The Influence of Trust, Message Content, and Recommendation on e-WOM Credibility and Its Impact on Purchase Intentions in e-Marketplace

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Abstract

Although electronic word-of-mouth (e-WOM) has long been recognized for its ability to impact customer decision-making, the mechanism of e-WOM influence on customer purchase intention in the e-Marketplace is still unclear. An empirical model is used in this study to examine the factors that determine the credibility of e-WOM in e-Marketplaces. The proposed framework explains how customers use e-Marketplace as a platform for sharing information, as well as the impact it has on brand image creation and online purchasing intention through e-WOM credibility. The survey research with a six-point Likert scale online questionnaire using a purposive sampling method collects 237 respondents from five cities in Greater Jakarta. The study tests the hypotheses using SmartPLS, Cronbach's Alpha to determine the reliability, and AVE & factor loading to test the validity. The result shows that the message content, trust, and recommendation in the e-marketplace review section significantly influence e-WOM credibility. The credibility of e-WOM substantially affects customer purchase intention and brand image creation. Brand image creation partially mediates e-WOM credibility and purchase intention. EWOM credibility is becoming a substantial variable as not only it could influence customer purchase intention but also brand image creation. These inputs could be useful for managers and e-marketplace vendors to create design features and evaluation tools that assist consumers in identifying credible e-WOM messages. Those messages will then increase consumers' "trust" and "loyalty" to e-marketplace vendors.

Keywords
EWOM, E-Marketplace, Trust, Purchase Intention, and Brand Image Creation.

1. Introduction
As the Internet and information technology are getting advanced, electronic word of mouth (e-WOM) has become a crucial tool to convey product- or service-related information across industries. EWOM allows current, former, or potential consumers to make any positive or negative statements on products or services, which are seen by mass viewers on the Internet (Syahrivar and Ichlas 2018), including in e-commerce. There is an increase in e-commerce in Indonesia, and it is not slowing down. Additionally, with traffic being a continuous challenge in major cities in Java, Internet shopping serves as a solution (Jain et al. 2021). There are two major categories of online commerce sections: social commerce and e-marketplace. Tokopedia, Shopee, and Lazada are examples of e-marketplace in Indonesia (Das et al. 2022). E-Marketplace means selling and buying activities using the internet provided by multiple third parties (Svobodová and Rajchlová 2020). In Indonesia, the E-Marketplace is developing quickly. More than 30 million Indonesians transact online, generating a market worth at least $8 billion (Das et al. 2022).

EWOM in shopping websites where online reviews occur between anonymous users is a crucial factor that influences a brand image and customers' purchase intention, which can be a prominent topic in academics (Consuegra et al. 2018; Siddiqui et al. 2021; Tien et al. 2019). There is a rise in the intention to purchase products/services when corporations give features that suit a consumer's demand. Moreover, purchase intention is an attitude variable that may be used to measure customers' future contributions to a brand and, in turn, lead to actual purchase behavior (Consuegra et al. 2018).

A recent study found that approximately 93% of customers read online reviews before purchasing a product or using a service (Schoenmueller et al. 2020). Consumer online reviews have become a critical component of their decision-making process. Consumers are provided with up-to-date information on the products and services from other customers through internet reviews, representing purchasers' actual experiences and opinions (Akbaradi and Hosseini 2020). Indeed, the existence of e-WOM in the e-marketplace has provided a new opportunity for a growing number of brands to leverage consumer exposure and increase sales. EWOM is observed as beneficial advertising for a brand (Siddiqui et al. 2021). Customer preferences and purchase behavior can change from customers-to-customers direct e-WOM (Consuegra et al. 2018). Hence, e-WOM credibility is assumed as a crucial factor influencing customers' perception of how trustworthy and competent the source of information they get online is (Rusdiana et al. 2019). Brand image refers to the characteristics and benefits of a product or service that distinguish it from others (Dwidienawati et al. 2020). The premise is that if customers believe the reviews, they are more inclined to have a purchase intention (Dwidienawati et al. 2020).

Hence, the findings within the literature are examined, and e-WOM is considered an essential tool that consumers use for their purchase intention (Bueno and Karabulut, 2018), and they mainly depend on the advice inside e-WOM (Siddiqui et al. 2021). Consumers' purchase intention is described as a mix of their interest in a product and their likelihood of purchasing it (Consuegra et al. 2018). Using the information adaption model, Elaboration Likelihood Model, and the Heuristic-Systematic Model approach, Siddiqui et al. (2021) examined e-WOM influences purchase intention and found that message content, recommendation and trust contribute to e-WOM credibility, then positively affect purchase intention through the mediating brand image. Erkan and Evans (2018) mentioned that information credibility is one factor that affects purchase intention and is also considered a consumer's persuasion process. Plidtookpai and Yoopetch (2021) believe that credibility gained as the e-WOM is trusted. Where comments are formulated, the quality of comments, and the platform used are the basis for e-WOM trust. Moreover, equivalent results regarding trust were also examined by Siddiqui et al. (2021) that trust significantly affects e-WOM credibility.

In contrast, related to the trust variable, Zhao et al. (2021) and Mahmud et al. (2020) found that trust directly influences purchase intention. The different models of trust in e-WOM could be caused by the difference in trust context, whether the trust variable stands on the trust of the platform used, trust in the information source, or trust in the brand. We regard high involvement as one factor affecting e-WOM credibility not examined in this study because it is not related to E-Marketplace. Siddiqui et al. (2021) study the link between e-WOM credibility and brand intention, resulting in consumer purchase intention, and discover that e-WOM credibility significantly influences brand image creation as a mediator for purchase intention. Similarly, Tien et al. (2018) discovered a substantial correlation between e-WOM credibility and purchase intention. However, when e-WOM adoption mediates the link between e-WOM usefulness and purchase intention, the direct influence of e-WOM credibility and purchase intention is significantly diminished. Hence, this researcher did not include e-WOM adoption as a mediator in the research.

An important determinant for purchase intention is brand image, with brand awareness as one of the brand images values (Zhao et al. 2020). Brand loyalty is based on customers' awareness, and brands with low awareness levels tend to face difficulties entering the market (Išoraitė 2018). A positive brand image will result in solid purchase intentions on social media networks (Siddiqui et al. 2021). Consuegra et al. (2018), regarding social media activity, found that brand image as mediating will positively influence consumer purchase intention. Plidtookpai and Yoopetch (2021) found that a positive brand image will influence online customers on social media platforms to make a quick decision for purchase intention. Despite the growing recognition of e-WOM credibility and brand image in driving customer purchase intention, only a few research studies have investigated how e-WOM credibility impacts brand image and purchase intention, particularly in the e-marketplace. Based on the above discussion on previous studies, there was sufficient evidence that the influence of e-WOM credibility and its factors to purchase intention and brand image in the e-marketplace needs to be resolved. Moreover, research on the mediating influence of brand image from e-WOM credibility to purchase intention is still limited. There are still many unsettled arguments regarding the topic being questioned. The study goals are to learn how customers react to products reviewed by other customers on e-marketplace sites, and how e-WOMs factors influence brand image and purchase intention.

2. Literature Review
EWOM is one of the most valuable pieces of information for consumers because it contains peer views and experiences rather than data generated by companies (Erkan and Evans 2018). Besides, e-WOM is considered a paramount tool that is used by consumers for their purchase intention, and they mostly depend on the advice inside e-

WOM (Bueno and Karabulut 2018; Siddiqui et al. 2021). Dwidienawati et al. (2020) examined that e-WOM plays a significant role in reducing asymmetric information about products in online shopping. Therefore, e-WOM influences the review of experienced customers able to reduce the uncertainty, risk, and decision-making for purchases. Previous studies found that e-WOM influences purchase intentions and brand image. It also found that e-WOM credibility is significantly affected by message content, recommendations, and trust (Siddiqui et al. 2021).

2.1 Message Content
Two types of message content that influence customers' attitudes about the review and product, and perceived credibility and purchase intention are message valence (positive, negative, and neutral) and message type (attribute-centric and benefit-centric) (Switala et al. 2018). Wang et al. (2015) and Siddiqui et al. (2021) investigated the psychological processing of message content as the importance and weight put on the purchase decision increased. Wang et al. (2015) found that the message content had a significant impact on the attitude toward the review. Another researcher investigated the influence of two distinct types of messages content: descriptive and commercial (Gauzente and Roy 2012). Message content has been found in previous studies to influence e-WOM credibility (Siddiqui et al. 2021). Hypothesis 1: Message Content has a positive effect on e-WOM credibility.

2.2 Recommendation
Consumers' behavioral intentions in e-WOM message adoption are influenced by accepting information and recommendations provided through reviews and comments (Gauzente and Roy, 2012). Customer purchasing decisions are influenced by other people's recommendations, according to previous studies (Bhat 2020; Gauzente and Roy 2012; Saremi and Montazemi 2019; Siddiqui et al. 2021). There is an increased reliance on e-WOM communication through e-marketplace reviews and comments by online customers. The term "e-WOM" refers to an informal discussion among internet shoppers about a variety of brands. It also helps buyers compare various products and services (Saremi and Montazemi, 2019). People accept favorable recommendations from others, which affects consumer behavior and leads to positive purchasing intentions (Bhat 2020). Suggestion is the most crucial factor in determining the credibility of e-Marketplace messages, which indicates that the more individuals who recommend a product on an e-marketplace, the more credible the e-marketplace becomes, and recommendations have a significant impact on purchasing decisions (Siddiqui et al. 2021). Hypothesis 2: Recommendation has a positive influence on perceived e-WOM credibility.

2.3 Trust
Trust refers to individuals' assessment of the presented knowledge, and if they can believe the message information and instructions offered by another person are motivated by trust is the most critical component to consider, as it enables an individual to describe and assess their behavior to provide the more necessary information (Ismagilova et al. 2019). A previous study indicates that consumers' trust in internet reviews posted by anonymous people has a stronger impact on their purchase intentions when purchasing a product (Siddiqui et al. 2021). Online information has the potential to enhance customer attitudes, subjective standards, and consumer confidence (Malik and Rizwan 2021). In this study, customer trust toward e-WOM is defined as the belief and expectation of the customers toward e-WOM. Consumers' risk perceptions are reduced and their trust in online retailers is increased when they receive e-WOM messaging (Bueno and Karabulut 2018). According to previous research, consumers are more inclined to believe information with the source not having another motive, and the message sender's own opinion is the most trusted source (Hussain et al. 2020). However, Tien et al. (2019) and Ismagilova et al. (2019) found that trustworthy reviewers have higher degrees of objectivity and sincerity, which leads to recipients not questioning the authenticity of the information provided, showing that it plays a role in e-WOM legitimacy. Therefore, the following hypothesis is proposed: Hypothesis 3: Trust has a positive effect on e-WOM credibility.

2.4 Relationship of EWOM credibility with Purchase Intention
People assess the information's source credibility. Consumers will tend to believe the reviews if the source is credible. A credible source is a method of communication that conveys correct information (Vitaloka and Alversia 2019). The proliferation of review sources leads to a growth in the number of online product reviews, making it difficult for buyers to choose the most credible evaluations (Visentin et al. 2019). Erkan et al. (2018) mentioned that information credibility is among the factors that affect purchase intention and is also considered a consumer's persuasion process. Purchasing a certain product or brand is determined by the interaction of the customer's expectations, attitude, and perception (Hlee et al. 2018). Purchase intention is also an attitude variable that may be used to assess customers' future contributions to a brand and can lead to real purchase activity; consequently, customers' purchase intention is high if their desire to purchase a product or service is high (Consuegra et al. 2018). Marketers have been paying more

attention to social networking sites in recent years, hoping to capitalize on possibilities to influence consumers' buying intentions (Chakraborty and Bhat 2018).

Consumers utilize e-WOM as a key tool to help them decide whether to buy anything (Bueno and Karabulut 2018). Customer reviews and influencers could be part of e-WOM too (Dwidienawati et al. 2020), and prior studies found that consumers' purchase intention is positively impacted by the credibility of the influencer (Weismuller et al. 2020) endorser (Hlee et al. 2018; Saima and Khan 2021). Rusdiana et al. (2019) found that e-WOM credibility is assumed to be a crucial factor that influences customers' perceptions. Tien et al. (2019) examined e-WOM credibility positively affect purchase intention and found that e-WOM credibility affects purchase intention, but the significance of the impact only happened if there is e-WOM adoption as the mediator. On the other hand, Siddiqui et al. (2021) found a similar result with Rusdiana et al. (2019) that e-WOM credibility is a crucial component that can impact customer purchase intention and the impact is significant without any mediating variable. Another study is found to be similar with study performed by Rusdiana et al. (2019) and Siddiqui et al. (2021) that credible online review significantly impacts purchase intention in the context of e-marketplace sites (Hlee et al. 2018) and C2C platform (Chin et al. 2020). Hence, this study suggests that: Hypothesis 4: E-WOM credibility positively impacts purchase intention.

2.5 Relationship of EWOM credibility with Brand Image Creation

Brand image is significant in marketing since it can be utilized as an informative signal for buyers to judge product quality and make purchases (Bueno and Gallego 2021). Brand image refers to the characteristics and benefits of a product that distinguish it from others (Consuegra et al. 2018). Chakraborty et al. (2018) found that credible online reviews positively impact three components of brand associations (perceived value, brand personality, and organization associations), where the brand associations collectively create a brand image. In the social media network, e-WOM credibility will result significantly in brand image (Siddiqui et al. 2021). Despite the extensive literature on the impact e-WOM has on purchase intention, very few studies have investigated how a brand image is affected by e-WOM credibility, especially on e-marketplace sites. To our knowledge, there is just one research in this area that is relevant to our purpose. Another similar study found that brand credibility positively impacts brand image (Consuegra et al. 2018). Purchase Intention measures how keen customers are to suggest a product and service. When customers decide on a product or service, their final decision to purchase or not is affected by purchase intention. In their presentation of the development investment performance process for marketing activities, they mentioned that marketing activities, which is e-WOM, contribute to consumers' attractiveness and retention of products; thus, discovering that brand image mediates between e-WOM credibility and purchase intention (Pramingsih et al. 2019).

Hypothesis 5: E-WOM credibility positively impacts brand Image
Hypothesis 6: Brand image positively impacts Purchase Intention
Hypothesis 7: Brand image mediates the relationship between e-WOM credibility and purchase intention
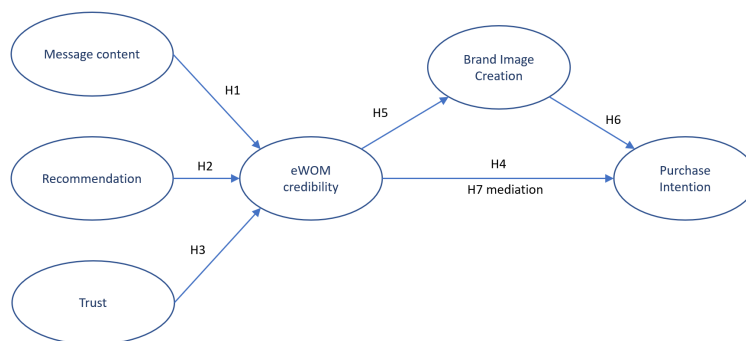

Fig. 1 Research Model

3. Methods

3.1 Proposed Sampling/Procedure

Each participant was assigned individually, and we will be looking at the data gathered as an individual data source (Dwidienawati et al. 2020). The unit analysis is an individual which uses e-marketplace and considers electronic word-

of-mouth inside the purchase process. The survey in this research was gathered just once which was filled out by each participant. The geographic of where this research is concluded is Greater Jakarta Area (Jabodetabek). The reason to choose Jakarta is that it is the capital city of Jakarta and has the highest number of users using e-marketplace as a daily activity to buy and sell products (Boeren 2017) with 58% of the total population (BPS 2020). Primary data will be collected through an online questionnaire designed specifically for this study. In the questionnaire, the first section will be recording the demographic information. The second section will consist of the instruments to measure recommendation, message content, trust, e-WOM credibility, brand image creation, and purchase intentions.

To determine the link between variables, a quantitative study of empirical data was done. Since a sample frame is not available, the purposive sampling approach is used to pick those people who are actively interested in online shopping and are aware of the existence of e-WOM (Dwidienawati et al. 2020). The purposive sampling method is used when the researcher seeks out respondents with specific characteristics, in this study the characteristic is has used E-Marketplace and has ever read online reviews before making decisions to buy (Leong et al. 2021; Mahmud et al. 2020; Siddiqui et al. 2021). Purposive sampling may be defined as a non-random sampling strategy in which respondents are picked based on certain traits, such as the whole sample having the same distribution of attributes as the (Etikan 2016; Leong et al. 2021; Taherdoost 2016). With the highest number of E-Marketplace users in Indonesia, Jakarta has around 97.440.000 E-Marketplace users (BPS 2020; Urban & Eeden-Moorefield 2018). By specifying the ratio of observations to independent variables, sample size influences the result's generalizability. A common guideline states that the ratio should be greater than 5:1, or that there should be at least five observations for each independent variable in the variate and between 15 and 20 observations for each independent variable (Nurhayati-Wolff 2022). The variable observed in this study is 5, thus our sample size target is minimally around 100.

3.2 Method and Technique of Data Collection

This study is survey research with a six-point Likert scale, ranging from strongly disagree (1) to strongly agree (6), which measured the level of respondents' agreement or disagreement with arguments (Bueno and Karabulut 2018; Erkan and Evans 2018; Hair et al. 2018; Roberts et al. 2018). Likert measurement scales are used in surveys to gather responses to questions or groups of related statements to investigate attitudes (Feldman et al. 2020). According to previous research, the Likert scale of 6 points produces dependability values that are higher than the Likert scale of 5 points. They should utilize the Likert's scale of 6 points if they wished to stress high reliability and decrease deviation to the minimum or reduce the hazards that could arise from personal decision-making divergence (Hair et al. 2018).

To test the hypothesis, a questionnaire was created using some items from prior studies and some from our elaboration (Krisciuniene et al. 2019). The questionnaire's English version was then translated into Bahasa Indonesia, as the respondents were all Indonesian. We used an online questionnaire utilizing the Google Form platform to deliver the questionnaire to the respondents (Mahmud et al. 2020). Using the electronic questionnaires helps the researchers to easily administer, cost-wise, fast delivery, automatic processing of answers, and respondents could more conveniently answer the questions (Wang et al. 2018). Indicators of variable Message Content, (4 questions), variable Trust (5 questions), and variable recommendation (5 questions) are measured by referring to Siddiqui et al. (2021). The e-WOM credibility is also measured using a method by Tien et al. (2019) with 3 questions. For the dependent variables, 3 questions were used to measure purchase intention and 3 questions to measure brand image creation which refers to Jalilvand and Samiei (2012), and Shukla, (2011) quoted from Siddiqui et al. (2021).

3.3 Data Analysis

The proposed model is estimated and tested using structural equation modeling (SEM). To validate the measurement model, SEM with a smart partial least squares (PLS) approach is used (Evgeniy et al. 2019; Hlee et al. 2018; Siddiqui et al. 2021; Tien et al. 2019) as it can analyze interrelationships between multiple independent and dependent variables simultaneously and provide a more detailed comprehension of theoretical concept (Tien et al. 2019). Furthermore, PLS does not constrain the sample size and residual distribution (Evgeniy et al. 2019). The initial step was to determine the measurement model based on the interrelationships between the indicator (observed) and latent (unobserved) components. The validity of this measurement model is evaluated using convergent and discriminant validity, as well as reliability using internal consistency reliability using Cronbach Alpha (Chakraborty and Bhat 2018; Tien et al. 2019; Weismuller et al. 2020). Cronbach's alpha of 0.7 or above implies an internal consistency high level (Mamlmqvist et al. 2019). The structural model connected to independent and dependent variables was constructed in the second stage to test the hypotheses. SEM was carried out to investigate the interrelationships between all the model variables' study constructs. A bootstrapping methodology was implemented to evaluate the proposed hypotheses level (Mamlmqvist

et al. 2019), using 5,000 samples with bias-corrected confidence of 95% (Mahmud et al. 2020). Bootstrapping is used because the PLS technique cannot directly give the importance of the path structural coefficients of the inner/structural model, which describe the relationships between the independent and dependent latent variables (Tien et al. 2019).

4. Results and Discussion

4.1 Sample Profile and Descriptive Analysis

The focal item for this study is e-marketplaces. An online questionnaire was sent to 40 Jabodetabek (Greater Jakarta) citizens in the first round of data collection. The hypothesis is evaluated by the main study. For our research, a total of 291 respondents completed the online survey and 237 questionnaires. Due to ambiguous replies and incomplete data, 54 surveys were removed. Table 1 shows the demographic characteristics, with respondents being 106 male and 131 female (44.73% vs. 55.27%). The majority of the sampled were young adults, with 48.10% aged 26 to 35. Most of them are bachelor's degree students (60.76%) who are taking part in decision-making. The monthly expense for daily needs is mostly in the range of < Rp 3.000.000 (35.44%) with most respondents from the Jakarta region (70.04%). The most online shopping visited by the respondents are Shopee (54.82%) followed by Tokopedia (43.04%), then followed by Lazada (1.27%), and lastly Bukalapak (0.84%). The monthly shopping frequency was in the range of 1 – 3 times a month, as shown in Table 1.

Table **1**. Respondent's Descriptive Profile

Variable	Attribute	Frequency	Percentage
	Male	106	44.73%
Gender	Female	131	55.27%
Age	< 18 years old	0	0.00%
	18 - 25 years old	47	19.83%
	26 - 35 years old	114	48.10%
	36 - 45 years old	34	14.35%
	46 - 55 years old	33	13.92%
	> 55 years old	9	3.80%
Education	Elementary	0	0.00%
	Secondary	0	0.00%
	Higher Secondary	39	16.46%
	Diploma	29	12.24%
	Bachelor	144	60.76%
	Graduate/Master	17	7.17%
	Postgraduate	8	3.38%
Monthly expenses for daily needs	< Rp 3.000.000	84	35.44%
	Rp 3.000.000 - Rp 5.000.000	74	31.22%
	Rp 5.000.001 - Rp 7.000.000	34	14.35%
	Rp 7.000.001 - Rp 10.000.000	22	9.28%
	> Rp 10.000.000	23	9.70%
Location	Jakarta	166	70.04%
	Bogor	23	9.70%
	Depok	15	6.33%
	Tangerang	15	6.33%
	Bekasi	18	7.59%
Most frequent e-marketplace used	Shopee	130	54.85%

	Tokopedia	102	43.04%
	Bukalapak	2	0.84%
	Lazada	3	1.27%
Shopping frequency in the e-marketplace	1x - 3x a month	105	44.30%
	4x - 6x a month	84	35.44%
	7x - 9x a month	21	8.86%
	> 10x a month	27	11.39%

4.2 Measurement Model

Investigate the interrelationships between various dependent and independent variables concurrently. As a preliminary stage, a measurement model was developed by examining how indicators and latent components interrelate. Second, the structural model connected with dependent and independent variables was created for testing hypotheses.

Table 2. Mean, Indicator loadings, reliability, and AVE

F	Item	Mean	Loading		Cronbach Alpha		Composite Reliability		AVE	
			Before	After	Before	After	Before	After	Before	After
Message Content	MC1		0.775	0.775						
	MC2	5.15	0.736	0.736	0.761	0.761	0.847	0.847	0.581	0.581
	MC3		0.742	0.742						
	MC4		0.794	0.794						
Recommendation	R1		0.575							
	R2		0.799	0.804						
	R3	4.0335	0.863	0.89	0.846	0.893	0.893	0.926	0.63	0.758
	R4		0.843	0.898						
	R5		0.852	0.888						
Trust	T1		0.778	0.778						
	T2		0.719	0.719						
	T3	4.7872	0.797	0.797	0.858	0.858	0.898	0.898	0.639	0.639
	T4		0.85	0.85						
	T5		0.846	0.846						
Ewom Credibility	EC1		0.921	0.921						
	EC2	4.8943	0.922	0.922	0.925	0.925	0.952	0.952	0.869	0.869
	EC3		0.954	0.954						
Brand Image Creation	BIC1		0.891	0.891						
	BIC2	5.1323	0.919	0.919	0.904	0.904	0.939	0.939	0.838	0.838
	BIC3		0.936	0.936						
Purchase Intention	PI1		0.927	0.927						
	PI2	5.2207	0.945	0.945	0.929	0.929	0.955	0.955	0.875	0.875
	PI3		0.934	0.934						

Note: Mean values per item — MC1 4.992, MC2 5.249, MC3 5.435, MC4 4.924; R1 5.477, R2 4.662, R3 4.063, R4 3.561, R5 3.848; T1 5.333, T2 4.658, T3 5.257, T4 4.388, T5 4.3; EC1 4.873, EC2 4.848, EC3 4.962; BIC1 5.207, BIC2 5.114, BIC3 5.076; PI1 5.232, PI2 5.181, PI3 5.249.

The mean from each variable varies from 4.03 to 5.15, which highlights that the respondents agreeing on each variable's indicator. The greater the absolute amount of the factor loading, the more significant the loading is for factor matrix interpretation. Factor loadings of 0.30 to 0.40 are regarded to achieve the lowest degree of structural

interpretation. 0.50 factor loading or above is deemed significant. Loadings greater than 0.70 are believed to suggest a well-defined structure, which is the objective of any factor analysis. Factor loadings less than 0.7 are still statistically significant; however, as the loadings decrease, more of the variation in the measure is attributable to error variance rather than explained variance (Hair et al. 2018). Practically, almost all factor loadings are more than 0.7 while only R1 is less than 0.70, thus R1 was removed from the construct. PLS-SEM is meant to find and repair measurement errors. Reliability is a metric that indicates the degree to which a collection of measured variables is internally consistent, depending on the degree to which the indications are connected (Hair et al. 2018). Two methodologies are used to test reliability in PLS-SEM. Cronbach's alpha is utilized as well as composite reliability. From table 2, Cronbach's alpha as internal consistency reliability from the constructs ranged from 0.761 to 0.929. Specific for variable Recommendation, after R1 is removed from the construct, Cronbach's Alpha slightly increased from 0.846 become 0.898. All of Cronbach's Alpha numbers from all variables are inside the acceptable range because they are much higher than 0.7 and composite reliability, which ranged from 0.832 to 0.942. For the recommendation variable, the composite reliability increased from 0.893 to become 0.926. Thus, according to the finding, six constructs were shown to have good reliability and internal consistency. Convergent and discriminant validity were examined in terms of scale validity. The average variance extracted (AVE) values of the constructs, as shown in Table 2, ranged between 0.554 and 0.843. The AVE extracted estimates all exceed 0.5, which is a rule of thumb (Hair et al. 2018).

Table 3. Inter-correlation among research constructs

	Brand Image Creation	e-WOM Credibility	Message Content	Purchase Intention	Recommendation	Trust
Brand Image	0.915					
EWOM Credibility	0.686	0.932				
Message Content	0.617	0.566	0.762			
Purchase Intention	0.738	0.684	0.661	0.935		
Recommendation	0.457	0.471	0.445	0.417	0.871	
Trust	0.757	0.716	0.653	0.781	0.516	0.800
Coefficient of determination (R^2)	0.471	0.539		0.604		

Correlation analysis was carried out on the independent variables, dependent variables, and the moderator of this study was carried out on the research assumptions. As stated by (Fornell and Larcker 1981), the AVE threshold value should be larger than 0.5 to establish the convergence of the suggested model's measurement scale. Results are shown in Table 3. Brand image, e-WOM credibility, message content, purchase intention, recommendation, and trust are significantly and positively correlated. The AVE square root for each construct is presented by the values on the diagonal; the values below the diagonal represent construct correlations. As illustrated in Table 3, values on the diagonal are greater than those below the diagonal, indicating that the pair is positively correlated. This data shows that a positive correlation occurred between brand image, e-WOM credibility, message content, purchase intention, recommendation, and trust. According to the R2 value, 53.9 percent of the differences in e-WOM credibility could be described by the explanatory factors. The credibility of e-WOM could explain 47.1 percent of the variations in brand image creation. Brand image creation was shown to account for 60.4% of purchase intention.
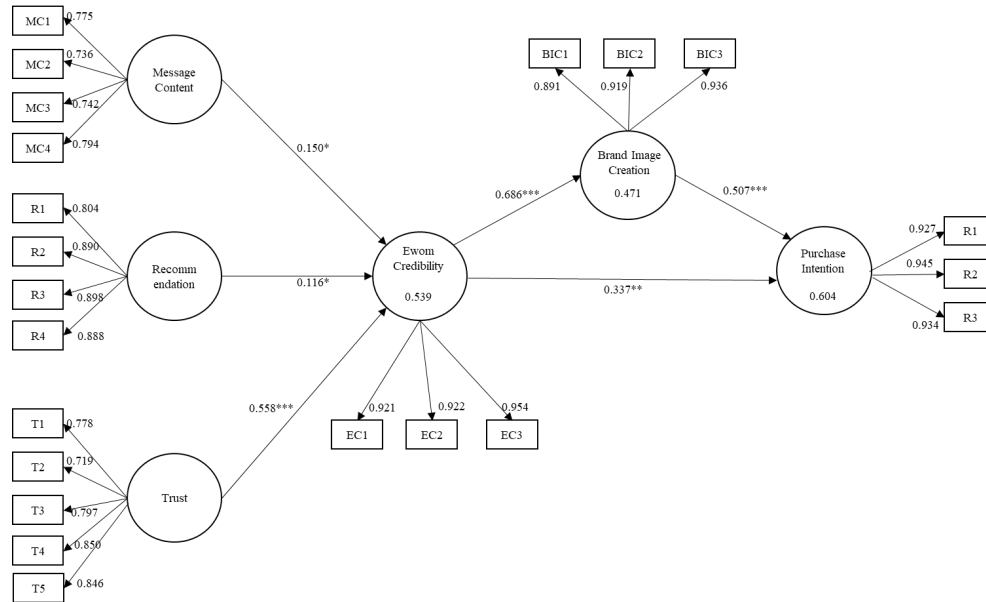
Fig. 1 Structural Equation Model of this study (path coefficients)

4.3 Structural Model

As PLS cannot directly provide the magnitudes or relevance of the inner model's route structure coefficients (Tien et al. 2019), a bootstrapping process with 5000 subsamples and 95% bias-corrected confidence intervals was employed to test the proposed hypotheses.

Table 4. Path coefficient of the structural model

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV|)	P Values	Result
H1	Message Content -> Ewom Credibility	0.150	0.152	0.066	2.265	**0.024**	Supported
H2	Recommendation -> Ewom Credibility	0.116	0.117	0.056	2.071	**0.038**	Supported
H3	Trust -> Ewom Credibility	0.558	0.559	0.065	8.648	**0.000**	Supported
H4	Ewom Credibility -> Purchase Intention	0.337	0.336	0.111	3.035	**0.002**	Supported
H5	Ewom Credibility -> Brand Image Creation	0.686	0.688	0.045	15.39	**0.000**	Supported
H6	Brand Image Creation -> Purchase Intention	0.507	0.506	0.104	4.877	**0.000**	Supported
H7	Ewom Credibility -> Brand Image -> Purchase Intention	0.348	0.348	0.074	4.688	**0.000**	Supported, partial mediation

As shown in Table 4, the result indicates that the message content, trust, and recommendation significantly influence e-WOM credibility (p-value <0.05, T-stat >1.96). Therefore, H1, H2, and H3 are supported. Previous research by Siddiqui et al. (2021) found equivalent results. This study's findings add to the evidence that purchase intention is affected by e-WOM, proving that 'experienced' customers' valuable information is accounted for online purchase decisions (Consuegra et al 2018). Trust in the e-marketplace is a highly vital and influential factor. Without trusting the seller, customers would not make any online transactions. Trust helps create positive attitudes toward transaction behavior, leading to transaction intention (Tien et al. 2019). Although past research has shown that trust has a minimal influence on purchase intentions, this study reveals that a higher trust level leads to a high purchase intention Siddiqui et al. (2021). Furthermore, e-WOM credibility significantly positively affected brand image (p-value <0.05) and

purchase intention (p-value <0.05). Brand image creation also positively impacts purchase intention (p-value<0.05), thus, H4, H5, and H6 are supported. Table 6 shows that e-WOM credibility had a considerable influence on purchase intention in an e-marketplace with or without a partial mediating variable, which contradicts an earlier study that found e-WOM credibility to have a weak direct impact on purchase intention (Siddiqui et al. 2021; Tien et al. 2019), and thus requires a strong mediating role to influence consumer purchase intentions. The credibility of e-WOM has been proven to have a high correlation with brand image, showing the importance of e-WOM credibility in creating a brand's image. This finding is consistent with Siddiqui et al. (2021), indicating a substantial correlation between e-WOM credibility and brand image. Additionally, a substantial connection between brand image creation and customer online purchase intention is shown by the path analysis. This finding is like prior studies examined by Siddiqui et al. (2021) and Consuegra et al. (2018). It may be inferred that brand image creation is also a significant predictor of purchase intentions in the e-marketplace environment. Result of the specific indirect effects analysis, the path Ewom Credibility -> Brand Image Creation -> Purchase Intention is significant (p<0.05). This finding indicates a significant direct association between e-WOM credibility and purchase intention. However, with the brand image as a mediator, a significant indirect influence is present. Mediation occurs with partial mediation because brand image creation as the mediator does not remove the significance between e-WOM credibility and purchase intention. Therefore, H7 is supported. Evgeniy et al. (2019) found a similar result with brand image as a mediator of e-WOM credibility and purchase intention, in the context of Korean-brand cars. The path from message content and recommendation, unless through brand image creation, will not significantly influence the purchase intention. However, the result is different with trust, which could significantly influence purchase intention with brand image creation and without brand image creation.

5. Conclusions and Future Research

This study identifies the determinants of purchase intention via electronic word of mouth among customers regarding e-marketplace, and the extent to which factors such as the recommendation, message content, and trust influence the e-WOM credibility. This study also examines the mediating variables of brand image creation were examined. After the empirical analysis, the findings indicate that there are four significant factors of e-WOM credibility, which are like the findings by Siddiqui et al. (2021). Trust was discovered to be the most critical aspect in establishing the legitimacy of e-WOM in the e-marketplace. The more consumers trust the online review, the more consumers trust that the e-WOM is credible, which will influence the brand image creation, along with purchase intention. Evidence of this study shows the importance of message content and recommendations in establishing the credibility of e-WOM. Customers uncertainly make a purchase intention although message content and recommendation are good unless the customer trusts the online review. When customers trust the online review, the e-WOM becomes credible. Hence, it demonstrates the importance of these three characteristics (trust, suggestion, and message content) in establishing e-WOM credibility. Particularly for trust, the construction of a good brand image and, ultimately, purchase intentions are facilitated by credible e-WOM. Moreover, the mediation effect study shows that brand image development partially mediates e-WOM credibility and purchase intention. Based on this study's findings, the current decision-making for consumers to make a purchase is by online reviews. This is essential for marketers to understand how influential reviews are on consumer purchase intentions.

The theoretical implication of this study provides further evidence that e-WOM influences purchase intention. The impact of different types of e-WOM is dependent on the type of item. This study found that trust positively affects buying intention. Moreover, a recommendation from other individuals and the message content of a review also positively influences the purchase intention. Furthermore, this study contributes to the existing limited literature on e-marketplaces. Further research should be conducted on the effects of marketplace online reviews on purchase intentions, given the large sums of money involved.

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