

## Influence Servitization And Electronic Word of Mouth (E-Wom) on Buying Intention With Consumer Trust as Mediation

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### **Abstract**

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*The purpose of this study was to analyze the effect of Servitization and E-Wom on Purchase Intention with Consumer Trust as Mediation. The type of research used in the study is causal associative research using quantitative techniques. The population in this study were customers of various coffee shops in Surakarta. The sampling technique used is purposive sampling. The technique for determining the number of samples can use the Lemeshow Formula. By using the Lemeshow formula obtained is 96.04 which is then rounded up to 100 people. The analysis technique used is Partial Least Square (PLS) with the calculation process assisted by the SmartPLS 3.0 software program. The results of this study show that Servitization, E-Wom, and Trust have a positive and significant effect on purchase intention. Trust has a positive and significant effect on purchase intention. Servitization and E-wom have a positive and significant effect on customer trust. Trust mediates the effect of Servitization on purchase intention. Trust mediates the effect of servitization on purchase intention.*

**Keywords:** E-Wom; Consumer Trust; Purchase Intention; Servitization

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### **How to Cite:**

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## **INTRODUCTION**

The early industrial revolution since the 18th century, has highlighted the important role of technology in various industries. In many aspects, technology has replaced human work due to its ability and versatility to deliver fast and efficient productivity with fewer resources, and in many cases, a safer environment for employees (Diawati et al., 2023). The use of technology has facilitated many industries to increase their output with fewer resources and minimum raw materials or materials. The widespread deployment of global markets has bridged the gap between time and space. Information integration among supply chain members has become increasingly important in the current Internet era (Susanto & Keni., 2018)

The development of the internet in Indonesia is very rapid, with the increasing number of internet users in recent years. Based on the survey results of the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the period 2022-2023. As described by (Ginting et al., 2023), the Internet has opened a window of opportunity to communicate with people around the world without

time or geological restrictions, thus giving everyone the capacity to conduct viable and direct business opportunities through virtual platforms. Servitization is becoming one of the business strategies used by companies to increase their competitiveness in the market. Servitization is a concept that refers to the transformation of companies from product manufacturers to service providers that provide added value to customers (Huang et al., 2022). One way to promote servitization is through e-WOM (electronic word-of-mouth).

Word of Mouth (WOM) is a form of marketing in which consumers act as marketers who have control and participate in influencing and accelerating the spread of marketing messages (Nur & Octavia, 2022). (Tanjung & Keni, 2023) explain that WOM is a form of promotion that occurs through word of mouth recommendations about the goodness of a product. Companies often use word-of-mouth promotion strategies because they have a significant influence on individuals. After all, the information received is considered real and honest information. However, along with the times and the ease of internet access, the concept of e-marketing emerged. According to (Ginting et al., 2023), e-marketing is the use of information technology in the process of creating, communicating, and delivering value to customers. In this context, the term electronic Word of Mouth (e-WOM) also emerged. Electronic Word of Mouth (e-WOM) has become a very important platform for consumers to share their opinions and is considered more effective than traditional WOM due to its greater accessibility and reach through online platforms. E-WOM is information or recommendations submitted by consumers through digital media (Sabita & Mardalis, 2023). E-WOM is important because consumers tend to seek information about products and services before deciding to buy.

The use of e-WOM can influence consumer purchase intentions. However, consumers' trust in the information provided by e-WOM is also important in influencing their purchase intention. Consumer trust is an important element in the success of a service-oriented business, as it fosters positive perceptions of the company's service quality, increases customer satisfaction, and encourages repeat business (Firman et al., 2021).

Consumer trust mediates the effect of servitization and e-wom on consumer purchase intentions. One of the factors that influence consumer purchase intention to buy a product is trust. Consumer trust is the initial position before making the purchase process. Buying and selling requires trust between sellers and buyers because it is the main foundation of a business (Deza & Honeyta Lubis, 2020). Customer trust refers to "consumers' subjective belief that the selling party or entity will fulfill its transactional obligations as consumers understand them" (Kook et al., 2017). Given the importance of consumer trust in buying

interest before buying and selling activities, without trust, the transaction process will be filled with anxiety and suspicion by both parties. The higher the consumer trust, the higher the consumer buying interest.

(Deza & Honeyta Lubis, 2020), reveals that "Purchase interest arises because of any concept of an object or product, consumer confidence in a product, where the lower the consumer's confidence in a product, the lower the consumer's buying interest". Purchase intention is defined as the subjective probability that consumers will buy a particular product or service in the future (Rosário & Loureiro, 2021). purchase intention is very important to understand because it can predict customers' actual purchasing behavior well (Bataineh, 2015). Purchase interest in a product arises because of basic trust in the product and is accompanied by the ability to buy (Tanjung & Keni, 2023).

Research conducted by (Firman et al., 2021) with the title 'The Mediating Role of Customer Trust in the Relationship between Celebrity Endorsements and E-WOM with Purchase intention on Instagram which was conducted using data from 100 Instagram users shows the results that customer trust has a positive effect on purchase intention. Meanwhile, in research conducted by (Ginting et al., 2023) with the title Repurchase intention of e-commerce customers in Indonesia: An overview of the influence of electronic service quality, e-word of mouth, customer trust, and mediation of customer satisfaction. The results show that customer trust has no significant effect on purchase intentions. Compared to previous research, the difference in the current study lies in the difference between the objects studied and the mediating variables.

The purpose of this study is to analyze the effect of Servitization and e-wom on Purchase Intention with Consumer Trust as a Mediating Variable in a research study of coffee shop consumers in Surakarta.

## **RESEARCH METHODS**

The type of research used in the study is causal associative research using quantitative techniques. The quantitative technique is a method whose data is in the form of numbers and the test is based on the relationship between the variables used (Sugiyono, 2017). The purpose of associative research (correlation) is to find a relationship or relationship between one or more independent variables, using a causal relationship. This relationship means that the independent or independent variable will affect the dependent or dependent variable (Sugiyono, 2017)

In this study, the data collection method used was to distribute or distribute questionnaires to the intended respondents to obtain accurate data. The questionnaire was

distributed directly and online using Google Forms. A questionnaire is a data collection tool by distributes a list of questions to objects that will respond to or answer questions given in the study. The questionnaire in this study was measured using a Likert scale measurement technique. The Likert scale is used to measure the attitudes, opinions, and perceptions of individuals or groups about social phenomena.

The population in this study were customers of various coffee shops in Surakarta. To determine the number of samples from the population, sampling is carried out. The sampling technique used is purposive sampling. In this study, the considerations and sample criteria are as follows:

1. Coffee shop in Surakarta area
2. Coffee Shop that uses social media

The technique for determining the number of samples can use the Lemeshow Formula. This Lemeshow formula is used because of the unknown or infinite population. The Lemeshow formula is as follows (Lemeshow & David, 1997).

By using the Lemeshow formula above, the sample value (n) obtained is 96.04 which is then rounded up to 100 people. The sampling technique used for sampling is nonprobability sampling. According to (Sugiyono, 2017) non-probability Sampling is a sampling technique that does not provide an opportunity for each element or member of the population to be selected as a sample. The method used in this research is purposive sampling. This technique was chosen because it considers certain criteria for respondents, namely: using the tiktokshop application for shopping, aged around 17-30 years, and domiciled in Surakarta. In this study, the analysis technique used was Partial Least Square (PLS) with the calculation process assisted by the SmartPLS 3.0 software program. The following is the procedure for conducting smart pls analysis.

### Framework of Thought

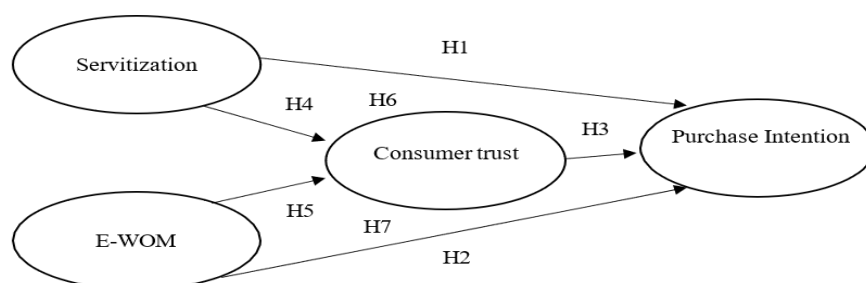


Figure 1. Framework of Thought

### Hypothesis Development

#### The Effect of Servitization on Purchase Intention

Research by (Huang et al., 2022) revealed that servitisation is applied to improve business service orientation and additional services to the company's portfolio that are useful for maintaining business or products to create customer value. Service orientation focuses on the company's product offerings so that it will generate a person's purchase intention in using the company's products. Research by (Martin Pena et al., 2020), revealed that there is a positive relationship between servitisation and company performance. In his research, it is explained that the core of the relationship between servitisation and company performance relates to a strategic approach where introducing services in manufacturing leads to the creation of capabilities that provide a sustainable competitive advantage.

### **H1: Servitisation has a positive and significant effect on purchase intention**

#### **The Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention**

Research by (Sabita & Mardalis, 2023), states that E-Wom has a positive and significant effect on repurchase intention. This means that if the E-Wom that consumers see is getting better, consumer repurchase interest will be higher. And vice versa, if E-Wom gets worse, repurchase interest will decrease. The results of research (Nur & Octavia, 2022) state that E-WOM has a significant influence on purchasing decisions. Information carried out by E-Wom will influence a person in making decisions from information obtained accurately through E-Wom.

### **H2: Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchase intention.**

#### **The Effect of Trust on Purchase Intention**

Research by (Dewi & Sudiksa, 2019), revealed that trust has a positive and significant effect on purchase intention. E-commerce will be trusted by consumers because of the reliability and trust generated by shopping transactions. Research by (Nasution et al., 2020) states that the trust variable has a significant influence on buying interest. The higher the level of consumer confidence, will increase the buying interest.

### **H3: Trust has a positive and significant effect on purchase intention.**

#### **The Effect of Servitisation on Trust**

Servitisation represents the increasingly critical competition between companies, especially in manufacturing companies. The company's orientation reflects the strategic direction implemented by the company to create appropriate behavior for sustainable superior business performance. Furthermore, servitisation can be seen as the development of organisational

innovation capabilities by influencing the shift from product to product-service systems. The development of new knowledge or insights that have the potential to influence behavior through values and beliefs in an organization's culture, has been proven as one of the key success factors of product innovation (Pavita Indraswari et al., 2023). Confidence is the belief that servitization can be a factor in the success of a product so that more product and service innovations increase trust.

**H4: Servitization has a positive and significant effect on trust**

#### **The Effect of Electronic Word of Mouth (E-WOM) on Trust**

The freedom to comment when using internet media will encourage consumers to share comments through this media easily (Semuel & Lianto, 2014). The results of (Putri & Amalia's, 2018) research, that E-Wom has a positive and significant effect on consumer confidence, that consumers will have more confidence in a product after reading positive comments.

**H5: Electronic Word of Mouth (E-WOM) has a positive and significant effect on trust.**

#### **Trust Mediates Servitization on Purchase Intention**

Companies will create appropriate behavior for sustainable superior business performance through servitization by developing knowledge that has the potential to influence behavior through belief or trust in the product (Paiola & Gebauer, 2020) Trust has a high influence on purchase intention. (Martin Pena et al., 2020) states that trust is used as a belief that exists in consumers that trust creates a positive attitude towards a purchase, where this attitude will increase consumer buying intentions.

**H6: Consumer Trust positively and significantly mediates the effect of servitization on purchase intention.**

#### **Trust Mediates Electronic Word of Mouth (E-WOM) on Purchase Intention**

Electronic Word of Mouth (E-WOM) affects consumer confidence in deciding to make a purchase. (Dewi & Sudiksa, 2019), Trust is significantly able to mediate the influence of Electronic Word of Mouth (E-WOM) on purchasing decisions. The more positive E-Wom is, the more it creates consumer confidence to decide to buy. The results of research by (Nur & Octavia, 2022) E-Wom is mediated by consumer confidence positively and significantly on purchasing decisions.

**H7: Consumer Trust positively and significantly mediates the influence of Electronic Word of Mouth (E-WOM) on purchase intention.**

## RESULT AND DISCUSSION

### Result

#### *Convergent Validity*

Indicators can be said to be good if they meet the predetermined criteria of  $> 0.7$ . The following is the outer loading value of the indicators in this study.

**Table 1. Outer Loading Value**

	X1	X2	Y	Z
X1.1	0,769			
X1.2	0,772			
X1.3	0,775			
X1.4	0,735			
X2.1		0,695		
X2.2		0,797		
X2.3		0,753		
X2.4		0,753		
Y1			0,876	
Y2			0,872	
Y3			0,695	
Z1				0,756
Z2				0,743
Z3				0,828

Based on Table 1 above, the analysis obtained shows that the majority of indicators get an outer loading value  $> 0.7$ . In the analysis table, there is also no value  $< 0.5$  so all indicators can be said to be suitable for use in this study for further analysis.

The next step is to look at the AVE (Average Variance Extracted) value which can be said to be acceptable if  $> 0.5$ . The following is a table of analysis of AVE values.

**Table 2. Average Variance Extracted (AVE) Value**

	(AVE)
Servitization (X1)	0,582
E-WOM (X2)	0,563
Purchase Intention (Y)	0,670
Consumer Trust (Z)	0,547

Source: Processed primary data (2023)

Based on Table 2 above, the analysis that has been obtained shows that the AVE value for each variable is  $> 0.5$ . Where the servitization variable gets a value of 0.581, while the E-

WOM variable gets a value of 0.563, the purchase intention variable gets a value of 0.671 and finally the consumer trust variable gets a value of 0.547. This shows that each variable in this study can be concluded to be valid for further analysis.

### Discriminant Validity

**Table 3. Cross loading**

	X1	X2	Y	Z
X1.1	<b>0,769</b>	0,595	0,494	0,507
X1.2	<b>0,772</b>	0,597	0,528	0,660
X1.3	<b>0,775</b>	0,530	0,551	0,462
X1.4	<b>0,735</b>	0,438	0,424	0,537
X2.1	0,558	<b>0,695</b>	0,378	0,495
X2.2	0,526	<b>0,797</b>	0,524	0,594
X2.3	0,519	<b>0,753</b>	0,530	0,568
X2.4	0,544	<b>0,753</b>	0,503	0,586
Y1	0,589	0,570	<b>0,876</b>	0,669
Y2	0,651	0,634	<b>0,872</b>	0,634
Y3	0,270	0,319	<b>0,695</b>	0,346
Z1	0,490	0,587	0,618	<b>0,756</b>
Z2	0,564	0,608	0,546	<b>0,743</b>
Z3	0,589	0,534	0,534	<b>0,828</b>
Z4	0,474	0,479	0,348	<b>0,617</b>

Source: Processed primary data (2023)

Based on the analysis table obtained above, it is known that each indicator of the research variable gets the largest cross-loading value on its variable compared to the cross-loading value on other variables obtained in this study. It can be concluded that this research has decent discriminant validity.

### Reliability Test

A reliability test is used to see the level of stability of the measuring instrument and the level of consistency of the instrument in measuring constructs or a concept. In this study, the reliability test used composite reliability and Cronbach's Alpha analysis.

### Composite Reliability

Composite Reliability is a useful part of testing the reliability value of each indicator on a variable. A variable can be said to pass this analysis if the Composite Reliability value is > 0.7. The following is the Composite Reliability value obtained in this analysis

<i>Composite Reliability</i>
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<b>Table 4.</b>  <b>Reliability</b>	<b>Servitization (X1)</b>	<b>0,848</b>	<b>Composite  Value</b>
	<b>E-WOM (X2)</b>	<b>0,837</b>	
	<b>Purchase Intention (Y)</b>	<b>0,858</b>	
	<b>Consumer Trust (Z)</b>	<b>0,827</b>	

Source: Processed primary data (2023)

From the analysis table that has been obtained above, it can be seen that each variable in this study gets a value  $> 0.7$ . For the servitization variable, it gets a value of 0.848 and the E-WOM variable gets a value of 0.837, for the purchase intention variable it gets a value of 0.858, and finally, for the trust variable, it gets a value of 0.827. It can be concluded that each variable can be said to be reliable and feasible.

### Cronbachs Alpha

The value required for research to be said to be reliable if the Cronbach Alpha value is  $> 0.7$  Below is the Cronbach Alpha value obtained in this study.

**Table 5. Cronbachs Alpha value**

	<b>Cronbach's Alpha</b>
<b>Servitization (X1)</b>	<b>0,762</b>
<b>E-WOM (X2)</b>	<b>0,741</b>
<b>Purchase Intention (Y)</b>	<b>0,762</b>
<b>Consumer Trust (Z)</b>	<b>0,721</b>

Source: Processed primary data (2023)

Based on the analysis table above, it can be seen that each variable in this study gets the value needed to be said to be reliable. Where the servitization variable gets a value of 0.762 and the E-WOM variable gets a value of 0.741, the purchase intention variable gets a value of 0.762 and finally the trust variable gets a value of 0.721. Where the value of all variables is  $> 0.7$ .

### Multicollinearity Test

The multicollinearity test is used to look at the variance inflation factor (VIF) or tolerance value. Multicollinearity can be detected by checking the cut-off value which shows a tolerance value  $> 0.1$  or a VIF value  $< 5$ . The following VIF values are obtained in this analysis

**Table 6. Variance inflation factor (VIF) value**

	<b>X1</b>	<b>X2</b>	<b>Y</b>	<b>Z</b>
<b>X1</b>			<b>2,397</b>	<b>2,027</b>
<b>X2</b>			<b>2,666</b>	<b>2,027</b>
<b>Y</b>				

Z			2,701	
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Source: Processed primary data (2023)

It can be concluded from the table obtained from the analysis that has been carried out that the cut-off value  $> 0.1$  or the VIF value  $< 0.5$ , therefore this study does not have symptoms of multicollinearity.

### Inner Model Analysis

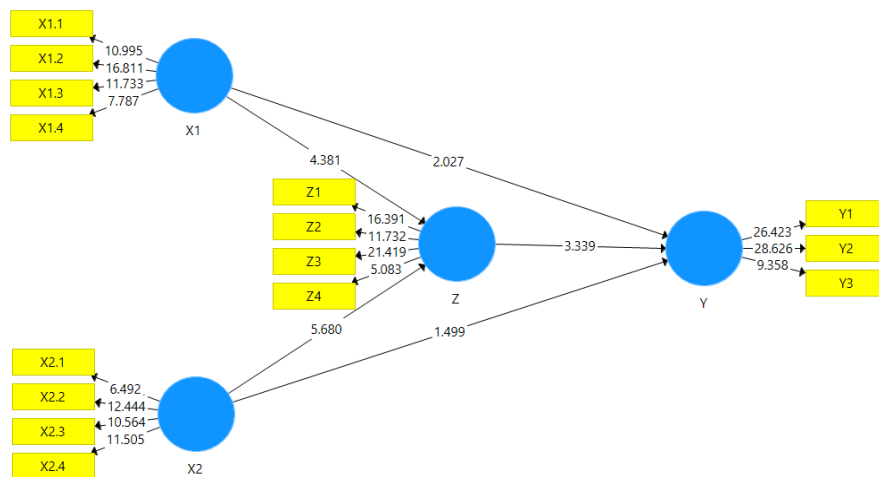


Figure 2. Inner Model

### Model Goodness Test (Goodness of Fit)

#### R-square

The R<sup>2</sup> test is used to measure the extent to which the model explains the variation in the dependent variable, the following is the R<sup>2</sup> value obtained in this study

Table 7. R-Square (R<sup>2</sup>)

	R Square	R Square Adjusted
Y	0,556	0,545

Source: Processed primary data (2023)

Based on the results of the analysis contained in the table above, show that the R-square of the purchase intention variable gets a value of 0.556 or 55.6%, this value can be concluded that the purchase intention variable can be explained by the servitization and E-WOM variables by 55.6%, while the remaining 54.4% is explained by other variables outside this study, while the trust variable gets a value of 0.630 or 63.0%, meaning that this value indicates that this variable can be explained by the servitization and E-WOM variables by 63.0%, while the remaining 37% is explained by other variables outside this study.

### Q-square (Q2)

Used to measure how well the observation value produced by a model is, the vulnerable Q-square value is  $0 < Q2 < 1$ . The following is the analysis obtained in this analysis

**Table 8. Q2 value**

	Q <sup>2</sup> (=1-SSE/SSO)
Servitization (X1)	
E-WOM (X2)	
Purchase Intention (Y)	0,323
Consumer Trust (Z)	0,314

Source: Processed primary data (2023)

From the Q2 analysis table that has been obtained that the value is  $> 0$ , it can be concluded that the exogenous construct variables have predictive relevance for the endogenous construct variables.

### Hypothesis Test

Hypothesis testing is done by doing a bootstrapping analysis on SmartPLS to see the t-statistic value and p-value in this analysis.

### Direct test

In this test, the hypothesis can be accepted if the t-statistic value  $< 1.96$  and the p-value  $< 0.5$  (5% significance level), if the value obtained is less than the required value, the hypothesis is rejected, the following is a table of direct effect results in this study.

**Table 9 Analysis of direct effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X1 -> Y	0,247	0,251	0,122	2,027	<b>0,043</b>
X1 -> Z	0,370	0,375	0,084	4,381	<b>0,000</b>
X2 -> Y	0,190	0,187	0,066	2,894	<b>0,004</b>
X2 -> Z	0,486	0,483	0,086	5,680	<b>0,000</b>
Z -> Y	0,391	0,387	0,117	3,339	<b>0,001</b>

Source: Processed primary data (2023)

The following is the interpretation of the results obtained in the above analysis

1. The first hypothesis tests whether servitization has a positive effect on purchase intention. The analysis table obtained shows that the effect of servitization variables on

purchase intention gets a t-statistic value of 2.027 and a p-value of 0.043. So it can be concluded that the first hypothesis is accepted.

2. The second hypothesis tests whether E-WOM has a positive effect on purchase intention. The analysis table obtained shows that the effect of the servitization variable on purchase intention gets a t-statistic value of 2.894 and a p-value of 0.004. So it can be concluded that the second hypothesis is accepted.
3. The third hypothesis tests whether trust has a positive effect on purchase intention. The analysis table obtained shows that the effect of the servitization variable on purchase intention gets a t-statistic value of 3.339 and a p-value of 0.001. So it can be concluded that the third hypothesis is accepted.
4. The fourth hypothesis tests whether servitization has a positive effect on trust. The analysis table obtained shows that the effect of servitization variables on purchase intention gets a t-statistic value of 4.381 and a p-value of 0.000. So it can be concluded that the fourth hypothesis is accepted.
5. The fifth hypothesis tests whether E-wom has a positive effect on trust. The analysis table obtained shows that the effect of the servitization variable on purchase intention gets a t-statistic value of 5.680 and a p-value of 0.000. So it can be concluded that the fifth hypothesis is accepted.

### Indirect Test

For indirect testing look at the results of the specific indirect effect analysis. With a p-value <0.5 and t statistic > 1.960, the hypothesis is accepted, this means that the mediator variable mediates the effect of the dependent variable on the independent. The following is a table of specific indirect effect analysis results in this study.

**Table 10. Specific indirect affect value**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X1 -> Z -> Y	0,145	0,145	0,056	2,574	<b>0,010</b>
X2 -> Z -> Y	0,190	0,187	0,066	2,894	<b>0,004</b>

Source: Processed primary data (2023)

Based on the analysis table listed, the following results are obtained

1. The sixth hypothesis tests whether trust mediates servitization on purchase intention. The analysis table obtained shows that the effect of the servitization variable on purchase intention gets a t-statistic value of 2.574 and a p-value of 0.010. So it can be concluded that the good hypothesis is accepted.

2. The seventh hypothesis tests whether trust mediates E-WOM on purchase intention. The analysis table obtained shows that the effect of the servitization variable on purchase intention gets a t-statistic value of 2.894 and a p-value of 0.004. So it can be concluded that the seventh hypothesis is accepted.

## **DISCUSSION**

### ***Servitization on Purchase Intention.***

The results of the analysis that have been obtained show that servitization has a positive effect on purchase intention. This is based on the results of the hypothesis test that has been carried out that the servitization variable on purchase intention gets a t-statistic value of  $2.027 > 1.960$  and a p-value of  $0.045 < 0.5$ . The results explain that servitization affects purchase intention. This shows that the higher the level of servitization offered by the company, the higher the consumer's purchase intention for the product or service. This discussion can be used as a consideration for companies that want to implement a servitization strategy to improve their business performance. The results of this study agree with research conducted by (Pavita Indraswari et al., 2023) which states that servitization on consumer purchase intention on smartphone products in Indonesia.

### ***Electronic Word of Mouth (E-WOM) on Purchase Intention.***

The results of the analysis that have been obtained show that E-WOM has a positive effect on purchase intention. This is based on the results of hypothesis testing that has been carried out that the E-WOM variable on purchase intention gets a t-statistic value of  $2.894 > 1.960$  and a p-value of  $0.004 < 0.5$ . The results explain that E-WOM affects purchase intention. Based on the results of the research that has been done, it can be concluded that Electronic Word of Mouth (E-WOM) has a positive effect on the purchase intention of Surakarta consumers. This shows that the higher the E-WOM received by consumers, the higher their purchase intention for the product or service offered. The results of this study agree with research conducted by (Nur & Octavia, 2022) which concluded that E-WOM has a positive and significant effect on purchase intention.

### ***Trust on Purchase Intention.***

The results of the analysis that have been obtained show that trust has a positive effect on purchase intention. This is based on the results of hypothesis testing that has been carried out that the Trust variable on purchase intention gets a t statistic value of  $3.339 > 1.960$  and a p-value of  $0.001 < 0.5$ . The results explain that trust affects purchase intention. Based on the

results of the research conducted, it can be concluded that trust has a positive effect on the purchase intention of Surakarta consumers. This means that the higher the level of consumer confidence in the product or service offered, the more likely they are to buy it. The results of this study agree with research conducted by (Deza & Honeyta Lubis, 2020) which concluded that trust has a positive and significant effect on purchase intention.

#### ***Servitization on Trust.***

The results of the analysis that have been obtained show that servitization has a positive effect on trust. This is based on the results of the hypothesis test that has been carried out that the servitization variable on trust gets a t statistic value of  $4,381 > 1,960$  and a p-value of  $0.000 < 0.5$ . The results explain that servitization has an effect on purchase intention. The results of the analysis show that servitization has a positive and significant effect on consumer trust. This means that the higher the level of servitization offered by the company, the higher the consumer trust in the company. The results of this study agree with research conducted by (Zhang & Banerji, 2017) which states that servitization has a positive and significant effect on trust.

#### ***Electronic Word of Mouth (E-WOM) on Trust.***

The results of the analysis that have been obtained show that E-WOM has a positive effect on trust. This is based on the results of hypothesis testing that has been carried out that the E-WOM variable on trust gets a t statistic value of  $5.680 > 1.960$  and a p-value of  $0.000 < 0.5$ . Based on the results of the research that has been done, it can be concluded that Electronic Word of Mouth (E-WOM) has a positive effect on coffee shop consumer trust in Surakarta. This shows that online reviews from customers who have visited coffee shops can increase the trust of other consumers who are interested in trying the products or services offered. Consumer trust is one of the important factors that influence purchasing decisions and customer loyalty. Therefore, coffee shops in Surakarta need to pay attention to the quality of products and services provided and encourage customers to provide positive testimonials on social media or other online platforms. The results of this study agree with research conducted by (Wijaya et al., 2022) which states that E-WOM has a positive and significant effect on customer trust.

#### ***Trust Mediates Servitization on Purchase Intention***

The results of the analysis that have been obtained show that Trust Mediates Servitization on

Purchase Intention. This is based on the results of hypothesis testing that has been carried out that the Trust variable Mediates Servitization on Purchase Intention getting a t statistic value of  $2.574 > 1.960$  and a p-value of  $0.010 < 0.5$ . The results explain that Trust Mediates Servitization on Purchase Intention, this means that servitization carried out by coffee shops can increase consumer confidence in the quality of the products and services offered, thus influencing their purchase intention. The results of this study agree with research conducted by (Kook et al., 2017) which suggests that Trust Mediates Servitization Against Purchase Intention.

### ***Trust Mediates Electronic Word of Mouth (E-WOM) Against Purchase Intention***

The results of the analysis that have been obtained show that Trust Mediates Servitization on Purchase Intention. This is based on the results of hypothesis testing that has been carried out that the servitization variable on purchase intention gets a t statistic value of  $2.894 > 1.960$  and a p-value of  $0.004 < 0.5$ . The results explain that Trust Mediates Servitization on Purchase Intention, this means that E-WOM can influence consumer purchase intention through the trust formed in the coffee shop brand. The results of this study agree with research conducted by (Widodo, 2018) which concluded that Trust Mediates Servitization to Purchase Intention.

## **CONCLUSION**

Based on the results and discussion, it can be concluded that servitization has a positive and significant effect on purchase intention. E-WOM has a positive and significant effect on purchase intention. Trust has a positive and significant effect on purchase intention. Servitization has a positive and significant effect on customer trust. E-WOM has a positive and significant effect on customer trust. Trust Mediates the Effect of Servitization on Purchase Intention. Trust Mediates the Effect of Servitization on Purchase Intention.

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