

The Effect of e-WOM Source Credibility on Purchase Intentions with Consumer Involvement as a Moderating Variable

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Abstract. Electronic word-of-mouth (e-WOM) is a marketing communication instrument that influences many purchasing decisions. In the context of e-WOM, most information comes from unknown individuals, making it difficult for readers to choose accurate information. Source credibility is considered as a guide for assessing accurate information. This study adopts source credibility models and source attractiveness models to identify the effect of source credibility on purchase intentions. The results in this study show that source expertise, source trustworthiness, and source homophily have a positive effect on purchase intention. In addition, this study adopts elaboration likelihood models to identify the role of consumer involvement in moderating the effect of the characteristics of source credibility on purchase intentions. The result is that consumer involvement does not moderate the influence of source expertise, source trustworthiness, and source homophily on purchase intention.

Keywords: e-WOM, source credibility, consumer involvement, purchase intention.

1. INTRODUCTION

The development of comprehensive internet technology and distribution can transfer various information quickly and easily which can create a new paradigm in marketing communication. Information technology is a facility that makes it easy for consumers to share their consumption experiences. The appearance of the internet changed word of mouth communication (WOM) to electronic word of mouth (e-WOM). e-WOM is a positive or negative statement made by a potential, actual, or former customer about a product or company that is available to many people and institutions through the internet (Hennig-Thurau et al., 2004).

The e-WOM phenomenon that is interesting to study is e-WOM on social media because social media can be assumed as the best collaboration partner owned by e-WOM. One of the most popular social media even used as marketing communication is Instagram. The presence of Instagram as a simple platform that can easily capture millions of potential consumers is of course due to having a visual appearance which is an important aspect especially in the field of fashion. For example, eiger companies use Instagram to promote, inform, and sell their products more efficiently but can reach a broad range of potential consumers. OCRs (online consumer review) is one form of e-WOM activity, OCRs provides information and recommendations regarding product quality and product performance based on user experience (Filiari, 2014). In this way, consumers not only consume products but create product information to other consumers. Previous studies have shown that OCRs have an influence on consumer behavior, such as information adoption (Filiari, 2014), product preference, and purchase intention (Cheung, Xiao, and Liu, 2015).

Purchase intention refers to the subjective assessment of consumers from consumers who reflect after conducting a thorough evaluation to buy products (Dodds, Monreo, and Grewal, 1991). Theory of Reasoned Action (TRA) assumes that intention is an antecedent of behavior,

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decided by attitudes and subjective norms (Fishbein and Ajzen, 1975). This theory has often been used by previous research regarding the relationship between e-WOM and purchase intention (Cheung & Thadani, 2012; Erkan and Evans, 2016). However, unlike traditional WOM, e-WOM arises mostly from an unlimited number of unknown consumers, information is not all positive (Chang and Wu, 2014), and weak social ties between sources and receivers of information will make it difficult for consumers to determine information credibility (e-WOM) (Hennig-Thurau et al. 2004). Consumer perception of the credibility of information sources is an important aspect that can encourage consumers in purchase intentions (Cheung et al., 2009; Lis 2013).

Source credibility is a term used to indicate the positive characteristics of communicators that can increase the value of information in a message, and therefore have an impact on the reception of messages (Hovland, Janis, & Kelley, 1953; Ohanian, 1990). According to the source credibility models of Hovland et al., (1953), In addition, referring to the source attractiveness models of McGuire (1985), source credibility is also determined by the attractiveness of the sender of information where it is determined by source homophily or similarity between the sender and receiver of information. Furthermore, Ismagilova et al., (2019) states that the credibility of the source of information has three characteristics, namely source expertise, trustworthiness, and homophily where the three characteristics can influence consumer behavior.

Previous studies that examined the characteristics of source credibility and purchase intentions included Dou, Walden, Lee, and Lee, (2012), Munzel (2016), Zainal et al., (2017), Lin and Xu (2017), Filieri et al. (2018). However, there are differences in the results of their research, for example Dou et al., (2012), Munzel (2016); Zainal et al., (2017) states that source trustworthiness has a positive effect on consumers' purchase intentions. In contrast to the results of research by Lin and Xu (2017) and Filieri et al., (2018) which show that source trustworthiness does not effect consumers' purchase intentions.

Previous research was considered to have ignored the characteristics of an information receiver (readers). To bridge the inconsistency of the results of previous studies, this study seeks to involve consumer involvement as a moderating variable. This is following the statements of Pentina, Bailey, and Zhang (2015), Chen and Huang, (2016) and Teng and Lu, (2016) that involvement has an important role in influencing the effectiveness of information and will have an impact on purchase intention.

The Elaboration Likelihood Model (ELM) developed by Petty and Cacioppo (1980) is considered a relevant theory that explains that individuals have different ways of processing messages or persuasive information (Cheung et al., 2012; Filieri et al., 2017; Davis and Agrawal, 2017). This difference occurs because of the level of individual involvement (Petty and Cacioppo, 1986 in Filieri et al., 2017). Consumers with low involvement in using reviews will increase purchase intention. On the other hand, consumers with high involvement levels will evaluate information in detail involving cognitive factors and will reduce purchase intentions (Park and Lee, 2008). Therefore, the purpose of this study is to re-examine the effect of source credibility on consumer purchase intentions by establishing consumers as moderating variables.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Purchase Intention

Purchase intention is an effective tool in predicting the buying process (Ghosh, 1990). Spears and Singh (2004) define that purchase intention is the plan of consumers who appear intentionally to make a purchase. Purchase intention refers to the subjective judgment of consumers from consumers who reflect after conducting a thorough evaluation to buy products (Dodds, Monro, and Grewal, 1991). In addition, purchase intention is the last step in the complex purchasing decision process. Theory of Reasoned Action (TRA) assumes that intentions

are antecedents of behavior, decided by attitudes and subjective norms (Fishbein and Ajzen, 1975). This theory has often been used by previous research regarding the relationship between e-WOM and purchase intention (Cheung & Thadani, 2012; Erkan and Evans, 2016).

According to Dodds et al., (1991), an indicator of buying intention is the desire to buy a product. If consumers want a product, and the product is interested in being owned, then consumers will try to buy the product. In addition, recommendations from other consumers become an important factor in the buying process because it will affect whether or not the consumer makes the buying process. Furthermore, Dodds et al. (1991) show an indicator of the purchase intention variable, namely the need for the product, the interest in the product, and the desire to buy. Several previous studies have shown that purchase intention is influenced by source credibility (Nekmat and Gower, 2012; Zhang et al., 2014). In addition, Ismagilova et al., (2019) state that source credibility has three characteristics, namely source expertise, trustworthiness, and homophily. According to them, these three characteristics are important factors in influencing purchase intentions.

2.2. Source Credibility

Source Credibility is an important factor in the context of e-WOM. In e-WOM communication, information received is more varied as well as weak social ties between consumers. This will make it difficult for a receiver to make perceptions of the credibility of e-WOM's information sources. Source credibility is a term used to indicate the positive characteristics of communicators that can increase the value of information in a message, and therefore have an impact on the reception of messages (Hovland, Janis, & Kelley, 1953; Ohanian, 1990). Source credibility is the consumer's perception of the extent to which the source of information they receive online (Chaiken, 1980) is trustworthy and competent (Coursaris and Osch, 2016). Thus it can be used by readers/consumers as a guide in e-WOM communication (Ismagilova, Slade, Rana, and Dwivedi, 2019). Source credibility is also defined as a peripheral cue or route in consumer information processing (Petty and Cacioppo, 1986). Peripheral routes are variables that allow a person to arrive at an assessment of an argument without processing the message argument itself (Petty and Cacioppo, 1986). In other words, peripheral routes are elements in messages that are not directly related to product benefit information and usually require little effort to process (Cheung and Thadani, 2012).

According to the source credibility theory proposed by Hovland, Janis, and Kelley (1953), it assumes that information originating from credible sources can influence the attitudes, opinions, and behavior of the receiver. The source credibility is determined by two dimensions, namely expertise and trustworthiness. However, according to the source attractiveness models (McGuire, 1985), the credibility of the information source is also determined by the attractiveness of the sender. An important factor that can influence the quality of attractiveness is the similarity or social homophily between the recipient and the sender (McGuire, 1985). Ohanian (1990) conducted a study in combining the two models, where the results of his research showed that source expertise, trustworthiness, and source homophily were important factors in determining source credibility. Furthermore, Ismagilova et al., (2019) stated that the characteristics of source credibility are source expertise, trustworthiness, and homophily. Based on the source credibility models and the source attractiveness models, source expertise, source trustworthiness, and source homophily are dimensions that determine source credibility.

2.2.1. Source Expertise

Source expertise shows the extent to which the source or sender is considered capable of providing correct information (Hovland et al, 1953). According to Ohanian (1990) source reliability is defined as the degree to which a person is considered to have knowledge, skills or experience and thus is considered to provide accurate information. In the context of e-WOM, communication occurs indirectly so that receivers of information find it difficult to evaluate source expertise. Receivers of information will consider the information accurate if the sender (source) is considered to have high expertise regarding the product. In addition, high source expertise will provide quality information (Lis, 2013). According to Ohanian (1990), the indicator of source expertise is having knowledge, skills, and experience so as to be able to provide accurate information. Source expertise refers to the extent to which sources are considered to possess knowledge, skills, and experience so as to be able to provide accurate information. Source expertise has a significant impact on receivers of information (Lis, 2013). Previous studies show that source expertise has an influence on purchase intention in the context of e-WOM (Zhang et al., 2014; Filieri et al., 2018). With their extensive experience and knowledge, the sender's skill level can create more persuasive information (Bayon, 2004).

2.2.2. Source Trustworthiness

Based on the source credibility model, source trustworthiness is also a determinant of source credibility. Source trustworthiness is defined as the trust level of the recipient of information about the source's intention in communicating his/her statement (Hovland, Janis, and Kelley, 1953). Source trustworthiness refers to consumer perceptions of how reliable, unbiased, and honest sources of information (Ohanian, 1990). When sources can be trusted, the information will not be doubted by consumers/receivers of information because they are considered to have credible sources (Sparkman and Locander, 1980 in Ismagilova et al., 2019). Source trustworthiness is important in the context of e-WOM because the amount of information will make it difficult for consumers to assess the truth of the intention of the reviewer in sending reviews/messages. Reviewers who are willing and able to say the truth is considered trustworthy and the message (review) will be accepted. However, consumers will ignore the message/review when the reviewer is not trusted because the information is considered biased or invalid (Zhang et al., 2016). In the context of e-WOM, individuals can express freely about their opinions and experiences of the products or services they have consumed. Consumers will find the information useful when the information comes from reliable sources (Lis, 2013; Ismagilova, 2019).

2.2.3. Source Homophily

Based on source attractiveness models by McGuire's (1985), the credibility of the source is determined by the attractiveness of the sender of information. The factor that determines the quality of the sender's attraction is a social similarity or homophily McGuire (1985). Source homophily explains the similarity of characteristics between interacting individuals regarding certain attributes (Rogers and Bhowmik, 1971 in Filieri et al., 2018; Hansen and Lee, 2013) such as demographic and perception similarities (Gilly, 1998). Several previous studies have shown that individual behavior is influenced more by source homophily (Steffes and Burgee, 2009; Jalees et al., 2015; Saleem and Ellahi, 2017) than heterophily sources of information (Brown and Reingen, 1987).

Gilly (1998) explains that similarity is seen from two sides, namely demographic similarity (age, gender, and education) and similarity of perceptions (experience, values, preferences, and viewpoints). However, demographic similarities do not have an important role in the context of e-WOM (Lis, 2013). Therefore, this research uses perceptual similarities between senders and receivers of information. e-WOM communication is influenced by strong ties and relationships between sources and recipients (Cheng and Zhou., 2010). Thus, communication becomes more persuasive when the recipient considers the source of information to have the

same characteristics. In the context of e-WOM, even though consumers interact not face-to-face, they can make judgments of similarities with reviewers by reading reviews and looking at reviewers/source profiles (Filiari et al., 2018; Lis, 2013). In this way, individuals can learn how the personality, values, preferences, and experiences of reviewers (Filiari et al., 2018).

2.3. Consumer Involvement

Consumer involvement has been recognized as an important factor influencing purchase intentions (Chen and Huang, 2016). Consumer involvement according to Zaichkowsky (1985) is the perceived personal relevance of an object based on its needs, values, and interests. In processing information specifically in online reviews, consumer involvement is an important factor in determining the effectiveness of information. In addition, consumer involvement moderates the effect of information uncertainty on consumer purchase intention (Park, Lee, and Han, 2007). Consumers with low involvement will increase purchase intention. However, consumers who have higher reliability will evaluate information in detail involving cognitive factors and will reduce purchase intention (Park and Lee, 2008).

Petty et al., (1983) researched consumer involvement. They distinguish consumer involvement into two types, namely high involvement and low involvement. Consumers who have high involvement, they will need a lot of time and critically evaluate the quality of the arguments contained in the information. Otherwise, consumers with low involvement are less motivated or less critical of messages/information so that there will be less cognitive effort and focus on source credibility in assessing a product to make decisions (Petty et al., 1983; Filiari et al., 2017). Therefore, this study uses the Elaboration Likelihood Theory developed by Petty and Cacioppo (1980).

Based on the theoretical study above, all variables simultaneously influence on purchase intention. The assumptions and discussion of previous research have a relationship, then six hypotheses are proposed, namely:

H1a: Source expertise has a positive effect on consumers' purchase intentions

H1b: Source trustworthiness has a positive effect on consumers' purchase intention

H1c: Source homophily has a positive effect on consumers' purchase intention

H2a: Consumer involvement moderates the effect of source expertise on purchase intentions.

H2b: Consumer involvement moderates the effect of source trustworthiness on purchase intentions.

H2c: Consumer involvement moderates the effect of source homophily on purchase intentions.

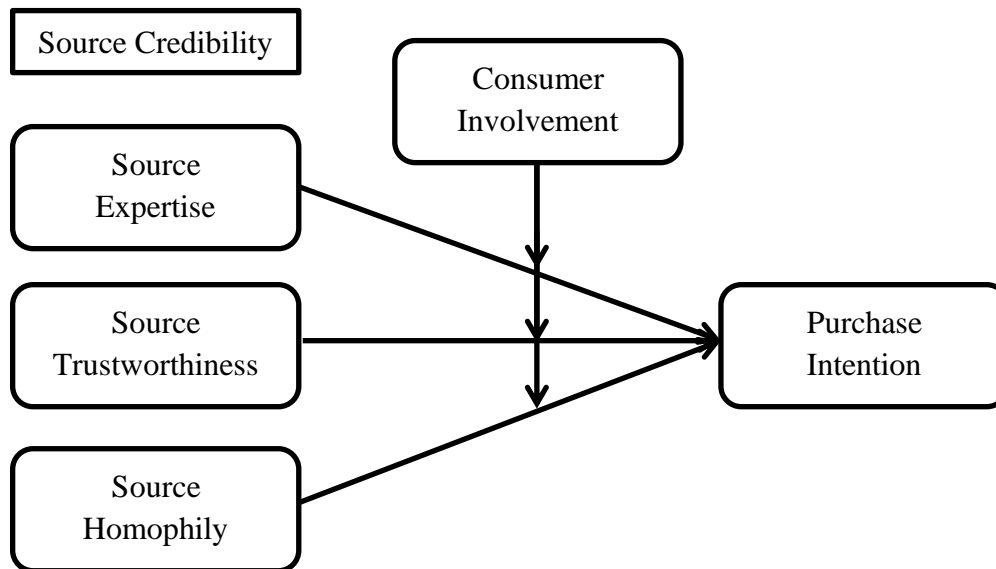


Figure 1. Research model

3. RESEARCH METHODS

3.1. Population and Samples

This research uses survey research design. The population in this study is followers of the Eigeradventure Instagram account. To get a sample that is adequate following the purpose of the study, the purposive sampling method is used as a sampling method where the research sample is selected with certain criteria (Cooper and Schindler, 2003). The criteria in question are followers of the eigeradventure Instagram account that are active in online reviews.

3.2. Measurement

The model evaluation uses regression analysis which is very useful for predicting the relationship between the dependent variables of several independent variables. For each variable has several indicators that are also used in compiling questions on the questionnaire. To measure the variables of source expertise, trustworthiness, homophily, consumer involvement, and purchase intention this study adopted from the previous research items.

The source of expertise refers to the extent to which sources are considered to have knowledge, skills, and experience so that they can provide accurate information (Ohanian, 1990). Indicators of source expertise are expert, experienced, knowledgeable, qualified, and skilled (Ohanian, 1990). Source trustworthiness refers to consumer perceptions of how reliable, unbiased, and honest of information sources (Ohanian, 1990). The indicator of source trustworthiness consists of dependable, honest, reliable, sincere, and trustworthy. Source homophily describes the similarity of characteristics between interacting individuals regarding certain attributes (Rogers and Bhowmik, 1971 in Filieri et al., 2018) such as similarity of perceptions (Gilly, 1998). Indicator of source homophily is the similarity of experience, value, viewpoints, and preference (Gilly, 1998). The purchase intention is the subjective assessment of consumers from consumers who reflect after conducting a comprehensive evaluation to buy products (Dodds, Monreo, and Grewal, 1991). Indicators of purchase intention according to Dodds et al. (1991) are the need for products, interest in products, and the desire to buy. Consumer involvement is the perceived personal relevance of an object based on needs, values, and interests (Zaichkowsky, 1985). Indicators of consumer involvement consist of needs, values, and interests

(Zaichkowsky, 1985). All items were measured using a likert scale starting from 1 = very not agree to 7 = strongly agree.

4. ANALYSIS AND FINDINGS

4.1. Description of Respondents

The number of questionnaires distributed is 400 questionnaires using the google form for 20 days. Questionnaires are given to followers of the eigeradventure Instagram account. The number of questionnaires returned to researchers was 238, or had a response rate of 59 percent. The returned questionnaire was then filtered and examined for the completeness of the data. There is a collection of questionnaires that are incomplete and not in accordance with the criteria of the respondents specified in this study. So, the number of questionnaires used to process data is 230.

Table 1. Characteristics of Respondents

		Frequency	Percentage (%)
Gender	Male	120	52%
	Famale	110	48%
Age	<15	6	3%
	16-25	197	85,6%
	26-35	26	11%
	36-45	1	0,4%
	>46	0	0
Education	Junior high school	10	4,2%
	Senior High School	115	50%
	Diploma	7	3%
	Profesision	1	0,4%
	Undergraduate	93	40,4%
	Postgraduate	4	2

4.2. Validity and Reliability Test

Validity test is conducted to test the suitability of the research instrument (item question or statement) with the construct to be measured (Sekaran, 2003). The criteria used to assess the validity of each statement are $r_{count} > r_{table}$. Based on the results of the data validity test, all items from each variable in this study had a correlation coefficient (r_{count}) that was greater than $r_{table} = 0.129$, so the questionnaire proved valid and could be used as a data collection tool. The calculation of the validity test in this study uses SPSS 21 and the results of the validity test for each variable are explained in table 2.

Table 2. Validity Test Results

Variable	Item	Correlation Coefficient	$r_{table} (\alpha = 5\%)$	Explanation
Source Expertise	P1	0,792	0,129	Valid
	P2	0,737		
	P3	0,761		

	P4	0,820		
	P5	0,741		
Source Trustworthiness	P6	0,789	0,129	Valid
	P7	0,833		
	P8	0,876		
	P9	0,796		
	P10	0,879		
Source Homophily	P11	0,793	0,129	Valid
	P12	0,800		
	P13	0,838		
	P14	0,825		
Consumer Involvement	P15	0,800	0,129	Valid
	P16	0,701		
	P17	0,834		
	P18	0,861		
Purchase Intention	P19	0,797	0,129	Valid
	P20	0,765		
	P21	0,805		
	P22	0,813		

Reliability testing is done to test the consistency of research instruments. The usual and popular test equipment used is the internal consistency test (internal consistency) using the Cronbach alpha coefficient. The recommended coefficient level is 0.7 (Hair et al., 1998) or 0.6 (Nunnally, 1978). Sekaran (2003) classifies the reliability coefficient level into three: the cronbach alpha coefficient of less than 0.6 indicates poor reliability, cronbach alpha 0.6 to 0.8 indicates an acceptable level of reliability, and cronbach alpha more than 0.8 indicates good reliability. The cronbach alpha number of source expertise variables (X_1), source trustworthiness (X_2), source homophily (X_3), consumer involvement (Z), and purchase intention (Y) are each greater than cut of value (0.60), so that all items for each variable in this study are declared reliable and can be used as a data collection tool. The calculation of the reliability test in this study uses SPSS 21 and the results of the reliability test for each variable are explained in table 3.

Table 3. Reliability Test Results

Variable	Total Item	<i>Cronbach's Alpha</i>	Cut of Value	Explanation
Source Expertise	5	0,827	0,60	Reliable
Source Trustworthiness	5	0,890		
Source Homophily	4	0,823		
Consumer Involvement	4	0,811		
Purchase Intention	4	0,804		

4.3. Hypothesis Testing

Reporting on the results of hypothesis testing shows the influence that has been predicted in the hypothesis. Table 4 presents the results of regression analysis for hypothesis testing.

Table 4. Summary of Regression Test Results

	Purchase Intention		
	B	t	sig.
Step 1			
Source Expertise (SE) Adjusted R ² = 0,086	0,311	4,739	0,000
Source Trustworthiness (ST) Adjusted R ² = 0,128	0,310	5,895	0,000
Source Homophily (SH) Adjusted R ² = 0,137	0,363	6,108	0,000
Step 2			
Source Expertise (SE) Consumer Involvement (CI) Adjusted R ² = 0,256	0,195 0,448	3,189 7,289	0,002 0,000
Source trustworthiness (ST) Consumer Involvement (CI) Adjusted R ² = 0,261	0,181 0,415	3,451 6,480	0,001 0,000
Source Homophily (SH) Consumer Involvement (CI) Adjusted R ² = 0,290	0,259 0,426	5,642 7,081	0,000 0,000
Step 3			
Source Expertise (SE) Consumer Involvement (CI) Interaksi (SE X CI) Adjusted R ² = 0,253	0,328 0,629 -0,006	0,968 1,378 -0,398	0,334 0,170 0,691
Source trustworthiness (ST) Consumer Involvement (CI) Interaksi (ST X CI) Adjusted R ² = 0,258	0,113 0,328 0,003	0,418 0,944 0,256	0,677 0,346 0,798
Source Homophily (SH) Consumer Involvement (CI) Interaksi (SH X CI) Adjusted R ² = 0,288	0,084 0,254 0,008	0,267 0,816 0,563	0,790 0,415 0,574

Hypothesis testing uses moderated regression analysis (MRA). MRA is a method using hierarchical regression analysis. H1a, H1b, and H1c propose that source expertise, source trustworthiness, and source homophily have a positive effect on purchase intention. As in table 4 shows the effect of the characteristics of source credibility which consists of source expertise, source trustworthiness, and source homophily to purchase intentions. In table 4 it is known that the source expertise ($\beta = 0.311$; $t = 4.739$; $\text{sig} = 0.000$), source trustworthiness ($\beta = 0.310$; $t = 5.895$; $\text{sig} = 0,000$) and source homophily ($\beta = 0.363$; $t = 6.108$; $\text{sig} = 0,000$) has a positive effect on

purchase intention. Therefore, H1, H2, and H3 are supported. This finding shows that source homophily has a very strong effect on purchase intention rather than source expertise and source trustworthiness.

To test H2a, H2b, and H2c, this refers to the moderating role of consumer involvement. To determine the effect of the moderating variable, the MRA analysis is used. The method of MRA analysis is to compare three regression equations and see the effect of the interaction variable (doubling between the independent variable and the moderating variable) on the dependent variable if the interaction variable is significant, then there is a moderating effect (Baron and Kenny, 1986). H2a, H2b, and H2c propose that consumer involvement moderates the effect of source expertise, source trustworthiness, and sources homophily on purchase intentions. Table 4 shows the results of the calculation of consumer involvement in moderating the effect of the characteristics of source credibility on purchase intention. These results indicate that consumer involvement does not moderate the effect of source expertise ($\beta = -0.006$; $t = -0,398$; $\text{sig} = 0.691$), source trustworthiness ($\beta = 0.003$; $t = 0.256$; $\text{sig} = 0.798$), and source homophily ($\beta = 0.008$; $t = 0.563$; $\text{sig} = 0.574$) against purchase intention. Therefore, H2a, H2b, and H2c are not supported.

5. DISCUSSION

Previous studies on the effect of source credibility characteristics of e-WOM (source expertise, source trustworthiness, and sources homophily) on purchase intention have provided different conclusions or results (Dou et al., 2012; Munzel, 2016; Zainal et al., 2017; Lin and Xu, 2017; Filieri et al., 2018). This study tries to investigate the effect of source expertise, source trustworthiness, and sources homophily on purchase intentions by involving the characteristics of the source recipient (consumer involvement) as a moderating variable.

The results of hypothesis testing indicate that there are a total of six hypotheses proposed in this study, there are three supported hypotheses (H1a, H1b, and H3c) while the other three hypotheses are not supported (H2a, H2b, and H2c). H1a shows that source expertise has a positive effect on purchase intention. That is, purchase intention will increase when the message or reviews come from high source expertise. This finding supports the results of a study by Filieri et al. (2018) which concluded that source expertise had a positive effect on purchase intention. The recipient or reader will accurately perceive information when it comes from reviewers who are experienced, knowledgeable, qualified or qualified, and competent or skilled about certain products. In addition, these findings support the importance of source credibility as evidenced in face-to-face WOM research.

The results of this study also indicate that source trustworthiness has a positive effect on purchase intention (H1b). That is, the higher the source trustworthiness that the reader feels the buying intention will increase. Dou et al., (2012) concluded that when information comes from source credibility, it will increase purchase intention. This is because readers are more confident in information from reviewers than on information from companies. Based on the survey results, the recipient or reader of the information assumes that the reviewer (source) is dependable, reliable, honest, sincere, and trustworthy.

In addition, the homophily source also has a positive effect on purchase intention (H1c). Some previous studies have shown that information originating from homophily sources will have an attractiveness rather than reviews that are not from sources that have nothing in similarity. In the context of e-WOM, the similarity in question is a perception similarity that includes experience, values, preferences, and points of view. Whereas demographic similarity does not have an important role (Lis, 2013). Based on the survey results, respondents assume that reviewers have similarities in terms of their preferences, which in the end reviews will be more persuasive than reviews from different sources.

Furthermore, the results of this analysis indicate that consumer involvement does not moderate the influence of source expertise (H2a), source trustworthiness (H2b), and source homophily (H2c) on purchase intention. This result occurs because there are differences in the level of consumer involvement (high and low). In general, followers of the eigeradventure Instagram account have a high level of involvement that must be analyzed or tested for that level. Referring to ELM, individuals have different ways of processing or evaluating information. One of the differences is determined by the level of consumer involvement (high and low). Consumer high involvement evaluates information based on a central route such as the quality of reviewers' arguments. While consumer low involvement processes information based on peripheral routes such as review quantity and source credibility (Petty, Cacioppo, & Schumann, 1983).

6. CONCLUSION

This study aims to determine the effect of e-WOM source credibility characteristics on purchase intentions. In determining the characteristics of source credibility, this study uses the adoption of source credibility models developed by Hovland et al., (1953) and source accuracy models from McGuire (1985). Based on the two models, there are three characteristics of source credibility, namely source expertise, source trust, and homophily sources where the three characteristics have a positive effect on purchase intention.

In addition, this study aims to determine the role of consumer involvement in moderating the influence of source expertise, source trustworthiness, and source homophily against purchase intentions. Based on the results of this study indicate that consumer involvement does not moderate the influence of source expertise, source trustworthiness, and source homophily against purchase intentions. This result occurs because there are differences in the level of consumer involvement (high and low) that should be distinguished in conducting the analysis.

7. IMPLICATIONS

The findings in this study show several implications. First, in the context of e-WOM information is mostly sourced from unknown consumers. They write about experiences about products and services in the online community. This anonymous nature of e-WOM can make it difficult for consumers to determine the source credibility of e-WOM. Thus, the source credibility generated by online reviews plays an important role in creating purchase intentions. In addition, this study supports the meta-analysis conducted by Ismagilova et al., (2019) that the characteristics of source credibility (source expertise, source trustworthiness, and source homophily) influence purchase intention. Second, this research involves the involvement of consumers by referring to ELM which is considered to have potential in moderating the relationship of source expertise, source trustworthiness, and source homophily influencing purchase intention.

8. LIMITATIONS AND FUTURE RESEARCH

This study has not been able to explain the differences in the results of research between the role of moderation of consumer high involvement and consumer low involvement. Therefore, further research should explore differences in the level of consumer involvement (high and low) especially in moderating the effect of source expertise, source trustworthiness, and source homophily on purchase intentions.

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