THE INFLUENCE OF EWOM PURCHASE INTENTION WITH TRUST MEDIATING VARIABLES ON MOP BEAUTY PRODUCT

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Abstract

This research aims to determine the effect of Electronic Word of Mouth (eWOM) on purchasing intensity and trust as a mediating variable with the research object Mother of Pearl (MOP) Beauty. The sampling method used was convenience sampling, the sample used involved 280 e-commerce users who were familiar with the MOP Beauty brand. Data was collected and analyzed using Structural Equation Modeling (SEM) via SmartPLS software. The research results show that there is a positive influence of information quality, information quantity, information credibility on trust, while information usefulness has a negative influence on trust. Furthermore, trust, information quality, information credibility, information usefulness have a positive influence on purchase intention, while information quantity shows no positive influence on purchase intention. This research can contribute to understanding the role of eWOM and trust in the context of purchasing cosmetic products, especially the MOP Beauty brand, so that they pay attention to and utilize eWOM as an effective marketing tool, while strengthening consumer trust in the brand. Based on the background discussed, this research aims to analyze the relationship between eWOM and purchase intention. However, different from previous studies, this research adds trust as a mediating variable in the relationship between the dependent and independent variables. Choosing the research object Mother of Pearl Beauty is because it is a cosmetic product owned by influencer Tasya Farasya, which is one of the cosmetic brands that has the most sales in Indonesia.

Keywords: Information quality, information quantity, information credibility, information usefulness, trust, purchase intention

INTRODUCTION

The development of information technology as it is currently happening has greatly influenced the use of social media, one of which is in Indonesia. Social media has been proven to be able to change conventional marketing work systems into digital marketing.

The millennial generation is a generation that actively uses technology, both social media and e-commerce. A wide variety of products is one of the factors that influences the

millennial generation to choose to make purchases via e-commerce and of course after they get the various information they are looking for via internet media[1].

One of the products that is widely reviewed and frequently purchased through online shops is cosmetics. Mother of Pearl (MOP) by Tasya Farasya is a new cosmetic brand that is loved by millennials. The Tasya Farasya brand cosmetics is one of the brands most sought after by visitors to Jakarta x Beauty 2023[2]. MOP beauty has 334,000 followers and 451 posts. Tasya Farasya, who is a top beauty influencer in Indonesia, often provides reviews of MOP products. Of course, this review really attracts consumer interest and as a new product, the brand is starting to be liked by millennials considering that the number of Tasya Farasya followers has reached 60,400,000 people. The high sales of MOP Beauty shows that Indonesian people, especially millennials, believe in this product. Based on buyer reviews, it shows that consumers like MOP Beauty products because of their good quality at an affordable price.

Electronic Word of Mouth (eWOM) is a form of providing information in the form of a review or review of someone after using a product/service. Information quality is the main basis for the decision making process, especially online. The positive reviews given will motivate consumers to quickly make purchasing decisions[3].

Information quantity refers to the number or frequency of reviews from consumers. The higher the number of reviews for a product, the more it helps consumers evaluate the quality of the product compared to products with few reviews. Therefore, it is reaffirmed by[4] statement that consumers can see that more reviews mean the higher the existence and fame of an item. The research results of[5,6] state that the quantity of information obtained from e-WOM has a positive influence on consumer loyalty.

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[1] Giovani Santoso and Anna Triwijayati, "Gaya Pengambilan Keputusan Pembelian Pakaian Secara Online Pada Generasi Z Di Indonesia," *Jur. Ilm.Kel. & Kons.*, 2018, pp. 231–42.

[2] Rindi Salsabila, "Ini Produk Kecantikan Paling Diburu Di Jakarta x Beauty 2023," *CNBC Indonesia*, 2023.

[3] Ismail Erkan and Chris Evans, "The Influence of EWOM in Social Media on Consumers' Purchase Intentions: An Extended Approach to Information Adoption," *Computers in Human Behavior*, 61 (2016), 47–55 <https://doi.org/10.1016/j.chb.2016.03.003>.

[4] Lokesh Arora and Bhuvanesh Kumar Sharma, "Influence of Review Quality, Review Quantity and Review Credibility on Purchase Intention in the Context of High Involvement Products Evaluated by a Double-Blind Review System," *European Journal of Applied Business Management, Special Issue*, 4.4 (2018), 25–40 <https://www.researchgate.net/publication/329876782>; Lita Liani Kintradinata and Riski Taufik Hidayah, "Pengaruh Electronic Word of Mouth Melalui Aplikasi TikTok Terhadap Minat Beli Pada Produk Skintific," *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas SAM Ratulangi (JMMBI UNSRAT)*, 10.2 (2023), 882–92.

[5] Tiwa Park, "How Information Acceptance Model Predicts Customer Loyalty?," *The Bottom Line*, 33.1 (2020), 60–73 <https://doi.org/10.1108/BL-10-2019-0116>.

[6] Kintradinata and Hidayah.

According to Leong et al[7] states that the information credibility is one of the things that can influence a person's thinking, especially in decision making However, several researchers say that sometimes information from eWOM is not always credible. But, consumers who understand the information obtained through eWOM well will tend to think that the message is credible because it is information from several parties. Moreover, this information is obtained from the community, so consumers tend to think that the information is very credible[8].

Information usefulness can be defined as the extent to which information can provide benefits and influence consumer decisions to make purchases. In relation to eWOM, useful information is very beneficial for other consumers, such as information about product reviews, recommendations or testimonials for a product or service.

Trust is another factor that influences buying interest because without trust someone is reluctant to make a purchase. Trust is defined as the confidence or trust that consumers have in a product or service they receive or use[9]. Consumers who have a high level of trust show a greater intention to make purchases online[10].

Based on the understanding according to Bhandari & Rodgers[11], this research purchase intention is a customer's desire to buy a product or service online, which is based on a more specific assessment than their general assessment of the product or the service.

This research aims to examine the impact of eWOM, which is measured through the variables information quality, information quantity, information credibility, and information usefulness, on purchase intentions through trust. This research is in line with the study conducted by Indrawati et al[12], however, this research adds trust as a mediating variable in the relationship between the dependent and independent variables. In addition, the subjects of this research involve people who live or are domiciled in Yogyakarta Province.

[7] Choi Meng Leong, Alexa Min Wei Loi, and Steve Woon, "The Influence of Social Media EWOM Information on Purchase Intention," *Journal of Marketing Analytics*, 10.2 (2022), 145–57 <https://doi.org/10.1057/s41270-021-00132-9>.

[8] Chuan Luo and others, "Examining the Moderating Role of Sense of Membership in Online Review Evaluations," *Information & Management*, 52.3 (2015), 305–16 <https://doi.org/10.1016/j.im.2014.12.008>.

[9] Themmy Noval, Ira Brunchilda Hubner, and Innocentius Bernarto, "Ease Of Use Dan Trust Terhadap Purchase Intention Melalui Customer Satisfaction Pada Situs Web Tokopedia," *Jurnal Ecodemica*, 4.2 (2020) <http://ejournal.bsi.ac.id/ejurnal/index.php/ecodemica>.

[10] Tiago Oliveira and others, "Modelling and Testing Consumer Trust Dimensions in E-Commerce," *Computers in Human Behavior*, 71 (2017), 153–64 <https://doi.org/10.1016/j.chb.2017.01.050>.

[11] Manu Bhandari and Shelly Rodgers, "What Does the Brand Say? Effects of Brand Feedback to Negative EWOM on Brand Trust and Purchase Intentions," *International Journal of Advertising*, 37.1 (2018), 125–41 <https://doi.org/10.1080/02650487.2017.1349030>.

[12] Indrawati, Prily Calista Putri Yones, and Saravanan Muthaiyah, "EWOM via the TikTok Application and Its Influence on the Purchase Intention of Somethinc Products," *Asia Pacific Management Review*, 28.2 (2023), 174–84 <https://doi.org/10.1016/j.apmrv.2022.07.007>.

RESEARCH METHODS

This research is a quantitative study of causality or cause and effect, which is carried out using numbers. This research aims to determine the causal relationship between information quality, information quantity, information credibility and information usefulness on purchase intentions through trust. The data collection technique in this research uses a questionnaire with a Likert scale of 1-5. The sampling technique in this research is convenience sampling, so the use of this technique is aimed at respondents who live or are domiciled in Yogyakarta, have used e-commerce, are interested in using or buying Mother of Pearl (MOP) Beauty products and are willing to be respondents for this research.

In this study, researchers had 25 questions which had been adjusted to the number of indicators. The sample size can be obtained by [(25 indicators x 2) + 6 variables] x 5 = 280, so that the sample to fill out the questionnaire in this research is 280 respondents and distributed online via Google Form. This research involves the use of SmartPLS software in the data analysis process. The results of data analysis are used to support or reject the hypothesis in this research.

Table 1. Table R Square

Variable	Statement	Source
Information Quality	I feel that the information provided by MOP Beauty is easy to understand	Indrawati et al.
	I realized that the information provided by MOP Beauty was very relevant to my current needs	
	I feel confident that the information provided by MOP Beauty is based on facts	
	I noticed that the information MOP Beauty provided explained the attributes of their products, such as formula, texture, and finish	
	I feel that the information provided by MOP Beauty is clear and easy to understand	
	I realize that the information provided by MOP Beauty is detailed	
	I realize that the information provided by MOP Beauty is complete	
	I realize that the information provided by MOP Beauty is quality	
Information Quantity	I found MOP Beauty's overall information valuable	

| Variable	Statement	Source
	I found MOP Beauty's overall information informative	Indrawati et al; Khwaja et al; Leong et al.
	I feel that the amount of information MOP Beauty provides can help me understand the products	
Information Credibility	I feel that the information provided by MOP Beauty is trustworthy	Indrawati et al; Khwaja et al; Leong et al.
	I feel that the information provided by MOP Beauty is correct	
Information Usefulness	I found the information provided by MOP Beauty useful	Indrawati et al; Khwaja et al; Leong et al.
	I feel that MOP Beauty information is presented informatively	
	I feel that the information provided by MOP Beauty can make it easier to evaluate products	
	I feel that the information provided by MOP Beauty can make it easier to identify products	
Trust	I will rely on this MOP Beauty product as my main choice when buying beauty products	Khwaja et al.
	I feel that MOP Beauty gives me full confidence when I buy its products	
	I feel safe when purchasing MOP Beauty products	
Purchase Intention	I will make MOP Beauty a consideration when I purchase beauty products in the future	Indrawati et al.
	I would consider MOP Beauty products	
	I feel like using MOP Beauty products	
	I feel like MOP Beauty makes me motivated to buy their products	
	I will definitely try MOP Beauty products	

RESULT AND DISCUSSION
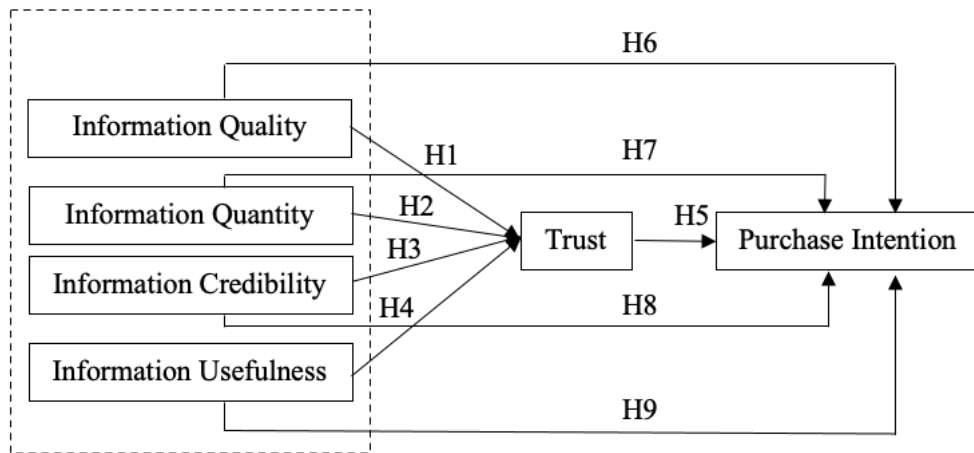
Figure 1. Research Model

The figure above shows that each indicator has a loading factor that exceeds the value of 0.7, indicating that the research data has good validity. Based on this figure, it can be concluded that all constructs produce factor loading values > 0.70, this shows that all construct indicators are valid. Apart from evaluating loading factors, the outer model can also be assessed using average variance extracted (AVE), where all values must be greater than 0.5. The following is the AVE value for each research variable:

Table 2. Table Average Variance Extracted (AVE)

Variable	Statement
Information Credibility	0.690
Information Quality	0.575
Information Quantity	0.599
Information Usefulness	0.549
Purchase Intention	0.573
Trust	0.666

Source: Data Processing (2024).

Based on the table above, it can be shown that the AVE value for each variable has a value greater than 0.50 (meets the requirements for convergent validity). Therefore, the data in this study is worthy of further processing or analysis.

Determination Test

To evaluate the structural model, you can start by paying attention to the R-squares value for each endogenous variable as a predictive indicator of the structural model. The following are the R-square values from this research:

Table 3. Table R Square

Variable	R Square	R Square Adjusted	Explanation
Purchase Intention	0.736	0.731	Strong Model
Trust	0.874	0.873	Strong Model

Source: Data Processing (2024).

The table above shows that the purchase intention variable has an R-Square value of 0.731, which shows a significant influence. Specifically, information quality, amount of information, information credibility, information usefulness, and trust influence 73.1% of purchasing intentions. Other variables not studied influenced 26.9% of purchase intentions. Analysis of research results also shows that main factors such as information quality, amount of information, credibility of information, and value of information influence 87.3% of trust. Other variables not included in this research framework influenced 12.8% of the total trust. This suggests that there are more factors that influence trust. Among these factors are promotional programs, endorsements, and e-WOM.

HYPOTHESIS TESTING

Hypothesis testing is carried out by examining the original coefficient and t-count > 1.96, or has a significance level < 0.05, which can be seen from the Path Coefficient value. The following are the results of this research's hypothesis test:
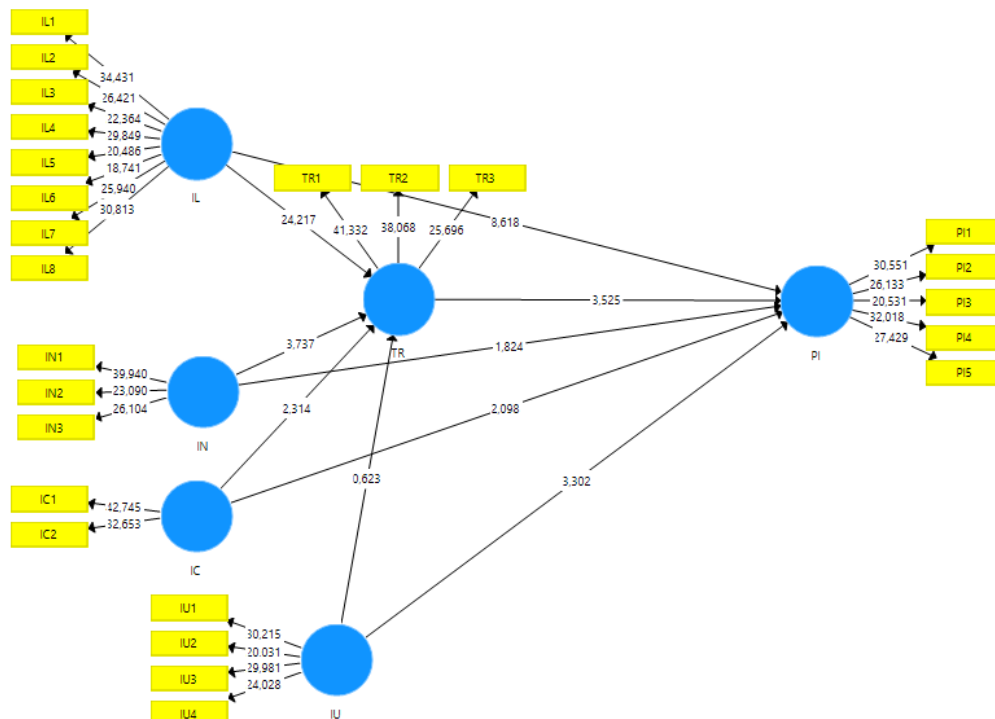

Figure 2. Path Coefficient

Table 4. Table Connection between Variable

Connection between Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
IL -> TR	1.020	1.029	0.042	24.217	0.000
IN -> TR	-0.176	-0.183	0.047	3.737	0.000
IC -> TR	0.083	0.077	0.036	2.314	0.021
IU -> TR	-0.023	-0.021	0.037	0.623	0.533
TR -> PI	-0.395	-0.393	0.112	3.525	0.000
IL -> PI	1.091	1.079	0.127	8.618	0.000
IN -> PI	-0.124	-0.114	0.068	1.824	0.069
IC -> PI	0.099	0.098	0.047	2.098	0.036
IU -> PI	0.201	0.203	0.061	3.302	0.001

Source: Primary data processed (2024).

The following are the results of testing the hypothesis of this research:

Table 5. Hypothesis Summary

Connection Between Variable	T Statistics	P Values	Explanation
IC -> PI	2.098	0.036	Accepted
IC -> TR	2.314	0.021	Accepted
IL -> PI	8.618	0.000	Accepted
IL -> TR	24.217	0.000	Accepted
IN -> PI	1.824	0.069	Rejected
IN -> TR	3.737	0.000	Accepted
IU -> PI	3.302	0.001	Accepted
IU -> TR	0.623	0.533	Rejected
TR -> PI	3.525	0.000	Accepted

Source: Primary data processed (2024).

H1: Information Quality has a positive effect on Trust

Based on the results of the hypothesis testing above, Information Quality has a positive effect on Trust, because it has a t-statistic value of 24,217 and a p-value of 0.069. Shows that Information Quality positively and significantly influences Trust. This means that the higher the Information Quality, the higher the Trust. These results prove that the better the information quality provided, the higher consumer confidence in MOP Beauty products. This is because the quality of information provided about MOP Beauty products is taken into consideration by consumers in making decisions. The results of this study support the statement put forward by Perera et al[13], that consumers who have good information quality will trust a product or service. Meanwhile, based on sources[14], information quality can indirectly shape consumer confidence in a product or service and ultimately influence consumer buying interest in the product or service.

H2: Information Quantity has a positive effect on Trust

This is proven by the t-statistic value of 3,737 and the p-value of 0.001. Shows that Information Quantity has a positive and significant effect on Trust. This means that the higher the Information Quantity, the higher the Trust value. The results of this research show that the information quantity variable is in the high/good category. This means that the information quantity has a good quantity. The information quantity indicator that has the highest value is consumer awareness in understanding all MOP Beauty information so that it can be seen that the good quantity of e-WOM is due to consumers being able to understand information about MOP Beauty well. This is in line with the opinion of Zhang et al[15], which states that the quantity of information obtained by consumers can indirectly fulfil consumers' needs for information which then motivates consumers to buy products/services.

H3: Information Credibility has a positive effect on Trust

From the hypothesis testing above, a t-statistic value of 2.314 and a p-value of 0.0021 were obtained. Shows that Information Credibility has a positive and significant effect on Trust. This means that the higher the Information Credibility, the higher the Trust. This shows that the information credibility obtained by consumers, the more consumers will trust MOP Beauty, so in this case MOP Beauty must provide credible, valid and valid and detailed information on each of its products. The results of this research support the

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[13] Charitha Harshani Perera, Rajkishore Nayak, and Nguyen Van Thang Long, 'The Impact of Electronic-Word-of Mouth on e-Loyalty and Consumers' e-Purchase Decision Making Process: A Social Media Perspective', *International Journal of Trade, Economics and Finance*, 10.4 (2019), 85–91 <https://doi.org/10.18178/ijtef.2019.10.4.642>.

[14] Maizul Rahmizal and Rido Yuvendri, 'PENGARUH KEPERCAYAAN, KEMUDAHAN DAN KUALITAS INFORMASI TERHADAP KEPUTUSAN PEMBELIAN DARING DI APLIKASI SHOPEE PADA MAHASISWA DI KOTA PADANG', *JURNAL PUNDI*, 4.3 (2021) <https://doi.org/10.31575/jp.v4i3.336>.

[15] Kem Z.K. Zhang, Christy M.K. Cheung, and Matthew K.O. Lee, 'Examining the Moderating Effect of Inconsistent Reviews and Its Gender Differences on Consumers' Online Shopping Decision', *International Journal of Information Management*, 34.2 (2014), 89–98 <https://doi.org/10.1016/j.ijinfomgt.2013.12.001>.

statement by[16], which states that information credibility is one of the things that can influence a person's thinking, especially in decision making. So in this case, MOP Beauty must provide excellent service to all consumers who buy via online media so that it is hoped that they will give positive reviews. This is in line with the opinion of Khalid[17]. That information obtained by consumers from the internet is considered to have high credibility and is trusted by consumers.

H4: Information Usefulness has a negative effect on Trust

It was obtained from hypothesis testing that the t-statistic value was 0.623 and the p-value was 0.533. Shows that Information Usefulness has a negative and insignificant effect on Trust. This means that low Information Usefulness has no effect on the Trust value.The results of this study show that information usefulness has no effect on trust. This means that the level of information usefulness does not affect consumer confidence in MOP Beauty products. In general, people tend to believe what they hear or see Faulkner & Shimpson[18] and this indirectly shapes a person's behavior[19].

H5: Trust has a positive effect on purchase intention

It was obtained from hypothesis testing that the t-statistic value was 3.525 and the p-value was 0.000. Shows that trust positively and significantly influences purchase intention. This means that the higher the Trust, the higher the purchase intention value.

The results of this research also show that the purchase intention variable is in the high/good category. This means that e-WOM has good purchase intention. MOP Beauty must be intense in building consumer trust in its products, either through advertising, endorsements or by increasing consumers' eWOM. Several of these things can indirectly increase consumer confidence in MOP Beauty.
The results of this study are in line with the research results of [20,21] who state that consumers who trust a product tend to buy and make purchases. In fact, they are ready to accept various risks.

H6: Information Quality has a positive effect on Purchase Intention

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[16] Cep Abdul Baasith Wahpiyudin and others, 'Kredibilitas Review Konsumen Pada Transaksi Di E-Commerce: Sumber Informasi Dalam Keputusan Pembelian Online', *Policy Brief Pertanian, Kelautan Dan Biosains Tropika*, 4.1 (2022) <https://doi.org/10.29244/Agro-Maritim.v4.i1.6>.

[17] I Khalid, 'Kredibilitas Media Cetak Dan Media Online', *Journal of Physics: Conference Series*, 9.1 (2019), 84–105.

[18] Paul Faulkner and Thomas Simpson, *The Philosophy of Trust* (Oxford University Press, 2017).

[19] Mansur Khamitov and others, 'Consumer Trust: Meta-Analysis of 50 Years of Empirical Research', *Journal of Consumer Research*, 2023.

[20] Jian Mou, Dong-Hee Shin, and Jason F. Cohen, 'Trust and Risk in Consumer Acceptance of E-Services', *Electronic Commerce Research*, 17.2 (2017), 255–88 <https://doi.org/10.1007/s10660-015-9205-4>.

[21] Asih Handayani, *PEMBELIAN SECARA ONLINE MELALUI LIFESTYLE PADA PENGGUNA E-COMMERCE SHOPEE DI SURAKARTA*, 2022, x.

Based on the results of the hypothesis test, Information Quality has a positive effect on Purchase Intention, indicated by a t-statistic value of 8.618 and a p-value of 0.000. Shows that Information Quality positively and significantly influences Purchase Intention. This means that the higher the Information Quality, the higher the Purchase Intention.

This means that the higher the information quality obtained by consumers, the higher the purchase intention towards MOP Beauty products. This is because high quality information will make consumers believe in a product which ultimately motivates them to make a purchase.

H7: Information Quantity has a negative effect on Purchase Intention

Based on the results of the hypothesis testing above, Information Quantity has a negative effect on Purchase Intention, because it has a t-statistic value of 1.824 and a p-value of 0.059. Shows that Information Quantity has a negative and insignificant effect on Purchase Intention. This means that the decrease in Information Quantity has no effect on the Purchase Intention value. This should be input for MOP Beauty so that they increase the information quantity by providing confirmation of various negative issues. This result is in line with the opinion of Sawlani[22], who states that the information quantity obtained by consumers motivates consumers to buy products/services, the greater a person's trust when making a purchase via online media, the less worry the consumer feels.

H8: Information Credibility has a positive effect on Purchase Intention

This is proven by the t-statistic value of 2,098 and the p-value of 0.036. Shows that Information Credibility positively and significantly influences Purchase Intention. This means that the higher the Information Credibility, the higher the Purchase Intention. Some consumers try to find the truth of information online according to the source[23] states that information credibility is one of the things that can influence a person's thinking, especially in making purchasing decisions. So in this case MOP Beauty must provide information that is credible, valid and authentic and details on each product so that consumers are increasingly confident in MOP Beauty products.

H9: Information Usefulness has a positive effect on Purchase Intention

with a t-statistic value of 3.302 and a p-value of 0.001. Shows that Information Usefulness positively and significantly influences Purchase Intention. This means that the higher the Information Usefulness, the higher the Purchase Intention value.

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[22] D K Sawlani, *Keputusan Pembelian Online, Kualitas Website, Keamanan Dan Kepercayaan (Edisi Pert)* (Scopindo Media Pustaka, 2021).

[23] Miriam J Metzger, Andrew J Flanagin, and Lara Zwarun, 'College Student Web Use, Perceptions of Information Credibility, and Verification Behavior', *Computers & Education*, 41.3 (2003), 271–90 <https://doi.org/10.1016/S0360-1315(03)00049-6>.

This is in line with Yousuf Bhat[24] statement which emphasizes that purchase intention has a positive relationship with Electronic Word of Mouth (eWOM). The better and more information you get, the higher a person's motivation to buy.

The following table displays the results of the total influence, direct influence and indirect influence of the variables used in this research. The results will be displayed as follows:

Table 6. Direct Influence

Kode	Purchase Intention (PI)	Trust (Tr)
IC	0.099	0.083
IL	1.091	1.020
IN	-0.124	-0.176
IU	0.201	-0.023
TR	-0.395	-

Source: Primary data processed (2024).

The table describes the total influence of the three independent variables on the dependent variable Purchase intention, along with their direct and indirect influences and the ability of trust as a mediator.

The total influence of IC on the PI variable is 0.067 (the IC variable has a positive effect on the PI variable of 6.7%). These results were obtained from the sum of the direct influence and indirect influence between IC and PI, each of which had a value of 0.099 (9.9%) for direct influence and -0.033 (-3.3%) for indirect influence. The direct influence is greater than the indirect influence, so it can be concluded that trust is unable to mediate IC on PI.

Table 7. Indirect Influence

Kode	Purchase Intention (PI)
IC	-0.033
IL	-0.403
IN	0.069
IU	0.009
TR	-

Source: Primary data processed (2024).

Table 7 explains, the total influence of IL on the PI variable is 0.699 (the IL variable has a positive effect on the PI variable of 69.9%). These results were obtained from the sum of the direct influence and indirect influence between IC and PI, each of which had a value of 1,091 (109.1%) for direct influence and -0.403 (-40.3%) for indirect influence. The direct influence is greater than the indirect influence, so it can be concluded that trust

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[24] Nazia Yousuf Bhat, 'The Influence of Electronic Word of Mouth (Ewom) on Consumers Purchase Intention: A Review and Analysis of the Existing Literature', *International Journal of Advances in Engineering and Management (IJAEM*, 2.1 (2008), 97–107 <https://doi.org/10.35629/5252-45122323>.

is unable to mediate IL on PI.

Table 8. Total Influence

Kode	Purchase Intention (PI)	Trust (Tr)
IC	0.067	0.083
IL	0.688	1.020
IN	-0.055	-0.176
IU	-	-0.023
TR	-0.395	-

Source: Primary data processed (2024).

Based on table 8, the total effect of IN on the PI variable is -0.055 (the IL variable has a negative effect on the PI variable of 5.5%). These results were obtained from the sum of the direct and indirect effects between IN and PI, each of which had a value of -0.124 (-12.4%) for the direct effect and 0.069 (6.9%) for the indirect effect. The direct influence is greater than the indirect influence so it can be concluded that trust is unable to mediate IN on PI.

CONCLUSION

The research results show that the quality of information, quantity of information, credibility of information, usefulness of information, trust, and intention to purchase e-WOM MOP Beauty are all in the high/good category. This shows that e-WOM MOP Beauty has good quality and has the trust of consumers.

There is a positive influence between information quality, information quantity, and information credibility on consumer trust in MOP Beauty products. However, the usefulness of information has no effect on trust. Consumer trust in MOP Beauty also has a positive and significant effect on purchasing intentions. Apart from that, the quantity of information also has a positive effect on purchase intentions. However, the usefulness of information does not directly influence purchase intentions through consumer trust. Information credibility, information usefulness, and trust also have a positive and significant influence on purchase intentions. This shows that trust and the usefulness value of information influence consumers' purchase intentions for MOP Beauty products.

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