

THE INFLUENCE OF E-WOM AND E-SERVQUAL ON PURCHASE INTENTION: THE MEDIATING ROLE OF BRAND TRUST



Agustina¹

Universitas Nahdlatul Ulama, Yogyakarta, Indonesia
agustina.mnj22@student.unu-jogja.ac.id

Suhada²

Universitas Nahdlatul Ulama, Yogyakarta, Indonesia
suhada@unu-jogja.ac.id

Abstract

This study uses Rumah Undangan.id as a case study to examine the influence of e-WOM and e-servqual on purchase intention with brand trust as a mediating variable. Grounded in SET, this study explores how digital interactions and online service quality create perceived exchange value, strengthen consumer trust, and drive purchase intention. A quantitative approach with purposive sampling was employed. Data were collected from 196 respondents who purchased digital invitation products and had provided reviews. Data were gathered via online forms and analyzed using SEM-PLS methodology. Findings reveal that e-WOM significantly and positively affects both brand trust and purchase intention. Likewise, e-servqual has a substantial impact on trust and purchase intention. Trust in the brand plays a mediating role between e-WOM, e-servqual, and purchase intention, and it also has a favorable effect on consumers purchase intention. Limitations on generalizability, reliance on respondent perceptions, and the lack of control over other external factors are all aspects of this study that limit its utility. The study contributes theoretically by strengthening SET application in digital marketing contexts through integrating e-WOM, e-servqual, and brand trust. Practically, it offers insights for digital-based MSMEs to enhance consumer purchase intention by managing positive online reviews and improving e-servqual to build sustainable brand trust.

Keywords: E-Wom, E-Servqual, Brand Trust, Purchase Intention, SET

INTRODUCTION

Advances in digital technology have significantly changed the consumption patterns of the Indonesian people. An APJII report (2025) shows that 229.4 million people or 80.66% of Indonesians, are connected to the internet (Sari, 2025). While increasing internet penetration expands digital market opportunities, it also intensifies competition among online sellers and exposes consumers to abundant information sources, making purchase decisions increasingly dependent on trust and perceived service quality. This condition has encouraged an increase in online shopping activities on various marketplace platforms, including Shopee which is the e-commerce with the highest usage rate due to the ease of access and completeness of features (Mustika Asih, 2024). For digital MSMEs this shift in consumer behavior presents both significant opportunities and increasingly intense competitive challenges.

There is widespread agreement among digital marketers that e-WOM and e-servqual, or electronic service quality, play a significant role in influencing consumers' final purchase choices. The information provided by E-WOM is based on the verified experiences of other users. (Winarno & Indrawati, 2022). Meanwhile, e-servqual describes the quality of electronic services perceived by consumers during their interactions with the platform, including efficiency, fulfillment, security, and information quality. Both factors have the potential to build trust in the brand and increase purchase interest.

However, high internet penetration does not necessarily guarantee sustained purchase intention. Increased digital access exposes consumers to a wider range of alternatives, intensifies comparison behavior, and heightens sensitivity to online reviews and service experiences. In such competitive environments, mere platform presence is insufficient, psychological factors such as trust and perceived service quality become increasingly decisive.

This study focuses on Rumah Undangan.id, which uses one of the e-commerce platforms, Shopee. Despite operating within a rapidly growing digital market, the company experienced a decline in sales 24,154 orders in 2023 to 21,750 orders in 2024, or a 10% drop. This decline occurred even though product visibility, online reviews, and platform exposure remained relatively high. The phenomenon suggests that digital exposure alone is insufficient to maintain consumer purchase intention, especially for intangible products such as digital invitations, where perceived risk and trust play central roles.

Previous studies have provided substantial evidence supporting the positive role of e-WOM and e-servqual in influencing consumer behavior. Positive e-WOM functions as an informational cue that reduces perceived risk and enhances consumer confidence, thereby strengthening purchase intention. (Winarno & Indrawati, 2022). The availability of product review and rating features on several e-commerce sites related to product specifications will certainly greatly influence purchasing decisions (Aisyiyah & Indayani, 2023). Research Global (2024) found that e-WOM and brand trust positively and significantly influence purchase intention. Based on Hasan & Elviana (2023) e-WOM has a strong impact on purchasing tendencies and brand trust as an intermediary. E-servqual has a positive correlation with purchase interest (Ruanguptamanun & Peemancee, 2022; Wirawati et al., 2021). Furthermore, e-service quality also contributes positively to the product selection process (Kuswandi & Adialita, 2024). According to the findings Pradana et al.(2021) e-

WOM positively influences purchase intention with e-servqual as a moderating variable to strengthen it.

Despite extensive research on the influence of electronic word of mouth (e-WOM) and electronic service quality (e-servqual) on consumer behavior in digital marketplaces, several gaps remain. First, previous studies report inconsistent findings, T. I. W. Putri & Ayu (2023) demonstrated that trust did not mediate the link between e-WOM and purchase intention, while Devira (2023) discovered that e-WOM had no significant influence on purchase intention. Second, most prior research focuses on tangible products, while empirical studies examining intangible digital products, such as digital invitations, remain limited despite their higher perceived uncertainty. Third, many studies treat e-servqual as a single-dimensional construct, whereas the application of a second-order construct capturing multiple dimensions of digital service quality is still relatively limited, particularly in the context of digital MSMEs.

To address this gap, this study adopts Social Exchange Theory (SET) as its analytical foundation. SET posits that individuals maintain relationships when perceived benefits outweigh costs. In digital commerce, e-WOM can be interpreted as a social reward that reduces uncertainty, while e-servqual represents a functional reward that enhances transactional value. When consumers perceive these rewards positively, trust emerges as an exchange outcome, which subsequently encourages reciprocal behavior in the form of purchase intention.

This study also offers novelty through the use of a second-order construct model on the e-servqual variable, which includes five dimensions (efficiency, fulfillment, privacy, information quality, user friendliness). This approach provides a more comprehensive picture of digital service quality and is rarely used in digital SME research. Consumer behaviour in digital business contexts may be better explained by combining e-WOM, e-servqual, brand trust, and purchase intention all at once inside the SET framework. Thus, under the framework of digital MSMEs, this research seeks to understand how e-WOM and e-servqual impact purchase intention, with brand trust posited as a mediating variable.

REVIEW OF LITERATURE

Social Exchange Theory

Homans (1958), Blau (1964), and Emerson (1976) all contributed to what is known as Social Exchange Theory (SET), which posits that individuals form connections in order to trade advantages and disadvantages. In consumer behavior, this theory is used explain how individuals evaluate interactions and transactions as forms of value exchange (Roloff, 2016). In digital marketing environments, consumers assess online information, service experiences, and platform interactions to determine whether engaging with a particular seller provides sufficient benefits.

In online marketplaces, exchange relationships are often mediated by digital platforms and user generated content. Within this context, electronic word of mouth functions as a form of social exchange in which consumers share reviews, recommendations, and product experiences. Such information is often perceived as more credible than firm generated communication, thereby reducing uncertainty and perceived risk in online purchasing decisions.

Meanwhile, electronic service quality represents the functional dimension of value exchange through the efficiency, information quality, privacy, reliability and fulfillment of digital services (Ahmad & Zhang, 2020). Positive evaluations of these exchanges generate trust toward brand. When consumer perceive that both informational and service based exchange provide valuable benefits, trust is strengthened and may encourage reciprocal behavior in the form of purchase intention (C. N. Putri & Fauzi, 2023; Setyowati & Suryoko, 2020).

This, based on SET, it can be concluded that e-WOM and e-servqual not only provide information or services but also create exchange value that influences the formation of trust and ultimately increases purchase interest. This theory provides a strong foundation for understanding how consumers' digital experiences shape purchasing decisions in e-commerce, especially for digital products such as online invitations.

The impact of e-WOM on purchase intention is mediated by brand trust

Digital reviews, ratings, and recommendations are examples of consumer-generated content that constitute electronic word of mouth (e-WOM). In today's digital age, this is more important than ever for influencing consumer choices. According to Sylvia & Ramli (2024), positive reviews from other consumers can increase purchase interest, as information provided by other consumers is more credible. This is reinforced by research conducted Winarno & Indrawati (2022) which shows the importance of reviews and recommendations from fellow consumers in significantly influencing purchase intentions. Furthermore, electronic word of mouth is currently also an adoption of information that creates a constructive impulse to buy in e-commerce (Prasetio et al., 2024).

In addition to directly influencing purchasing interest, e-WOM also plays an important role in building brand trust. According to Hasan & Elviana (2023), positive reviews from other users can strengthen confidence in a brand's reputation. This finding is supported by a study conducted by Dewi et al. (2021) which shows that online reviews can directly increase trust in a product, making buyers feel more secure in their choices. When the public finds good reviews and recommendations from other consumers, they tend to feel more confident about the goods or services provided, which can increase their purchasing interest (Arifin & Rahmat Syah, 2023).

According to previous studies (Sulthana & Vasantha, 2019), brand trust is a key mediator in understanding the connection between e-WOM and purchase intent. Because trust promotes confidence in the constancy of service and product quality, it is a determinant in the durability of the connection between customers and organizations. As a result, when e-WOM is positive, it boosts both the confidence customers have in the company and their desire to buy (Studi et al., 2023). Based on a review of previous studies, the following hypothesis can be developed:

H1: e-WOM has a positive and significant effect on purchase intention

H2: e-WOM has a significant and positive effect on brand trust

H3: e-WOM has a significant and positive effect on purchase intention, mediated by brand trust

The impact of e-servqual on purchase intention is mediated by brand trust

In an increasingly developing digital era, electronic service quality serves as an essential factor that influences the success of businesses that rely on digital technology. E-

servqual is defined as the extent to which a website is able to facilitate shopping, services, and transactions efficiently, safely, and satisfactorily for consumers. The assessment of service quality does not come from the perspective of the service provider, but is determined by consumer perception and the level of service compliance with established quality requirements and standards (F. W. N. Suhada, 2023). Dimensions often used in measuring e-servqual include efficiency, fulfillment, information quality, user-friendliness, and privacy (Ahmad & Zhang, 2020). Effective service quality can strengthen consumers' positive perceptions and encourage purchasing behavior. In line with these results, the research by Bekam (2024) confirms that e-servqual significantly affects consumers' choices to buy, either directly or indirectly. According to a further research by Wirawati et al., (2021), e-Servqual significantly influences purchase intention, suggesting that consumers' experiences may be shaped by excellent digital services in a way that encourages purchase intention.

Positive perceptions of digital service quality can increase consumer trust because they feel that service providers have competence, honesty, and concern for customer needs. This finding is confirmed by a study by Ruanguttamanun & Peemanee (2022) which explains that good e-servqual not only increases purchasing interest in a direct form but also builds consumer trust in the brand. Other studies also explain that e-servqual has a positive effect on brand trust (Affandi et al., 2023; Padilla et al., 2024; Rahayu et al., 2021). In e-commerce, trust is a key element in reducing the perception of risk and uncertainty in online transactions. When consumers feel that transactions are easy, their personal data is secure, and services are fast, they will tend to consider the brand trustworthy. Thus, e-servqual plays an important role in creating sustainable engagement between customers and brands through the establishment of trust.

Additionally, brand trust functions as a psychological mechanism that mediates the influence of e-servqual on purchase intention. High trust in a brand increases consumer certainty when making purchasing decisions, as they perceive the brand as capable of fulfilling its promises and expectations. This aligns with research Shanti Nugrahani et al. (2022) which explains that trust mediates e-servqual on purchase intention. Another study by Purnamasari & Suryandari, (2023) found that trust mediates the relationship between a customer's probability of making a repeat purchase and the quality of an online service. There is a relationship between e-servqual and purchase intent, and brand trust mediates this relationship. The following hypotheses were developed as a result of this:

H4: e-Servqual has a positive and significant effect on purchase intention.

H5: e-Servqual has a significant and positive effect on brand trust.

H6: e-Servqual has a positive and significant effect on purchase intention, mediated by brand trust.

The impact of trust on purchase intention

Customers' level of confidence in a brand is a major factor in their propensity to make a buy in online marketplaces. When people have faith in a brand, they are more likely to buy it because they know it will be reliable and of high quality. Multiple research have shown that trust has a crucial role in influencing the intention to buy (Mahmud et al., 2024; Sulthana & Vasantha, 2019). Consequently, consumers are more likely to intend to buy a product from a brand they trust. This line of thinking leads to the following hypothesis:

H7: Brand trust has a positive and significant effect on purchase intention.

RESEARCH METHOD

This research aims to examine the putative association between e-WOM, e-servqual, brand trust, and purchase intention using a quantitative approach using the SEM-PLS technique. For studies focused on making predictions or understanding variation, the SEM-PLS approach was selected due to its ability to analyze complicated causal linkages between latent constructs (Hair & Alamer, 2022). The minimum sample size was determined using Hair’s rule of thumb, which suggests that the sample size should be 5 to 10 times the number of indicators. In order to create a trustworthy analytic model, the number of research indicators was taken into account while determining the sample size. (F. I. Suhada, 2023). Using this formula, the minimum sample size was 170 respondents. Although 196 respondents fulfilled the study requirements, the intended data collection was 200. We employed a purposeful sampling method to get evaluations from customers who had bought digital invites. The questionnaire used a Likert scale to gather data.

The description of the operational definitions of each variable and its research indicators is presented as follows.m

Table 1.
Descriptive Statistic

No	Variable	Code	Item
1	Electronic Word of Mouth (Mahmud et al., 2024)	EW1	I read/watch reviews before buying any product.
		EW2	I always care about the experience of other users who have used the product beforehand.
		EW3	Before making a purchasing decision of any product, I even have a chat or make conversation with a reviewer regarding the product.
		EW4	I frequently gather information about different products online to enrich my knowledge.
2	Electronic Service Quality (Ahmad & Zhang, 2020)	EF1	This site adds to the ease of product search
		EF2	It makes it easy to get anywhere on this website
		EF3	It permits me to accomplish a product transaction speedily
		EF4	The site provides systematic product information
		FM1	The supplier promptly delivers products
		FM2	Itspeedily delivers what I demand
		FM3	The site delivered what I needed quickly
		FM4	It makes genuine promises about the delivery of products
	IQ1	The information content of this site about its products meets my needs	

No	Variable	Code	Item
		IQ2	This site's information about products is completely error free.
		IQ3	This site never provides outdated information
		UF1	This site is easy to operate
		UF2	It is easy to become skilled at using this site
		UF3	Interactions with this site are flexible
		PC1	This site protects my credit card information
		PC2	It does not share my personal information with other sites
		PC3	The security features of this website are satisfactory.
3	Purchase Intention (Mahmud et al., 2024)	PI2	In my future purchase, I will always give priority to online reviews.
		PI3	After purchasing and using a product, I will also leave my review/feedback online, so that potential buyers can learn about the product quality
4	Brand trust (Mahmud et al., 2024)	TR1	When I shop for a product, online reviews on social media or webpages make me confident to purchase the product.
		TR2	I prefer online review more than a brand for my purchasing decision
		TR3	Reviewers' ratings of the user affect my purchasing decision

RESULTS AND DISCUSSION

Respondent Characteristics

Table 2.
Respondent Characteristics

Profile Respondents	Male Female	Frequency	Percentage (%)
Gender	Men	45	23,96%
	Women	151	77,04%
Age	17-20 Years	10	5,10%
	21-25 Years	124	63,26%
	25-30 Years	55	28,06%
	> 30 Years	7	3,57%
Jobs	Students	37	18,87%
	Self-employed	128	65,30%

	Civil Servant	3	1,53%
	Civil		
	Others	28	14,28%
Revenue	1-2 Million	77	39,28%
	2-3 Million	58	29,59%
	3-5 Million	42	21,42%
	5-8 Million	19	9,69%
	Total	196	100%

Validity Test

Table 3.
Validity Test

Variable	Outer Loading	Conclusion
e-WOM		
EW1	0,886	Valid
EW2	0,902	Valid
EW3	0,754	Valid
EW4	0,842	Valid
e-Servqual		
Efficiency	0,950	Valid
Fullfilment	0,922	Valid
Information Quality	0,917	Valid
User Friendliness	0,938	Valid
Privacy	0,907	Valid
Trust		
TR1	0,844	Valid
TR2	0,826	Valid
TR3	0,887	Valid
Purchase Intention		
PI2	0,925	Valid
PI3	0,930	Valid

Source: Processed data, 2026

In this study, the e-servqual construct was measured using a second-order construct approach. This approach is used when a latent variable is formed by several main dimensions (first-order). The five dimensions of e-servqual efficiency, fulfillment, information quality, user friendliness, and privacy serve as first-order constructs, each of which is measured using several indicators (Ahmad & Zhang, 2020). Validity testing was conducted in two stages:

First-order validity: All indicators in each dimension had an outer loading value > 0.70. This indicates that these indicators are valid in representing their respective first-order constructs. Second-order validity: After the first-order constructs were validated, the five dimensions formed the e-servqual construct as a second-order construct. The outer loading and outer weight values at the second-order level showed strong consistency, so that this hierarchical construct was valid as a whole.

Overall, the number of indicators used in this study consisted of 4 indicators in the e-WOM variable, 17 indicators in the e-servqual variable, 3 indicators in the trust variable, and 2 indicators in the purchase intention variable. All indicators had outer loading values above 0.70, thus meeting the convergent validity criteria and declared valid for use in further analysis. An outer loading value above 0.70 indicates that the indicators are able to adequately represent the measured construct.

Reliability Test

Table 4.
Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
E-Servqual	0.959	0.960	0.968	0.859
E-Wom	0.868	0.874	0.911	0.719
Trust	0.813	0.825	0.889	0.727
Purchase Intention	0.837	0.838	0.925	0.860

Source : Processed data, 2026

Results from Cronbach's alpha testing showed that all constructs had very high levels of internal consistency (0.837–0.959, respectively). In addition, there was a high degree of internal consistency, since all variables had rho_A (Dijkstra-Henseler's Rho) values higher than 0.80. With a composite reliability more than 0.80 for every variable, it is clear that each build is quite reliable. Every single variable has an AVE value greater than 0.50, suggesting that the indicators are sufficiently suitable. All instruments are found to fulfill the standards of accuracy and reliability, according to the analysis findings. In order to understand the analysis of the connection between variables properly and scientifically justify them, these results provide confidence that the measuring devices in this inquiry have high measurement quality.

Fornell Lacker

**Table 5.
 Fornell Lacker**

	E-Servqual	E-WOM	Purchase Intention	Trust
E-Servqual	0,927			
E-WOM	0,689	0,848		
Purchase Intention	0,771	0,715	0,927	
Trust	0,760	0,720	0,744	0,852

Source : Processed data, 2026

Based on Fornell Larcker's criteria, all constructs passed discriminant validity. The evidence can be seen in the AVE square root values for each construct: e-servqual (0.927), e-WOM (0.848), purchase intention (0.927), and trust (0.852) were greater than those for other constructs. This difference in values indicates that each variable has a stronger ability to represent its own construct compared to other constructs. Therefore, it can be stated that each variable in this investigation has fulfilled the aspect of discriminant validity well.

R-Square

**Table 6.
 R-square**

	R-square	R-square adjusted
Trust	0.650	0.647
Purchase Intention	0.682	0.677

Source : Processed data, 2026

The Adjusted R-Square value for the Trust variable is 0.647. This indicates that the e-wom and e-servqual variables are able to explain 64.7% of the trust variable. Based on this value, it can be concluded that the research model has moderate explanatory power. Furthermore, the Adjusted R-Square value for the Purchase Intention variable is 0.677. This indicates that the variables e-wom, e-servqual, and trust are able to explain the variance of purchase intention by 67.7%. Thus, the research model for the purchase intention variable can also be categorized as having moderate explanatory power.

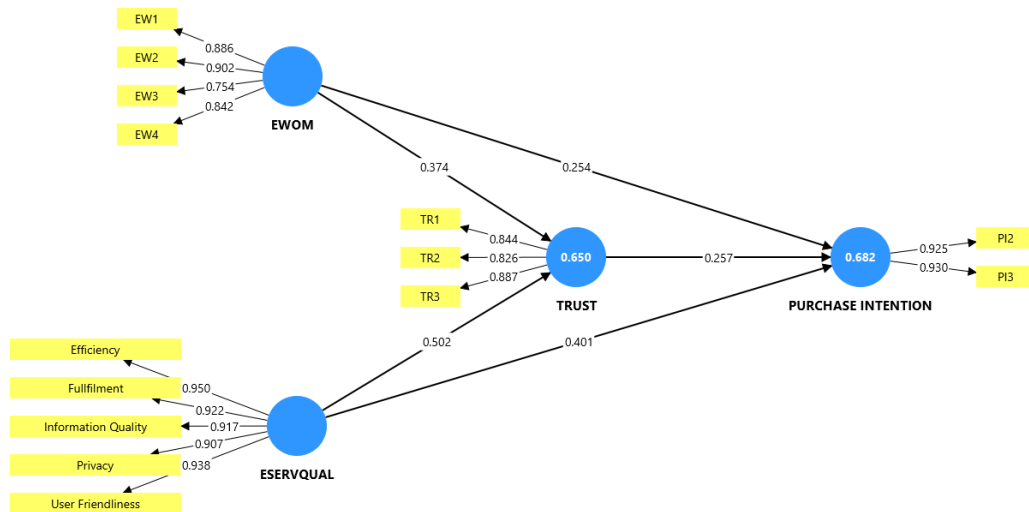


Figure 1.
SmartPLS Structural Model Second Order

Hypothesis Test

Table 7.
Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
E-Wom -> Purchase Intention	0.254	0.252	0.086	2.964	0.003
E-Wom -> Trust	0.374	0.371	0.082	4.559	0.000
E-Servqual -> Purchase Intention	0.401	0.403	0.076	5.256	0.000
E-Servqual -> Trust	0.502	0.502	0.076	6.630	0.000
Trust -> Purchase Intention	0.257	0.256	0.108	2.386	0.017
E-Wom -> Trust -> Purchase Intention	0.096	0.096	0.047	2.053	0.040
E-Servqual -> Trust -> Purchase Intention	0.129	0.128	0.058	2.232	0.026

Source : Processed data, 2026

According to the results, e-servqual significantly affects both trust and purchase intention, with the strongest effect on trust. e-Wom also has a positive and significant influence on trust and purchase intention, although weaker than e-servqual. The mediation

analysis shows that trust partially mediates these relationships. However, e-servqual has a stronger direct effect on purchase intention, indicating that digital service quality is the main driver, while trust acts as a supporting mediator.

Discussion

This study's results show that e-WOM significantly and positively affects consumers' confidence in brands and their propensity to buy. In the case of digital items in particular, this finding points to the importance of Shopee user evaluations, suggestions, and shared experiences in influencing favorable customer attitudes. According to Siregar et al., (2024), consumers often base their evaluation of a product's merits on information that circulates via electronic word of mouth. Consistent with other research, this shows that e-WOM is a reliable way for people to get information, which in turn boosts trust and makes people more likely to buy (Hasan & Elviana, 2023; Sylvia & Ramli, 2024; Winarno & Indrawati, 2022). From the perspective of Social Exchange Theory (SET), consumers obtain social value through positive information from other users, thereby reducing their perception of risk and increasing their tendency to choose the product.

Furthermore, this investigation identifies that e-servqual has a significant positive effect on brand trust and purchase intention. Thus, digital service quality, which includes efficiency, clarity of information, data security, service fulfillment, and ease of use, has been shown to build trust and increase consumer purchase intention. Among all variables, e-servqual demonstrates the strongest influence, particularly on brand trust, indicating its role as the primary driver in shaping consumer behavior. This evidence is consistent with previous studies that confirm the direct influence of e-servqual on purchase intention (Bekam, 2024; Wirawati et al., 2021). Based on Social Exchange Theory, the quality of digital services can be viewed as the functional value received by consumers in the process of interacting with service providers.

Furthermore, there is a positive and statistically significant relationship between brand trust and purchase intention, lending credence to the idea that trust plays a crucial role in online shopping. Customers have more faith in a product or service's ability to fulfill their needs when they have faith in the brand behind it. Arifin, Z., & Hadi, (2023); Mahmud et al., (2024); Sulthana & Vasantha, (2019) are among the prior research that have shown that trust is a significant factor in purchase intention, which is supported by these data. Since buyers cannot see the goods up close while shopping online, trust plays a significant role in the decision-making process (Arumaysha et al., 2024).

Additionally, this study shows that e-WOM and e-servqual are related to purchase intention, but brand trust partially mediates this relationship. Mediating between the two parties, this process emphasises the need of trust in linking consumers' digital experiences to their ultimate purchasing decisions. Online evaluations and other measures evaluating the quality of digital services provide customers a good idea of a company's reliability and trustworthiness, which increases the likelihood that they will buy from that company. As to the research conducted by, trust plays a crucial mediating role between the desire to purchase and the quality of electronic services (Setyowati & Suryoko, 2020; Shanti Nugrahani et al., 2022). Based on SET, when consumers feel emotional and functional benefits from digital interactions, their sense of trust increases and their intention to reciprocate through purchases also becomes stronger.

Overall, this study highlights that although e-WOM, e-servqual, and brand trust are interconnected, e-servqual emerges as the most dominant factor influencing both trust and purchase intention. For digital MSMEs such as Rumah Undangan.id, these findings suggest that strategic efforts should focus on enhancing digital service quality, particularly in terms of information clarity, transaction security, and system usability while actively managing customer reviews to foster trust and stimulate consumer purchase intention.

CONCLUSION

This research demonstrates that e-WOM and e-servqual contribute to the building of brand trust on e-commerce platforms, which in turn influences customer purchase intention. When looking at the factors that affect trust and intention to buy, e-servqual stood up as the clear winner. The research shows that one of the most important factors in making a good impression and generating purchase intent is the quality of digital services. The results also demonstrate that e-WOM significantly aids in establishing customer confidence, as users' evaluations and experiences serve as resources for customers to assess items before to buying. Nonetheless, e-WOM's impact on consumers' propensity to make a purchase is less robust when contrasted with e-servqual. Interactions between e-WOM, e-servqual, and intent to buy are complicated, and brand trust is a key mediator in this process. Regardless, the results show that e-servqual has a high direct impact and also affects purchase intention indirectly via trust. This shows that enhancing the quality of digital services may motivate consumers to make a purchase on their own, and that building trust is an extra channel through which to affect their actions.

Theoretically, these findings reinforce the application of Social Exchange Theory (SET) in the context of digital marketing by showing that the social benefits gained from e-WOM and the functional benefits of digital service quality contribute to shaping consumer trust, which ultimately influences purchase intent. This study also enriches the literature on digital consumer behavior by emphasizing the important role of brand trust as a mediating mechanism in the relationship between consumer experiences in the digital environment and purchasing intention.

In practical terms, the results of this study have implications for digital SMEs, particularly digital product service providers such as Rumah Undangan.id, to prioritize improving the quality of their digital services. Efforts such as improving response times, ensuring platform usability, maintaining transaction security, and providing clear and accurate information are strategic steps toward building trust and driving consumer purchase intention. On the other hand, managing customer reviews remains crucial for fostering positive perceptions among potential customers.

The research object is narrowly focused on a single kind of digital product and an e-commerce platform, which limits the study's applicability. To get a more complete understanding of digital consumer behaviour, further research should broaden the scope of the study to include diverse kinds of digital items and e-commerce platforms. To further understand the elements that impact purchase intention in digital marketing, future studies may look at other variables like perceived risk, customer happiness, or brand image.

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