

## The Influence of Halal Awareness, E-Wom, And Trust on Repurchase Intention of Wardah Consumers in Bojonegoro

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### Article Info

#### Article history:

Received February 9, 2025

Revised February 9, 2025

Accepted March 30, 2025

#### Keywords:

*Halal awareness*

*e-WOM*

*Credibility*

*Repurchase intention*

### ABSTRACT

Indonesia as a country with a majority Muslim population, has strict regulations regarding halal products. When buyers are satisfied with the products they have purchased, they will make repeat purchases. There are several factors that influence repeat purchases, including halal awareness, high e-WOM intensity, e-WOM opinion valence, and e-WOM credibility. This study aims to determine whether these factors influence repurchase intentions for Wardah products in Bojonegoro with trust as an intervening variable. This study uses a quantitative method based on statistical information with a survey as the main method of data collection. The population of this study was Wardah consumers in Bojonegoro, with a sample size of 150 people determined based on the side probability technique. The data analysis method uses SPSS ver. 25 using a regression equation. The results of the study indicate that Halal Awareness has a significant effect on Trust, High Intensity e-WOM on Trust, Valance of Opinion e-WOM has a significant effect on Trust, Credibility e-WOM has a significant effect on Trust, Trust has a significant effect on Repurchase Intention.

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## 1. INTRODUCTION

In recent years, the beauty industry has experienced significant growth, supported by increasing public awareness of the importance of self-care and appearance. One interesting trend is the increasing consumer preference for halal products, especially in countries with a Muslim majority population such as Indonesia. Halal products are considered safer, more reliable, and in accordance with religious values, so they are able to attract the attention of a wider consumer base [1]. In addition, the development of digital technology has also brought about major changes in the way consumers interact with product information, especially through electronic word of mouth (e-WOM).

E-WOM has become one of the key factors in influencing consumer purchasing decisions [5]. The advantage of e-WOM compared to traditional promotions lies in its more authentic and easily accessible nature. In this context, e-WOM credibility, high e-WOM intensity, and the tone of opinion contained in e-WOM (e-WOM valence of opinion) play an important role in building consumer trust

in a brand [4]. This trust, in the end, becomes the main determinant for consumers to make repeat purchases (repurchase intention).

Wardah, as one of the leading beauty brands in Indonesia, is a relevant example to understand this dynamic [3]. Wardah is known as a pioneer in providing high-quality halal beauty products, making it the primary choice for consumers looking for products that are in line with their religious values. With a broad and loyal consumer base, Wardah provides a great opportunity to explore how halal awareness, e-WOM, and trust influence consumers' intention to repurchase their products.

Previous studies have shown that halal awareness plays an important role in shaping positive perceptions of a brand [6]. Consumers who have high awareness of the halalness of a product tend to trust brands that promote these values more. On the other hand, e-WOM has also been shown to have a significant impact on consumer trust, depending on the extent to which the information conveyed is credible, high in intensity, and has a positive tone of opinion [9]. However, the relationship between halal awareness, e-WOM, trust, and repurchase intention has not been studied in depth, especially in a local context such as the Bojonegoro area.

Given the importance of these factors, this study proposes a model that focuses on the influence of halal awareness, e-WOM credibility, e-WOM high intensity, and e-WOM valence of opinion on repurchase intention through trust. Wardah, as a leading beauty care brand that prioritizes halal products, is a relevant object to analyze how these factors influence consumer decisions in a local context. By examining the relationship between these variables, this study is expected to provide useful insights for marketers and beauty industry players in designing effective marketing strategies, both to increase the company's ROI (Return on Investment) and meet consumer needs in the Bojonegoro area.

From the background that has been described above, this study proposes a research model by examining how halal awareness, e-WOM credibility, e-WOM high intensity, and e-WOM valence of opinion can influence repurchase intention through trust. Wardah was chosen as a relevant brand to understand these dynamics in the local area. By examining these factors, it is expected to provide valuable insights that can help marketers and beauty industry players in designing more effective and efficient marketing strategies according to consumer needs and increasing the company's ROI. Therefore, this study aims to analyze the Influence of Halal Awareness, e-WOM High Intensity, e-WOM Valence of Opinion, and e-WOM Credibility on Repurchase Intention Through Trust in Wardah Consumers in Bojonegoro.

## **2. METHOD**

This study uses a quantitative method with research objects focused on individuals who are respondents to identify factors that influence the results of the study. The unit of analysis used in this study is individuals or respondents who provide data through questionnaires. This type of research is quantitative research with a descriptive approach, where data collected through questionnaire instruments will be analyzed statistically to describe existing phenomena. Measurement of research variables is carried out using a Likert scale to assess respondents' perceptions regarding the variables studied, such as service quality, customer satisfaction, and other factors [8]. The population of this study includes all customers of Wardah in Bojonegoro, with a sample of 30 respondents using random sampling techniques. Data were collected through questionnaires distributed to respondents directly, which contained questions related to the research variables. After the data was collected, data analysis was carried out using a linear regression test to determine the influence between one variable and another. Validity and reliability tests were also carried out to ensure that the instruments used in this study were valid and reliable. In addition, a normality test was also carried out to ensure that the distribution of the collected data follows a normal distribution pattern. All of these tests aim to ensure that the data collected can be processed accurately and provide results that can be accounted for.

### **3. RESULTS AND DISCUSSION**

#### **3.1. Profil of The Research Object**

In this study using 150 respondents where each respondent received 1 Questionnaire package containing 30 questions distributed through Google form. Other criteria are domiciled in Bojonegoro and are Wardah product users and active users of SNS (Socialmedia Networking Site).

##### **3.1.1 Descriptive Analysis of Research Data**

Descriptive statistics are applied to assess data by explaining information as it has been collected, without trying to draw broad or general judgments [14]. Descriptive statistics share a summary of data based on the mean, standard deviation, maximum, and minimum. In order to understand more deeply about the distribution of variables in this study, a descriptive statistical analysis was carried out which produced information based on respondents' opinions regarding the variables halal awareness, e-WOM high intensity, e-WOM valence of opinion and e-WOM credibility, trust and the dependent variable, namely repurchase intention.

##### **1. Halal Awareness**

Halal awareness has five indicators, namely: 1) Wardah products are halal products, 2) Paying attention to the halal label on beauty products that attract attention; 3) Looking at SNS (Social Networking Site) to find information on the halalness of products to be consumed; 4) Buying products that pay attention to halal awareness in the use of materials, processing and processing is a must and 5) A feeling of security arises when buying products that use the halal label.

##### **2. e-WOM High Intensity**

e-WOM High Intensity has five indicators, namely: 1) SNS (Social Networking Site) users give positive reviews about Wardah products; 2) The number of reviews of Wardah beauty products on SNS determines purchasing decisions; 3) Reviews written by Wardah consumers on SNS are a reference for buying the right product; 4) Participating in providing reviews on SNS for Wardah products that have been used; and 5) Recommendations on SNS increase consumer confidence in having Wardah products.

##### **3. e-WOM Valence of Opinion**

e-WOM Valence of Opinion has five indicator formulations, namely: 1) Agree with reviews from fellow Wardah users on SNS; 2) The number of positive comments from fellow users shows that Wardah is in high demand; 3) Consider positive comments from Wardah beauty product users on SNS; 4) Interested in buying Wardah products because of the many positive reviews on SNS (Social Networking Site) from fellow users; and 5) Also provide reviews of Wardah beauty products on SNS.

##### **4. e-WOM Credibility**

e-WOM Credibility has five indicator formulations, namely: 1) Reviews written by Wardah product users on SNS (Social Networking Site) are trustworthy; 2) Wardah product reviews on SNS (Social Networking Site) help consumers before deciding to make a purchase; 3) Reviews given by individuals when using Wardah products are more trustworthy; 4) Wardah product users exchange reviews on SNS (Social Networking Site); and 5) Consumer reviews of Wardah products on SNS (Social Networking Sites) convince consumers who will use Wardah products.

##### **5. Trust**

Trust has five indicator formulations, namely: 1) Trust the halal guarantee of Wardah products; 2) Trust that consumer reviews for Wardah products on SNS (Social Networking Sites) are in accordance with the quality of Wardah beauty products; 3) Trust that Wardah is a brand that is honest in producing its products in a halal manner; 4) Trust that Wardah products have good product quality; and 5) Trust that the Wardah products that I have are in accordance with expectations.

##### **6. Repurchase Intention**

Repurchase Intention has five indicator formulations, namely; 1) Transactional intention, which is a person's desire to buy an item again after having used it, usually because they feel that the item is suitable so they intend to buy it again; 2) Referential intention, is a situation where customers want to tell others about the items they have used, this is based on the fact that they feel that the product is worthy of use and others should know this information; 3) Preferential intention, is the desire to explain about the product consumed by a consumer which is the main choice from several references and research that he has done before finally deciding to buy the product; 4) Explorative intention, is the consumer's intention to find out about the condition of the desired product or goods to support the trust of the products that are often consumed, this aims to ensure that the product he buys is really worth using and not just an advertisement; and 5) Transactional consumer intention, namely the condition where customers consume Wardah products because they pay attention to specific things such as halal awareness for the entire process until the product reaches the consumer's hands.

### 3.2. Data Analysis of Research Result

#### 3.2.1 Validity Test

The purpose of validity testing is to evaluate the level of validity and reliability of a measuring instrument. One may assume that an instrument is valid or capable of measuring what needs to be measured if the correlation coefficient is high. A two-tailed test with a significance level of 0.05 is used to compare the total score of the items with the scores of the items to assess validity. In this comparison, the table value (r-table), which is determined using the degrees of freedom formula ( $df = n - 2$ ), is contrasted with the value calculated from the Pearson correlation output (r count). Since there were 150 respondents in this study, the calculation ( $df = 150 - 2 = 148$ ) was used to calculate the r table value of 0.160. If the significance value is less than 0.05 and the r count value is greater than r table, the data is considered valid. Item-total correlation is another way to evaluate validity; values above 0.160 are considered valid, while numbers below are considered invalid. Thus, the total correlation coefficient is used to assess the quality of research results. The following table shows the results of the validity test data analysis carried out using SPSS version 25:

Table 1. Validity Test of All Variables

Variable	No. Item	R Count	R Table	Information
Halal Awareness (X1)	X1.1	0.768	0.160	Valid
	X1.2	0.796	0.160	Valid
	X1.3	0.790	0.160	Valid
	X1.4	0.720	0.160	Valid
	X1.5	0.749	0.160	Valid
E-WOM High Intensity (X2)	X2.1	0.749	0.160	Valid
	X2.2	0.749	0.160	Valid
	X2.3	0.693	0.160	Valid
	X2.4	0.744	0.160	Valid
	X2.5	0.730	0.160	Valid
E-WOM Valance of Option (X3)	X3.1	0.655	0.160	Valid
	X3.2	0.799	0.160	Valid
	X3.3	0.767	0.160	Valid
	X3.4	0.679	0.160	Valid
	X3.5	0.740	0.160	Valid

Variable	No. Item	R Count	R Table	Information
E-WOM Credibility (X4)	X4.1	0.768	0.160	Valid
	X4.2	0.784	0.160	Valid
	X4.3	0.700	0.160	Valid
	X4.4	0.772	0.160	Valid
	X4.5	0.677	0.160	Valid
<i>Trust (X5)</i>	<b>X5.1</b>	<b>0.770</b>	<b>0.160</b>	<b>Valid</b>
	<b>X5.2</b>	<b>0.719</b>	<b>0.160</b>	<b>Valid</b>
	<b>X5.3</b>	<b>0.613</b>	<b>0.160</b>	<b>Valid</b>
	<b>X5.4</b>	<b>0.778</b>	<b>0.160</b>	<b>Valid</b>
	<b>X5.5</b>	<b>0.708</b>	<b>0.160</b>	<b>Valid</b>
<i>Repurchase Intention (Y)</i>	Y.1	0.729	0.160	Valid
	Y.2	0.752	0.160	Valid
	Y.3	0.741	0.160	Valid
	Y.4	0.783	0.160	Valid
	Y.5	0.778	0.160	Valid

Source: SPSS Data Processing 2024

Based on the results of the validity test on the variables Halal Awareness, e-WOM High Intensity, e-WOM Valence of Opinion, e-WOM Credibility, trust and Repurchase Intention, using SPSS Version 25 which can be seen in table 4.14, shows that all items are declared valid, because the coefficient produced is greater than 0.160. So it can be concluded that all statement items are valid for use in further analysis in this study.

### 3.2.2 Reliability Test

Determining the consistency of the measuring instrument when used repeatedly on the same item is the purpose of dependability testing. In other words, reliability testing can be understood as a measure of the consistency of measurement findings over several repetitions. Dependability is good if it is more than 0.8, acceptable if it is 0.7, and poor if it is less than 0.6. The coefficient of determining the reliability of the study, as determined by the calculation of the Cronbach Alpha formula using SPSS version 25, is as follows (Janti 2014):

Table 2. Uji Reliabilitas Seluruh Variable

Variable	Cronbach Alpha	Information
Halal Awareness (X1)	0.823	Reliable
E-WOM High Intensity (X2)	0.785	Reliable
E-WOM Valance of Option (X3)	0.781	Reliable
E-WOM Credibility (X4)	0.794	Reliable
<i>Trust (X5)</i>	0.768	Reliable
<i>Repurchase Intention (Y)</i>	0.813	Reliable

Source: SPSS Data Processing 2024

Based on the results of the reliability test that can be seen in table 4.15, it can be seen that the coefficients for the variables Halal Awareness, e-WOM High Intensity, e-WOM Valence of Opinion, e-WOM Credibility, trust and Repurchase Intention, have a Cronbach's Alpha Based on Standardized

Items value  $\geq 0.60$ . So it can be concluded that all the indicators tested in this study are considered reliable. This shows that the instruments used in this study are reliable.

### 3.2.3 Multicollinearity Test

A statistical technique called multicollinearity test is used to determine whether two or more independent variables in a regression model have a high degree of linear dependence. Strong correlation between independent variables can lead to multicollinearity, which can affect how regression findings are interpreted and how reliable they are. A regression model does not have multicollinearity if the VIF value is less than 10.00; on the other hand, Multicollinearity is present in a regression model if the VIF score is greater than 10.00.

Table 3. SPSS Output Multicollinearity Test

Variable	Tolerance	VIF	Information
X1*X5	0,189	5,290	No Multicollinearity Occurs
X2*X5	0,264	3,792	No Multicollinearity Occurs
X3*X5	0,256	3,905	No Multicollinearity Occurs
X4*X5	0,219	4,576	No Multicollinearity Occurs
X5*Y	0,245	4,087	No Multicollinearity Occurs

Source: Processed Data (2024)

From the output above, the VIF value for all variables is less than 10.00 and the tolerance value is close to 1, so it can be concluded that there is no multicollinearity in the regression model.

### 3.2.4 Classical Assumption Test of Heteroscedasticity Regression

The purpose of the heteroscedasticity test according to Ghozali (2018) is to determine whether there is inequality of variance between residuals from different observations in the regression model. To find out whether heteroscedasticity occurs, a graph in SPSS is used. If there is no clear pattern and the points are spread above and below the value 0 on the Y axis, then there is no heteroscedasticity in the assessment made on the graph image. The findings of the SPSS output for this study are shown in the graph below:

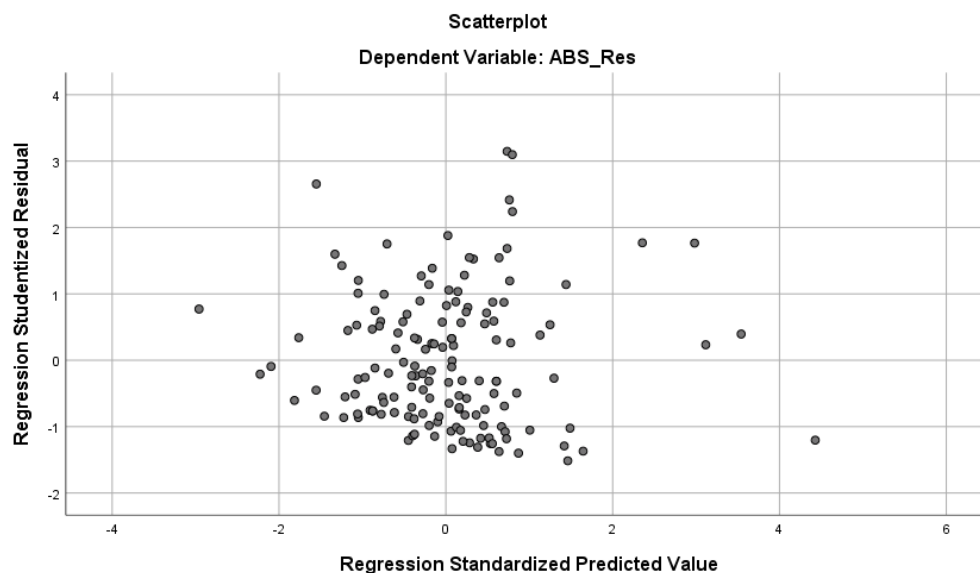


Figure 1. SPSS Output Heteroscedasticity Test

Source: Data Processing (2024)

It is clear from the previous scatterplot output that the points are scattered and do not form a clear pattern. Therefore, it can be said that there is no problem of heteroscedasticity. A statistical

technique to determine whether there is substantial variance (dispersion) between groups or subsamples in a data set is the heteroscedasticity test. When the variance (dispersion) of the data is inconsistent across its range of values, it is known as heteroscedasticity. The Glejser test can be used to make this observation. By regressing the absolute residuals, the Glejser test is a hypothesis test that assesses whether a regression model exhibits heteroscedasticity. The basis of the Glejser test for decision making is:

1. If the significance value  $> 0.05$  then the data does not experience heteroscedasticity.
2. If the significance value  $< 0.05$  then the data experiences heteroscedasticity.

The result is that the regression model does not show signs of heteroscedasticity if the significance value (Sig.) is greater than 0.05. Conversely, it can be concluded that the regression model shows symptoms of heteroscedasticity if the significance value (Sig.) is less than 0.05.

Table 4. SPSS Output Heteroscedasticity Test

Model	Sig.	Standart	Information
Halal Awareness * Trust	0,826	$\geq 0,05$	Normal
e-WOM High Intensity * Trust	0,648	$\geq 0,05$	Normal
e-WOM Valence of Opinion * Trust	0,413	$\geq 0,05$	Normal
e-WOM Credibility* Trust	0,143	$\geq 0,05$	Normal
Trust*Repurchase Intention	0,091	$\geq 0,05$	Normal

Source: Processed Data (2024)

The conclusion is that there are no signs of heteroscedasticity in the regression model, because based on Table 4.19 in the SPSS output above, the significance value (Sig.) for each variable above is 0.05.

### 3.2.5 Hypothesis Testing

Hypothesis testing is conducted after obtaining the results of the classical assumption test. Hypothesis testing aims to determine whether there is an influence of Halal Awareness, e-WOM High Intensity, e-WOM Valence of Opinion, e-WOM Credibility and Trust on Repurchase Intention. Regression analysis is one of the statistical analyses that is often used to analyze the relationship between two or more variables. Multiple linear regression is a statistical method that is an extension of simple regression analysis involving more than one independent variable, and an analysis that shows the direction and strength of the relationship between two or more independent variables together with one dependent variable.

### 3.3. Discussion

This discussion is conducted to determine the relationship between the variables that have been formulated, then the data obtained from respondents with a total of 150 respondents are processed using the SPSS application. From the data processing that has been carried out with various methods and techniques, data is produced to determine the relationship between each independent variable consisting of Halal Awareness, e-WOM High Intensity, e-WOM Valence of Opinion, e-WOM Credibility with the intervening variable Trust to the dependent variable, Repurchase Intention. From the data analysis that has been carried out, it is obtained, Based on the normative test carried out using the Kolmogorov-Smirnov Test of Normality, it can be concluded that the data obtained is normally distributed. From Table 4.16, it is known that the Asymp. Sig. (2-tailed) value of 0.073 is greater than 0.05. proving that the data is normally distributed. In line with the statement Based on Table 4.17, it is known that the significance value (Sig.) for all variables above is 0.05, so the conclusion is that there is no heteroscedasticity symptom in the regression model. From the multicollinearity test, the value for

Halal Awareness is 5.290, e-WOM High Intensity is 3.792, e-WOM Valence of Opinion is 3.905, e-WOM Credibility is 4.576, and Trust is 4.087, from the VIF value produced for all variables less than 10.00 and the tolerance value is close to 1, it can be concluded that there is no multicollinearity in the regression model. From the analysis of the data obtained from the questionnaire of 150 respondents, the researcher then processed the data using the SPSS analysis tool with the multiple regression analysis method, then interpreted as follows:

### **3.3.1 The Influence of Halal Awareness on Trust in Wardah Consumers in Bojonegoro**

Based on statistical results, the Halal Awareness variable has been proven to have a positive and significant effect on Trust. This means that the higher a product implements halal awareness, the greater the level of consumer trust in Wardah products. From the results of SPSS data processing carried out using descriptive statistics on respondent answers, in general trust has been perceived as good/high, which is 4.43, from the results obtained it can be interpreted that respondents strongly agree with the Halal Awareness variable.

In testing the hypothesis using multiple regression analysis, the regression results were obtained at 0.183. A positive sign means that the independent variable, in this case Halal Awareness, shows an influence in the same direction as the dependent variable, in this case Trust.

In the Halal Awareness Partial T test (X1), the t-count was obtained at 0.183 with a tTable of 1.976, which means that there is a significant influence. Similar things are presented in the F test with results of 111,893 with f Table 2.43 which means that Fcount is greater than Ftable, namely  $111,893 > 2.43$  and a significant value of  $0.000 < 0.05$ , where Halal Awareness has a significant effect on Trust.

From the explanation above, it can be concluded that Halal Awareness has a significant effect on Trust. Halal Awareness is important in this study, especially for Muslims. Halal Awareness maintains products so that they are always safe to consume, halal and holy by maintaining them from the time the product is made by maintaining the selection of ingredients, packaging until the goods reach the hands of consumers so that they are always in accordance with sharia. Moreover, regulations in Indonesia regarding cosmetic products must include the Halal label and be registered with BPOM. This will increase consumer trust in Wardah products. Consumer trust or Trust is caused by a sense of security and security when consuming halal products [11].

Research conducted by Shafariah & Gofur, Halal awareness has a positive and significant impact on consumer trust, with higher awareness leading to increased levels of trust [13]. Similar things were written by Sekar et al, Halal awareness positively and significantly affects consumer trust, as shown by the T statistic of 13,690 [12]. This relationship indicates that increased awareness of halal principles fosters greater trust in halal products among consumers in Padang.

### **3.3.2 The Influence of High Intensity e-WOM on Trust in Wardah Consumers in Bojonegoro**

Based on the results of statistical tests conducted using SPSS ver 25, the results of the e-WOM High Intensity variable were proven to have a positive and significant effect on Trust. This means that the higher a product uses e-WOM High Intensity, the greater the level of consumer trust in Wardah products, especially in Bojonegoro. From the results of SPSS data processing carried out using descriptive statistics on respondent answers, in general trust has been perceived as good/high, which is 4.41, from the results obtained it can be interpreted that respondents strongly agree with the e-WOM High Intensity variable.

In hypothesis testing using multiple regression analysis, the regression results were obtained at 0.265. A positive sign means that the independent variable, in this case e-WOM High Intensity, shows an influence in the same direction as the dependent variable, in this case Trust.

In the Partial T test e-WOM High Intensity (X2) obtained a t-count of 0.265 with a tTable of 1.976, which means that there is a significant influence. Similar things are presented in the F test with



results of 111,893 with  $f$  Table 2.43 which means that  $F_{count}$  is greater than  $F_{table}$ , namely  $111,893 > 2.43$  and a significant value of  $0.000 < 0.05$ , where e-WOM High Intensity has a significant effect on Trust.

From the presentation of the statistical tests carried out, it can be concluded that e-WOM High Intensity affects consumer trust because, the more often information or reviews appear on SNS (Social Networking Sites), it can create a clear picture of the product to be consumed. e-WOM High Intensity is considered to be able to show the consumer's usage experience, so that it can reduce uncertainty before having the desired product. So that consumers feel confident in the quality of the product to be consumed.

Based on the results of research conducted by Yanti et al, this study shows that high intensity e-WOM positively affects Trust in using the OVO application [15]. Trust acts as an intervening variable, increasing the Decision to Use the application based on the strength of e-WOM. Similar things are explained in the research of Gvili & Levy, high intensity e-WOM increases consumer trust, which then increases purchase intentions [7]. Research shows that trust acts as a key mechanism linking e-WOM sharing to purchasing behavior, mainly influenced by cultural orientation and the strength of social ties.

### **3.3.3 The Influence of e-WOM Valence of Opinion on Trust in Wardah Consumers in Bojonegoro**

Based on the results of statistical tests conducted using SPSS ver 25, the results of the e-WOM Valence of Opinion variable were proven to have a positive and significant effect on Trust. This means that the higher a product uses e-WOM Valence of Opinion, the greater the level of consumer trust in Wardah products, especially in Bojonegoro. From the results of SPSS data processing carried out using descriptive statistics on respondent answers, in general trust has been perceived as good/high, namely 4.42, from the results obtained it can be interpreted that respondents strongly agree with e-WOM Valence of Opinion.

In testing the hypothesis using multiple regression analysis, the regression results were obtained at 0.132. A positive sign means that the independent variable, in this case e-WOM Valence of Opinion, shows an influence in the same direction as the dependent variable, in this case Trust. In the Partial T-test e-WOM Valence of Opinion ( $X_3$ ) obtained a t-count of 0.265 with a  $t$ Table of 1.716, because the tcount is smaller than the ttable, which is  $1.716 < 1.976$  and the significance value (Sig.)  $0.088 > 0.05$ , it can be interpreted that there is a significant influence. Similar things are presented in the F test with results of 111.893 with  $f$ Table 2.43 which means that  $F_{count}$  is greater than  $F_{table}$ , which is  $111.893 > 2.43$  and a significance value of  $0.000 < 0.05$ , where e-WOM High Intensity has a significant effect on Trust. From the results above, it can be concluded that consumers have a tendency to trust when they see positive consumer reviews. Positive reviews made by consumers on SNS (Social Networking Site) can increase trust in consumers of Wardah products in Bojonegoro. This is because consumers feel that the product to be consumed is proven to be of high quality based on the experience of other consumers on (Social Networking Site). In a study conducted by Liu et al, it was shown that the valence of reviews (positive or negative sentiment) affects trust, but the richness of reviews has a more significant impact [10]. Richer reviews increase credibility more for positive sentiment than negative ones, affecting consumer trust in e-WOM.

### **3.3.4 The Influence of e-WOM Credibility on Trust in Wardah Consumers in Bojonegoro**

Based on the results of statistical tests conducted using SPSS ver 25, the results of the e-WOM Credibility variable were proven to have a positive and significant effect on Trust. This means that the higher a product uses e-WOM Credibility, the greater the level of consumer trust in Wardah products, especially in Bojonegoro. From the results of SPSS data processing carried out using descriptive

statistics on respondent answers, in general trust has been perceived as good/high, namely 4.40, from the results obtained it can be interpreted that respondents strongly agree with e-WOM Credibility.

In testing the hypothesis using multiple regression analysis, the regression results were obtained at 0.132. A positive sign means that the independent variable, in this case e-WOM Credibility, shows an influence in the same direction as the dependent variable, in this case Trust.

In the Partial T-test e-WOM Credibility (X4) obtained a t-count of 3.818 with a tTable of 1.716, because the tcount is smaller than the ttable, which is  $1.716 < 3.818$  and a significance value (Sig.)  $0.088 > 0.05$ , it can be interpreted that there is a significant influence. Similar things are presented in the F test with results of 111.893 with fTable 2.43 which means that Fcount is greater than Ftable, which is  $111.893 > 2.43$  and a significance value of  $0.000 < 0.05$ , e-WOM Credibility has a significant effect on Trust.

The main factor in increasing consumer trust is the credibility of reviews that are considered trustworthy and have a good reputation or consumers who have valid experience in consuming goods and services. Original reviews made by users who have good credibility, are detailed and based on personal experience are more likely to influence the level of trust.

Research conducted by Yolanda et al shows that eWOM Credibility is influenced by factors such as Homophily, Trust, and Recommendation [16]. Similar things were expressed in research conducted by Abouzeid et al. in the study highlighted that the credibility of electronic word of mouth (e-WOM) significantly affects trust [2]. This emphasizes the importance of the quality, quantity, and legitimacy of e-WOM in shaping customer decisions and fostering consumer trust in beauty products.

### **3.3.5 The Influence of Trust on Repurchase Intention of Wardah Consumers in Bojonegoro**

Based on the results of statistical tests conducted using SPSS ver 25, the results of the Trust variable are proven to have a positive and significant effect on Repurchase Intention. This means that the higher the level of consumer Trust, the greater the consumer Repurchase Intention towards Wardah products, especially in Bojonegoro. From the results of SPSS data processing carried out using descriptive statistics on respondent answers, in general trust has been perceived as good/high, namely 4.40, from the results obtained it can be interpreted that respondents strongly agree with the Trust variable statement.

In testing the hypothesis using multiple regression analysis, the regression results were obtained at 0.183. A positive sign means that the independent variable, in this case Trust, shows an influence in the same direction as the dependent variable, in this case Repurchase Intention.

In the Partial T-test Trust (X5) obtained a t-count of 2.271 with a tTable of 1.977 because tcount is smaller than ttable, namely  $2.271 < 1.977$  and a significance value (Sig.)  $0.025 > 0.05$ , it can be interpreted that there is a significant influence. Similar things are presented in the F test with results of 125.120 with fTable 2.28 which means that Fcount is greater than Ftable, namely  $125.120 > 2.28$  and a significance value of  $0.000 < 0.05$ , Trust has a significant effect on Repurchase Intention. A similar thing was expressed by that Trust significantly influences Repurchase Intention of cosmetic product consumers. A similar thing was also expressed by Brand trust significantly influencing repurchase intention for Wardah cosmetics, as shown by the research findings. This study shows that higher brand trust correlates with an increased likelihood of consumers repurchasing, highlighting an important role in consumer decision making.

## **4. CONCLUSION**

This study examines the influence of Halal Awareness, e-WOM High Intensity, e-WOM Valence of Opinion, e-WOM Credibility through Trust on Repurchase Intention of Wardah consumers in Bojonegoro with a sample of 150 people. The results of the study indicate that Halal Awareness, e-WOM High Intensity, e-WOM Valence of Opinion, and e-WOM Credibility have a significant effect

on Trust, and Trust has a significant effect on Repurchase Intention. This finding is supported by various previous studies showing that these factors, through increasing Trust, can influence the intention to repurchase a product.

Based on the research results, the author proposes several recommendations for Wardah. First, Wardah can improve its product Halal education program through social media, website, or offline campaign to strengthen halal awareness that can increase consumer trust and repurchase intention. Second, Wardah should encourage consumers to share their positive experiences through digital platforms such as Instagram, TikTok, or discussion forums, because high e-WOM has a big influence on repurchase intention. Third, it is important for Wardah to continue to build and maintain consumer trust with transparency, product quality, and good after-sales service. Fourth, future research can expand the scope of respondents or be conducted in different areas and use path analysis. Finally, factors such as Halal Awareness, e-WOM High Intensity, e-WOM Valence of Opinion, and e-WOM Credibility have been shown to influence Repurchase Intention, so Wardah needs to optimize these factors to increase consumer loyalty through various initiatives that support transparency, quality, and emotional relationships with consumers.

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