

The Influence of Electronic Word of Mouth and Customer Experience on Brand Trust : Case Study of Xiaomi Smartphone Users

Erika Rahim^{1*}, Fitri Ayu Nofirda¹, Wan Laura Hardilawati¹, Ikhbal Akhmad¹, Hichmad Tachta Hinggo¹

¹ Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Riau

Jl KH Ahmad Dahlan No. 88 Sukajadi , Riau, Indonesia

***Email:** erikarahim.20@gmail.com

ABSTRACT

This research aims to determine the influence of electronic word of mouth (e-wom) and customer experience on brand trust : a case study of Xiaomi smartphone users . This research was conducted in Pekanbaru City with a total of 90 respondents. This research uses a quantitative method with research sampling using a purposive sampling method . Data testing uses validity tests, reliability tests, classical assumption tests, multiple linear regression tests, hypothesis tests and determination tests with the help of SPSS 22 software . The results of this study show that electronic word of mouth (e-wom) partially has a positive and significant effect on Brand trust and customer experience partially have a positive and significant effect on brand trust .

Keywords: Electronic Word Of Mouth , Customer Experience , Brand Trust

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INTRODUCTION

Current technological developments have many benefits, especially in the field of information which is quite accessible to the public. For business people, it makes it easier to communicate with consumers (Iswara & Santika, 2019). Brand trust is one of the important things in marketing. Companies must pay attention to e-WOM because it has a strong influence on consumers' brand trust because the comments given by previous consumers have a wider reach (Purnamasari and Yulianto, 2018). Customer experience is a special concern for companies to improve the products and/or services provided so that they are superior to competitors (Syahdiany & Trinanda, 2019).

Competition between Xiaomi and other smartphone brands in 2021 according to IDC data is because during the pandemic the smartphone market in Indonesia recovered and consumer demand increased (Arradian, 2021). The following is smartphone sales data in Indonesia for 2019, 2020 and 2021.

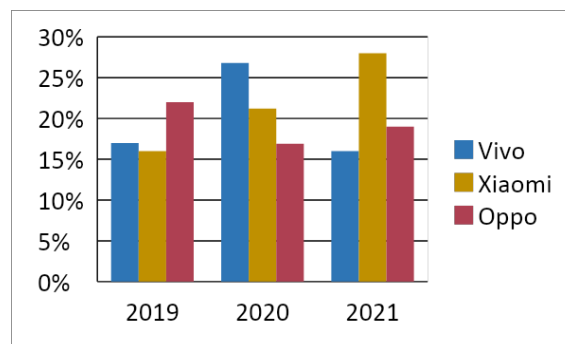


Figure 1. Sales of the 3 Best Smartphones in Indonesia 2019-2021

Source: International Data Corporation (IDC), accessed January 1, 2022

Data from Figure 1 above shows that sales of Xiaomi smartphones increased in 2021. Sales increased to 28% compared to 2020. It can be seen that there is fierce competition between Xiaomi and Oppo, but Xiaomi is far superior. This data shows that Xiaomi is trying to create and build consumer trust through its superior products (Wibowo, 2019).

electronic word of mouth variable studied by Suryani et al ., (2021) e-wom does not have a positive and significant effect on brand trust . Based on the background description consisting of the phenomena and research gaps above, it is important to carry out research on **"The Influence of Electronic Word of Mouth (E-WOM) and Customer Experience on Brand Trust : Case Study of Xiaomi Smartphone Users "** .

LITERATURE REVIEW AND HYPOTESIS FORMULATION

Brand Trust

According to Chaudhuri & Holbrook (2001), brand trust is the willingness of some consumers to depend on the ability of a brand to carry out all uses or functions of a product or service.

Electronic Word Of Mouth

E-WOM is a communication forum for sharing information about a product or service that has been consumed between consumers and each other, even though the customer has never met or known them before (Gruen et al ., 2006).

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Customer Experience

According to Buttle (2007), customer experience is the result of factual knowledge and consumer feelings towards a product, service, technology, service and company.

The hypothesis in this research is as follows:

H₁ : Electronic word of mouth has a positive effect on brand trust .

H₂ : Customer experience has a positive effect on brand trust

H₃ : Electronic word of mouth and customer experience have a positive effect on brand trust .

METHOD

This type of research uses quantitative methods. This research was conducted in Pekanbaru, with the subject being Xiaomi smartphone users . This research was conducted from July 2022 to August 2022. The population of this research is all Xiaomi smartphone users , an unknown number. In this study, the Hair et al ., 2010 formula was used. The Hair formula was used because the population size is not yet known for certain and suggests that the minimum sample size be 5-10 times the indicator variable (Hair et al ., 2010). So the number of indicators is (9 x 10 = 90 respondents). In purposive sampling there are several criteria, namely:

1. Xiaomi smartphone users .
2. Respondents live in Pekanbaru.
3. Minimum age 16 years.

RESULT AND DISCUSSION

Validity test

Validity Test is used to measure whether the questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire can reveal something that the questionnaire will measure (Ghozali, 2018). The validity test can be determined through the Corrected Item – Total Correlation (CITC) value. This CITC value will be compared to the r_{table} value . If the value from CITC $> r_{table}$, then it is said to be valid. The results of the validity test of the three variables show that each question indicator tested has a positive effect because the $r_{calculated}$ being tested is greater than the r_{table} .

Reliability Test

The reliability test shows the measurement scale and pays attention to accuracy issues (Ghozali, 2018). The reliability test in this study used Cronbach alpha . It is said to be reliable if Cronbach alpha > 0.60 .

Table 1. Reliability Test Results

No.	Variable	Cronbach's Alpha	Role Of Thumb	Information
1	Electronic Word Of Mouth	,817	0.60	Reliable
2	Customer Experience	,944	0.60	Reliable
3	Brand Trust	,933	0.60	Reliable

Source : SPSS processed data (2022)

Based on Table 1 above, it can be concluded that the reliability testing of the electronic word of mouth, customer experience and brand trust variables is reliable because the Cronbach's alpha value is greater than 0.60.

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Classic assumption test

Normality test

The normality test aims to test whether the data obtained has a normal distribution or not (Ghozali, 2018).

Histogram Diagram Results

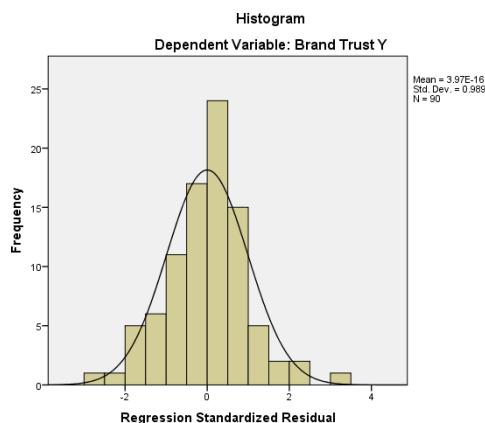


Figure 2. Histogram Diagram Results

Source : SPSS processed data (2022)

Based on Figure 2, the results of the histogram normality test show that the data produces a mountainous curve, so it can be interpreted that the data is normally distributed.

One Sample Kolmogorov Smirnov Results

Table 2. Results of One Sample Kolmogorov Smirnov		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		90
Normal Parameters ^{a, b}	Mean	,0000000
	Std. Deviation	2.66071305
Most Extreme Differences	Absolute	,090
	Positive	,070
	Negative	-,090
Statistical Tests		,090
Asymp. Sig. (2-tailed)		,068 ^c

Source : SPSS processing power (2022)

Based on Table 2, the normality test with one sample Kolmogorov Smirnov obtained a Kolmogorov Smirnov z value of 0.090 and asym. sig. 0.068 is greater than 0.05. So it can be concluded that the data is normally distributed. Based on the classical assumption test and the output results show that the data meets the requirements for carrying out multiple linear tests.

Multicollinearity Test

The multicollinearity test aims to test a regression model between two independent variables that is perfect or close to perfect (Ghozali, 2018).

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Table 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
EWOM X ₁	,437	2,289
Customer Experience X ₂	,437	2,289

Source : SPSS processed data (2022)

Based on Table 3, the results of the multicollinearity test show that none of the tolerance values is smaller than 0.10. Meanwhile, none of the VIF values is greater than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

The heteroscedasticity test is intended to determine whether the absolute residual variation is the same or not for all observations. The heteroscedasticity test was carried out using the Glejser test.

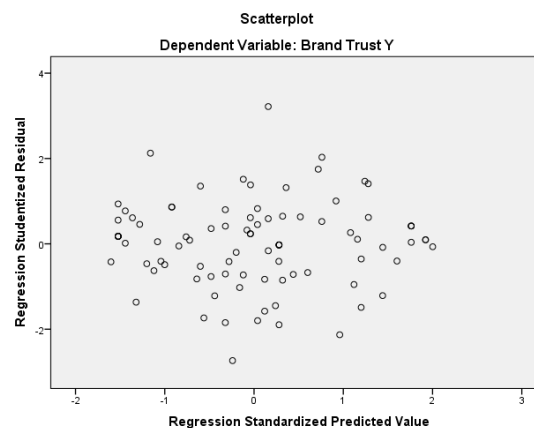


Figure 3. Heteroscedasticity Test Results

Source : SPSS processed data (2022)

Based on Figure 3 above, it can be seen that there is no clear pattern and the points are spread above and below the number 0 on the Y axis, so it can be concluded that heteroscedasticity does not occur.

Table 4. Glejser Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	Q	Sig.
	B	Std. Error			
1 (Constant)	1,858	1,445		1,286	,202
EWOM X ₁	-.025	,063	-,064	-,393	,695
Customer Experience X ₂	,028	,048	,094	,582	,562

Source : SPSS processed data (2022)

Based on Table 4, the results of the heteroscedasticity test look at the significance value, the independent variable has a value greater than 0.05. So it can be concluded that heteroscedasticity does not occur in the regression model in this study.

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Multiple Linear Regression Analysis Test

Multiple linear regression analysis is used to analyze the influence of electronic word of mouth and customer experience variables on brand trust both partially and simultaneously. So the results of the multiple linear regression analysis are as follows:

Table 5. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	2,727	3,731	
E-WOM	,476	,115	,378
Customer Experience	,458	,101	,413

Source : SPSS processed data (2022)

Based on Table 5, the multiple linear regression equation can be formulated as follows:

$$Y = 2.727 + 0.476 X_1 + 0.458 X_2 + e$$

The linear regression equation above shows the relationship between the independent variable and the dependent variable partially, from this equation it can be concluded that:

- Based on the multiple linear regression equation above, it is known that the constant value is 2.727, meaning that the independent variables electronic word of mouth and customer experience for Xiaomi smartphone users in Pekanbaru are assumed to have a value of zero (0).
- The regression coefficient value for the electronic word of mouth variable (X_1) is 0.476 and is positive. Stated that electronic word of mouth among Xiaomi smartphone users in Pekanbaru had increased by 1 unit.
- The regression coefficient value for the customer experience variable (X_2) is 0.458 and is positive. Stated that electronic word of mouth among Xiaomi smartphone users in Pekanbaru had increased by 1 unit.

Hypothesis testing

T Test (Partial Test)

This test is useful for determining the magnitude of the influence of the independent variable on the dependent variable. The results of partial testing (t test) are as follows:

Table 6. t Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,727	3,731		,731	,467
E-WOM	,476	,115	,378	4,137	,000
Customer Experience	,458	,101	,413	4,528	,000

Source : SPSS processed data (2022)

Based on Table 6 above, it can be seen as follows:

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1. The effect of electronic word of mouth on the brand trust of Xiaomi smartphone users in Pekanbaru is significant and means that H_0 is rejected and H_1 is accepted. It can be concluded that it is true that electronic word of mouth has a positive effect on brand trust
2. The effect of customer experience on the brand trust of Xiaomi smartphone users in Pekanbaru is significant and means that H_0 is rejected and H_1 is accepted. It can be concluded that customer experience has a positive effect on brand trust .

F Test (Simultaneous Test)

This test is useful for showing that all independent variables included in the model have a joint influence on the dependent variable.

Table 7. F Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1071,241	2	535,620	40,159	,000 ^b
Residual	1160,359	87	13,337		
Total	2231,600	89			

Source : SPSS processed data (2022)

Based on Table 7 above, the calculated f value is 40.159 with a significant value of 0.000 ($0.000 < 0.05$), while the f_{table} can be obtained from the f statistics table of 3.10. Thus, f_{count} is $40.159 > f_{table}$ 3.10 with a significance of $0.000 < 0.05$. So electronic word of mouth and customer experience simultaneously influence the brand trust of Xiaomi smartphone users in Pekanbaru.

Coefficient of Determination Test

The coefficient of determination is useful for measuring the model's ability to explain variations in the dependent variable.

Table 8. Determination Coefficient Test Results (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,693 ^a	,480	,468	3,652

Source : SPSS processed data (2022)

Based on Table 8 above, it can also be seen that the Adjusted R Square value is 0.468 or 46.8%. This means that electronic word of mouth and customer experience influence the brand trust of Xiaomi smartphone users in Pekanbaru by 46.8%, while the remaining 53.2% is influenced by other variables not used in this research.

RESULT AND DISCUSSION

The Influence of Electronic Word of Mouth on Brand Trust

Based on the results of the data analysis that has been carried out, it is known that electronic word of mouth has a positive and significant effect on brand trust among Xiaomi smartphone users in Pekanbaru. The higher the e-WOM, the higher the brand trust . The results of this research are also in line with research by Charvia & Erdiansyah (2020) that electronic word of mouth has a positive and significant effect on brand trust .

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The Influence of Customer Experience on Brand Trust

Based on the results of the data analysis that has been carried out, it is known that customer experience has a positive and significant effect on the brand trust of Xiaomi smartphone users in Pekanbaru. The more customer experience, the more brand trust increases. The results of this research are also in line with Ayulia's (2016) research that customer experience has a positive and significant effect on brand trust.

The Influence of Electronic Word of Mouth and Customer Experience on Brand Trust

Based on the results of the data analysis that has been carried out, it is known that electronic word of mouth and customer experience on brand trust : a case study of Xiaomi smartphone users. The results of this research are also in line with research by Syahdiany & Trinanda (2019) which states that the electronic word of mouth and customer experience variables simultaneously have a positive and significant effect on brand trust.

RESEARCH LIMITATIONS

In this research, the next researcher is not limited to just using the Xiaomi smartphone object and is not limited to using other variables that influence and strengthen brand trust to continue and develop this research.

CONCLUSION

Electronic word of mouth partially has a positive and significant effect on brand trust : a case study of Xiaomi smartphone users. Customer experience partially has a positive and significant effect on brand trust : a case study of Xiaomi smartphone users. Electronic word of mouth and customer experience simultaneously have a positive and significant effect on brand trust : a case study of Xiaomi smartphone users.

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