

The Effect of E-WOM, Trust, and Website Quality on Consumers Purchase Intention at The Spa Secret in Batam City

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Abstrak

Penelitian ini bertujuan untuk mengkaji pengaruh electronic word of mouth (E-WOM), kepercayaan, dan kualitas website terhadap minat beli calon konsumen The Spa Secret di Kota Batam. Penelitian menggunakan pendekatan kuantitatif dengan metode deskriptif. Data primer diperoleh melalui penyebaran kuesioner kepada 204 responden yang dipilih menggunakan teknik purposive sampling berdasarkan perhitungan rumus Jacob Cohen. Instrumen penelitian diuji melalui uji validitas dan reliabilitas, serta uji asumsi klasik sebelum dilakukan analisis regresi linier berganda. Hasil analisis menunjukkan bahwa secara parsial E-WOM, kepercayaan, dan kualitas website berpengaruh positif dan signifikan terhadap minat beli calon konsumen. Secara simultan, ketiga variabel independen tersebut juga terbukti memiliki pengaruh yang signifikan. Nilai koefisien determinasi menunjukkan bahwa E-WOM, kepercayaan, dan kualitas website mampu menjelaskan 47,6% variasi minat beli, sementara sisanya dipengaruhi oleh faktor lain di luar penelitian. Temuan ini mengindikasikan bahwa ulasan online yang positif, tingkat kepercayaan yang tinggi, serta kualitas website yang baik berperan penting dalam membentuk minat beli calon konsumen pada layanan spa.

Kata Kunci: E-WOM; Kepercayaan; Kualitas Website; Minat Beli.

Abstract

This study aims to examine the effect of electronic word of mouth (E-WOM), trust, and website quality on the purchase intention of prospective consumers of The Spa Secret in Batam City. A quantitative approach with a descriptive method was employed. Primary data were collected through questionnaires distributed to 204 respondents selected using purposive sampling based on the Jacob Cohen formula. Prior to analysis, the research instrument was tested for validity and reliability, and the data were examined using classical assumption tests. Multiple linear regression analysis was applied to test the proposed hypotheses. The results indicate that E-WOM, trust, and website quality each have a positive and significant effect on purchase intention. Simultaneously, these three variables also demonstrate a significant influence on purchase intention. The coefficient of determination shows that E-WOM, trust, and website quality explain 47.6% of the variance in purchase intention, while the remaining percentage is influenced by other factors not examined in this study. These findings suggest that positive online reviews, a high level of consumer trust, and good website quality play an important role in enhancing the purchase intention of prospective consumers.

Keyword: E-WOM; Trust; Website Quality; Purchase Intention.

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1. Introduction

The advancement of internet technology has changed the way consumers search for information and make purchasing decisions by increasing reliance on digital platforms (Claudia Vanessa & Astuti, 2023). In Indonesia, the widespread use of the internet has strengthened the role of online reviews and testimonials in reducing consumer uncertainty when evaluating products and services (Mufti Prasetyo, Gustiawan, & Rizzel Albani, 2024). At the same time, the growth of the spa industry, driven by greater awareness of health and wellness, has intensified competition among spa service providers in Batam (Dimiyati, 2023), prompting prospective consumers to compare services through online information. Prior studies emphasize E-WOM and trust as important factors influencing purchase intention (Nurhidayat, Suroso, & Prabantariko, 2023). Some studies report that E-WOM and trust have a positive effect on purchase intention (Fadzri Kusuma & Wijaya, 2022). However, other research shows that the influence of E-WOM differs across research settings (Hermita Putri & Riski Taufik Hidayah, 2023). Trust is also recognized as a key determinant of purchase intention (Putri, Rahma, & Syahriza, 2023), yet inconsistent findings have been reported in previous studies (Anggi Irvania, Bagus Nyoman Udayana, & Fadhilah, 2022); (Wardani, Oktavia, Azizah Ali, & Suhud, 2022). Furthermore, studies that specifically examine website quality in the spa service industry remain limited, indicating a clear need for further empirical investigation.

2. Literature Review

2.1 E-WOM

E-WOM refers to online communication through which consumers share positive or negative experiences related to products or services via digital platforms (Yulindasari & Fikriyah, 2022). E-WOM reflects opinions formed after consumption and disseminated through social media and other online channels, enabling consumers to access information that supports purchase decision-making (Lahitani & Dasopang, 2023); (Syahri & Djakasaputra, 2024). In terms of measurement, (Habibatullah, Indayani, & Pebrianggara, 2025) E-WOM is commonly measured using indicators such as intensity, valence of opinion, and content. Empirical findings on the effect of E-WOM on purchase intention remain mixed, as some studies report a significant influence (Fadzri Kusuma & Wijaya, 2022), while others find no direct effect (Arifin & Rahmat Syah, 2023), highlighting the need for further investigation.

2.2 Trust

Trust refers to consumers' confidence in a company or brand based on perceptions of reliability, credibility, and honesty (Ginting, Chandra, Miran, & Yusriadi, 2023). In online transactions, trust reflects consumers' willingness to accept potential risks while maintaining positive expectations toward the service provider (Ambarita & Siagian, 2024). Customer trust is commonly evaluated through indicators such as reliability, integrity, competence, responsiveness, transparency, and reputation (Ginting *et al.*, 2023). However, empirical studies show mixed findings regarding its effect on purchase intention, as some report a significant positive relationship (Anggi Irvania *et al.*, 2022), while others find no significant influence (Br Surbakti & Evyanto, 2023). These inconsistencies suggest the need for further investigation into the role of trust in consumer purchase intention.

2.3 Website Quality

A website is an integrated set of interconnected pages that delivers information and can be accessed via the internet (Vallerin, 2022). In digital service delivery, website quality is essential to ensure user comfort and satisfaction (Habiba & Wijaya, 2022). Website quality reflects a site's ability to provide reliable information and support effective user interaction, which is commonly assessed through usability quality, information quality, interaction quality, and user satisfaction (Habiba & Wijaya, 2022). Empirical evidence regarding its influence on purchase intention remains mixed. While some studies report a significant

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positive effect of website quality on purchase intention (Claudia Vanessa & Astuti, 2023), others suggest that its impact occurs indirectly through customer satisfaction (Alverina & Karunia Tunjung Sari, 2023). This indicates that the role of website quality in shaping purchase intention may vary across contexts.

2.4 Purchase Intention

Purchase intention refers to consumers' willingness or motivation to purchase a product, which is shaped by perceived product quality, personal experience, and information obtained from the surrounding environment (Femendy & Pitri Nainggolan, 2024);(Dafa & Sari, 2021). It represents a cognitive process in which consumers evaluate available alternatives before directing their choice toward a particular brand. According to (Mochtar, Mandey, & Pondaag, 2022) purchase intention can be measured through exploratory, transactional, referential, and preferential intentions, reflecting consumers' interest in seeking information, making purchases, recommending products, and prioritizing certain brands. Based on this theoretical perspective, the present study investigates the influence of E-WOM, trust, and website quality on purchase intention, as illustrated in the proposed conceptual framework.

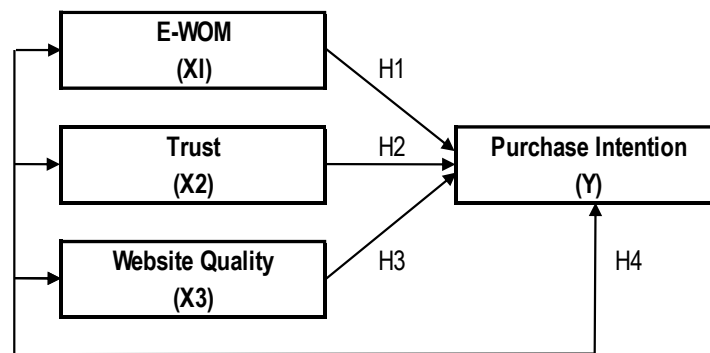


Figure 1. Conceptual Framework

- H1: E-WOM has a positive effect on the purchase intention of potential consumers at The Spa Secret Batam.
- H2: Trust has a positive effect on the purchase intention of potential consumers at The Spa Secret Batam.
- H3: Website quality has a positive effect on the purchase intention of potential consumers at The Spa Secret Batam.
- H4: E-WOM, trust, and website quality simultaneously have a positive effect on the purchase intention of potential consumers at The Spa Secret in Batam City.

3. Research Methodology

This study adopted a quantitative descriptive approach to examine the effect of E-WOM, trust, and website quality on purchase intention. This method was chosen to enable statistical measurement of relationships among variables in accordance with the research objectives. The research object was The Spa Secret Batam, with the population consisting of potential consumers who had obtained information about the spa through online platforms. Data were collected through an online questionnaire distributed via Google Forms, using a five-point Likert scale to measure respondents' perceptions. The study involved four variables, namely E-WOM, trust, and website quality as independent variables, and purchase intention as the dependent variable. Primary data were obtained directly from respondents, while secondary data were sourced from relevant literature. The sampling technique applied was non-probability sampling with purposive sampling, based on predetermined criteria, resulting in a total of 204 respondents. Data analysis was conducted using SPSS, including descriptive statistics and multiple linear regression analysis to assess the influence of the independent variables on purchase intention.

4. Results and Discussion

4.1 Results

The respondent profile describes the characteristics of participants involved in this study, including gender, age, domicile, familiarity with The Spa Secret, sources of information, and prior service experience. This classification provides an overview of respondents' backgrounds and is relevant for understanding variations in perceptions related to E-WOM, trust, website quality, and purchase intention. The respondents consisted of individuals who had accessed information about The Spa Secret Batam, making them appropriate and aligned with the objectives of this research.

Table 1. Respondent Characteristics

Category	Description	Frequency	Percentage (%)
Gender	Man	71	34,8
	Woman	133	65,2
Age	17 - 20	15	7,4
	21 – 30	69	33,8
	31 – 40	55	27
	More than 41	65	31,9
Domicile	Batam	204	204
	Outside Batam	0	0
Respondents' Familiarity	Yes	204	204
	No	0	0
Sources of Information	Instagram	45	22,1
	Official Website	0	0
	Friend/Family	159	77,9
	Google Maps	0	0
Use of Services	Yes	204	204
	No	0	0

Table 1 presents the demographic profile of the 204 respondents involved in this study. The sample consisted of 133 female respondents (65.2%) and 71 male respondents (34.8%), indicating a predominance of female participants. Most respondents were aged 21–30 years (33.8%), followed by those over 41 years (31.9%), respondents aged 31–40 years (27.0%), and a smaller proportion aged 17–20 years (7.4%). This distribution reflects a diverse adult age range relevant to spa service consumption. All respondents were residents of Batam, ensuring alignment with the operational area of The Spa Secret. In addition, all participants reported prior familiarity with The Spa Secret, indicating strong brand awareness among potential consumers. Information about the spa was primarily obtained through recommendations from friends or family, followed by social media, particularly Instagram. Notably, none of the respondents had previously used The Spa Secret's services, confirming that the sample exclusively represented potential consumers and allowing the analysis to focus on purchase intention formed prior to actual service experience.

4.1.1 Validity Test using Pearson Correlation Moment

After describing respondent demographics, the validity of the research instrument was tested using the Pearson Product Moment correlation in SPSS version 31 at a 5% significance level. A questionnaire item was considered valid if its correlation coefficient exceeded the critical r-value. With 204 respondents, the degree of freedom was 202, yielding an r-table value of 0.1374. All items meeting this criterion were retained for further analysis.

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Table 2. Validity Test Results

Variable	Indicator	R-Calculated	R-Table	Description
E-WOM (X1)	X1_P1	0,543	0,137	Valid
	X1_P2	0,742	0,137	Valid
	X1_P3	0,849	0,137	Valid
	X1_P4	0,765	0,137	Valid
	X1_P5	0,871	0,137	Valid
	X1_P6	0,835	0,137	Valid
Trust (X2)	X2_P1	0,796	0,137	Valid
	X2_P2	0,758	0,137	Valid
	X2_P3	0,674	0,137	Valid
	X2_P4	0,597	0,137	Valid
	X2_P5	0,613	0,137	Valid
	X2_P6	0,608	0,137	Valid
Website Quality (X3)	X3_P1	0,793	0,137	Valid
	X3_P2	0,787	0,137	Valid
	X3_P3	0,719	0,137	Valid
	X4_P4	0,827	0,137	Valid
Purchase Intention (Y)	Y_P1	0,662	0,137	Valid
	Y_P2	0,650	0,137	Valid
	Y_P3	0,667	0,137	Valid
	Y_P4	0,728	0,137	Valid

From Table 2. show the results of the validity test that all calculated correlation coefficients (r-calculated) for the measurement items exceed the critical r-table value of 0.137. These findings indicate that each questionnaire item is valid and capable of accurately representing the variables X1, X2, X3, and Y examined in this study.

4.1.2 Reliability Test

The validity test results show that all questionnaire items in this study meet the required criteria. Subsequently, a reliability test was conducted to assess the consistency of respondents' responses. An instrument is considered reliable if it produces consistent results when applied repeatedly (Sugiyono, 2020). In this study, reliability is confirmed when the Cronbach's Alpha value exceeds 0.60.

Table 3. Cronbach Alpha

Variable	Cronbach Alpha	N of Item	Alpha Value	Reliable
E-WOM (X1)	0,800	6	0,60	Yes
Trust (X2)	0,714	6	0,60	Yes
Website Quality (X3)	0,764	4	0,60	Yes
Purchase Intention (Y)	0,601	4	0,60	Yes

As shown in Table 3, the reliability test results reveal that all research variables have Cronbach's Alpha values above 0.60. This indicates that the measurement instruments are reliable and suitable for further analysis.

4.1.3 Multicollinearity Test

The multicollinearity test is performed to evaluate whether the independent variables are highly correlated within the regression model. Multicollinearity is assessed using Tolerance and Variance Inflation Factor (VIF) values, where a model is considered free from multicollinearity if the Tolerance exceeds 0.10 and the VIF is below 10.

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Table 4. Collinearity Statistics (VIF)

Model	Collinearity Statistic	
	Tolerance	VIF
E-WOM (X1)	0,428	2,336
Trust (X2)	0,377	2,650
Website Quality (X3)	0,412	2,425

As shown in Table 4, the multicollinearity test results indicate that the tolerance values for E-WOM, trust, and website quality exceed the threshold of 0.10, while all VIF values remain below 10. These results demonstrate that no high correlation exists among the independent variables. Consequently, the regression model meets the multicollinearity assumption and is suitable for subsequent analysis.

4.1.4 Multiple Linear Regression Analysis

This approach is employed to examine the relationships among variables, aiming to determine the extent to which the independent variables (X) affect the dependent variable (Y) within the causal model.

Table 5. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	6,851	0,772		8,873	<0,001
E-WOM	0,194	0,041	0,369	4,753	<0,001
Trust	0,102	0,048	0,175	2,119	0,035
Website Quality	0,151	0,053	0,226	2,855	0,005

Table 5. indicates that the multiple linear regression model in this study can be expressed by the equation $Y = 6.851 + 0.194X_1 + 0.102X_2 + 0.151X_3 + e$, with the following interpretations:

- 1) The constant value of 6.851 indicates that when E-WOM (X₁), Trust (X₂), and Website Quality (X₃) are assumed to have no influence, the Purchase Intention (Y) remains at 6.851.
- 2) The regression coefficient for E-WOM (X₁) is 0.194, indicating a positive relationship with Purchase Intention. This means that a one-unit increase in E-WOM leads to an increase of 0.194 units in Purchase Intention, assuming other variables remain constant.
- 3) The Trust variable (X₂) has a coefficient of 0.102, which implies that a one-unit increase in Trust will increase Purchase Intention by 0.102 units, holding other variables constant.
- 4) The coefficient of Website Quality (X₃) is 0.151, indicating that an improvement of one unit in Website Quality increases Purchase Intention by 0.151 units, assuming other variables are unchanged.

4.1.5 Analysis of the Coefficient of Determination (R²)

In this study, the contribution of X₁, X₂, and X₃ in explaining the variation in the dependent variable (Y) was assessed using the coefficient of determination (R²). The detailed results are discussed in the following section.

Table 6. Coefficient of Determination (R²) Results

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,695 ^a	0,483	0,476	1,042

Referring to Table 6., the Adjusted R-square value of 0.476 indicates that variables X₁, X₂, and X₃ jointly explain 47.6% of the variation in the dependent variable (Y) at The Spa Secret in Batam City.

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4.1.6 Partial Hypothesis Testing - T-Test

The t-test was conducted to assess the individual effects of X1, X2, and X3 on the dependent variable (Y) among 204 potential consumers of The Spa Secret in Batam. Hypotheses were tested at a 5% significance level, with variables considered significant if the p-value is below 0.05. The results are presented in the following table.

Table 7. T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	6,851	0,772		8,873	<0,001
E-WOM	0,194	0,041	0,369	4,753	<0,001
Trust	0,102	0,048	0,175	2,119	0,035
Website Quality	0,151	0,053	0,226	2,855	0,005

Based on the partial (t-test) results shown in Table 7., the interpretations are as follows:

- 1) E-WOM (X1) The t-value of 4.753 exceeds the critical value, with a significance level below 0.05, indicating a positive and significant effect on purchase intention. Therefore, H1 is accepted.
- 2) Trust (X2) With a t-value of 2.119 and a p-value of 0.035, trust exerts a significant positive influence on purchase intention, supporting the acceptance of H2.
- 3) Website Quality (X3) A t-value of 2.855 and significance below 0.05 confirm that website quality positively and significantly affects purchase intention, leading to the acceptance of H3.

4.1.7 Simultaneous Hypothesis Testing - F Test

The F-test was conducted to assess the simultaneous effect of X1, X2, and X3 on the dependent variable (Y) among consumers of The Spa Secret in Batam. The model is considered statistically significant if the F-value exceeds the critical value at a 5% significance level and the p-value is below 0.05.

Table 8. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	203,161	3	67,720	62,390	<0,001 ^b
Residual	217,089	200	1,085		
Total	420,250	203			

Table 8 shows that the F-test yielded an F-value of 62.390, exceeding the critical value of 2.65, with a significance level below 0.001. These results indicate that E-WOM, Trust, and Website Quality simultaneously exert a significant positive effect on Purchase Intention among consumers of The Spa Secret in Batam, supporting the acceptance of the alternative hypothesis.

4.2 Discussion

The results indicate that E-WOM (X1) significantly influences purchase intention (Y) among potential consumers of The Spa Secret Batam, with a t-value of 4.753 and a significance level below 0.001. This suggests that higher exposure to positive E-WOM enhances consumers' intention to utilize spa services. According to (Yugo Nabila Putri *et al.*, 2025), consumers tend to trust online feedback and experiences perceived as authentic and based on real usage. Positive E-WOM helps form favorable perceptions of service quality and organizational credibility, providing reassurance that encourages purchasing decisions. This finding supports (Fadzri Kusuma & Wijaya, 2022), which emphasizes the role of positive E-WOM in strengthening purchase intention through the creation of a positive service image. The t-test results reveal that trust (X2) significantly affects purchase intention (Y), with a t-value of 2.119 and a significance level of 0.035, below the 0.05 threshold. This demonstrates that trust plays an important role in shaping potential consumers' intention to purchase services from The Spa Secret Batam. As noted by (Kharisma *et al.*, 2025), trust develops through consistent service performance and the company's ability to meet consumer

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expectations, fostering credibility and reliability. Higher trust levels enhance consumer confidence and a sense of security, thereby strengthening purchase intention. These findings align with (Anggi Irvania *et al.*, 2022), which indicate that trust positively influences purchase intention by reducing perceived risk and providing assurance. The results show that website quality (X3) significantly influences purchase intention, with a t-value of 2.855 and a significance level of 0.005, below the 0.05 threshold. The positive coefficient indicates that higher website quality at The Spa Secret is associated with greater purchase intention, while lower quality may reduce consumer interest. This aligns with (Norman, Maha, Tj, Wahyoedi, & Krida, 2025), who note that poorly designed digital platforms that hinder information access or lack responsiveness can reduce user engagement. Enhancements such as clear navigation, comprehensive service details, attractive design, and stable access improve user comfort and trust, supporting positive perceptions and increasing purchase intention, consistent with (Claudia Vanessa & Astuti, 2023), who highlight that effective websites convey professionalism and credibility while motivating consumers to purchase. The results indicate that E-WOM, trust, and website quality jointly exert a significant influence on the purchase intention of potential consumers at The Spa Secret Batam. This is supported by an F-significance value below 0.001 and an F-value of 62.390, exceeding the critical threshold of 2.65. The Adjusted R² of 0.476 shows that these three variables explain 47.6% of the variation in purchase intention, with the remaining 52.4% affected by other factors such as promotional strategies, brand reputation, service experience, and consumer psychology. Consistent with (Dafa & Sari, 2021), purchase intention reflects a cognitive evaluation in which consumers form confidence in a service based on trust and perceived benefits. The findings suggest that positive online reviews, strong trust, and a well-designed, informative website collectively enhance consumer motivation, encouraging reservations, package purchases, and trial of spa services. This underscores the importance of digital engagement and online credibility in shaping consumer confidence and decision-making.

5. Conclusion

The results obtained in this study demonstrate that E-WOM, trust, and website quality significantly influence purchase intention among potential consumers of The Spa Secret Batam. Positive E-WOM enhances consumer interest by emphasizing the impact of online reviews, while trust fosters purchasing decisions through perceived reliability and credibility. Website quality also positively affects purchase intention, highlighting the importance of an informative and user-friendly platform for service reservations. Collectively, these factors account for 47.6% of the variation in purchase intention, with the remainder explained by variables outside the study's scope. Based on these results, The Spa Secret Batam is recommended to strengthen its digital strategy by optimizing customer reviews, maintaining consistent service quality to build trust, and improving website usability and information clarity. Future studies should consider additional variables and broader research contexts to gain deeper insights into consumer purchase behavior. The study confirms that E-WOM, trust, and website quality are significant factors influencing purchase intention among potential consumers of The Spa Secret Batam. Therefore, the company is advised to enhance its digital strategy by leveraging customer reviews, ensuring consistent service quality to build trust, and optimizing the website for clear information, responsiveness, and user-friendly online reservations. Such initiatives are expected to increase consumer engagement and drive higher transaction rates. For future research, including additional variables such as promotion, brand image, service experience, or pricing is recommended, along with employing varied methodologies and expanding sample size and research locations to obtain more comprehensive and generalizable insights into consumer purchase behavior in comparable service sectors.

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