followers, to make social media followers feel the presence of the business being managed. The more often a person is posted on a social media page, the faster that trust is formed. Content can be interactions with social media followers, posting photos and videos, or updating followers' feeds with useful news and information. Therefore, it is important to continue to be actively involved and present on social media platforms continuously.

The role of Customer Trust mediates the influence of Electronic Word of Mouth on Purchasing Decisions

Based on the results of the study, it is known that customer trust perfectly mediates the influence of e-WOM on the purchase decision of the Denpasar City coffee shop. This means that customer trust perfectly explains e-WOM to the purchase decision of the Denpasar City coffee shop. So that the existence of a good e-WOM such as intensity, content, positive opinions, and negative opinions have been handled properly will increase the sense of trust of customers, and of course, with this trust, the purchase decision will increase. The role of mediation is to identify and explain the mechanism or process underlying the relationship between the independent variable and the dependent variable through the inclusion of a third hypothetical variable, known as the mediator variable (intervention variable). Thus, the mediator variable serves to clarify the nature of the relationship between the independent and dependent variables. This means that customer trust explains as a whole that e-WOM affects purchasing decisions.

The results of this study are in line with research conducted by Yuliantini et al. (2021) stating that consumer confidence is positively and significantly able to mediate the influence of e-WOM on Lazada.co.id purchasing decisions in Semarang. Hakim et al. (2021) stated that consumer confidence was positively and significantly able to mediate the influence of e-WOM on purchase decisions on Instagram. Taufiq et al. (2022) stated that consumer confidence is positively and significantly able to mediate the influence of e-WOM on purchasing decisions in Shopee application users. Nur & Octavia (2022) stated that consumer confidence is positively and significantly able to mediate the influence of e-WOM on purchasing decisions in the Shopee marketplace in Jambi City.

The role of Customer Trust mediates the influence of Product Quality on Purchasing Decisions

Based on the results of the study, it is known that customer trust is unable to mediate the influence of product quality on the purchase decision of Denpasar City coffee shop. This means that to make a purchase decision for a product, you can immediately see the quality of a product without looking at consumer confidence. This result is in accordance with research (Lukiyana & Rosiva, 2022) which states trust does not mediate the effect of product quality on consumer purchase intent. The findings of this study are supported by the empirical fact that based on the characteristics of respondents, the majority of respondents are those who have private employees, self-employed people, civil servants, and others. Where respondents who have earned and in shopping prioritize the attractiveness of the product, namely the brand rather than the benefits of the product. This causes trust to be unable to have a strengthening effect on product quality in purchasing decisions.

CONCLUSION

Based on the description and results of the research analysis, several conclusions and suggestions can be put forward as follows:

1. E-WOM has a positive and significant effect on the purchasing decisions of coffee shop customers in Denpasar City, meaning that the better the implementation of e-WOM carried out by coffee shops, the purchasing decisions of coffee shop customers will increase.
2. Product quality has a positive and significant effect on the purchasing decisions of coffee shop customers in Denpasar City, meaning that the better application of product quality will be able to improve the purchasing decisions of coffee shop customers. Thus the market share of a company can expand.
3. E-WOM has a positive and significant effect on customer trust, meaning that the more positive e-WOM will be able to increase the trust of coffee shop customers. On the positive, it causes a coffee shop to compete with other competitors.
4. Product quality has a positive and significant effect on the customer trust of coffee shops in Denpasar City, meaning that better the application of product quality will be able to increase the trust of coffee shop customers.
5. Customer trust has a positive and significant influence on the purchasing decisions of coffee shop customers in Denpasar City, meaning that better customer trust in the coffee shop will be able to increase purchasing decisions at the coffee shop.
6. Customer trust is able to mediate the e-WOM relationship on customer purchasing decisions at Denpasar City coffee shops. This means that trust is a variable that can explain the relationship between e-WOM and purchasing decisions.

Customer trust is unable to mediate the relationship between product quality and customer purchasing decisions at Denpasar City coffee shops. This means that trust is a variable that cannot explain the relationship between product quality and purchasing decisions.

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