THE INFLUENCE OF ONLINE COMMUNITIES AND SOCIAL MEDIA E-WOM ON PURCHASE INTENTION WITH BRAND TRUST AS A MEDIATION VARIABLE
(Study of Ion88 Food Stalls on Autobase Twitter @Unsoedfess1963)

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ABSTRACT

One of the options in online marketing that is in demand by business actors such as MSME is by using social media. One of the social media that is widely used by Indonesian people is Twitter. Ion88 food stall is a food stall that is widely recommended in @Unsoedfess1963 Twitter account. This recommendation comes from Twitter users who have visited the food stall and are satisfied with their eating experience. Type of Research is quantitative research using survey methods. Sampel Size Criteria Requires 190 respondents. The sample criteria in this study are Twitter users who follow @unsoedfess1963, the one has already knew about the information of Ion88 food stalls, and make purchases within the last 6 months at Ion88 food stalls. AMOS software is used to test the collected data. The analytical method to be used is validity, reliability and hypothesis testing using a structural equation model (SEM). This study shows that of all the hypotheses found a positive and significant influence. This research was conducted with the aim of providing an explanation of the magnitude of the influence of online communities and E-WOM on social media on purchase intention with brand trust as a mediation variable. It aims to help companies or MSME who want to take advantage of the social media that exists in Indonesia in developing products and making new products or promotions.

Keywords: electronic word of mouth (E-WOM), online communities, brand trust, purchase intention

1. Introduction

In the current modern era, technological developments can be said to be developing rapidly and progressing. Technological progress is something that cannot be avoided by humans, because as time goes on, science also develops. In line with the development of science, human thought progresses, so that many innovations are created by humans with the aim of providing positive benefits to support human life. One of these technological developments is the emergence of the internet. Internet is a term for a collection of computer networks that can connect various academic, government, commercial, organizational, to individual sites (Ramdhani, 2003). It can make it

easier for people to communicate globally more effectively and efficiently. All information and knowledge needed by people from various countries can be accessed easily by using the internet. Indirectly, humans make the internet a necessity for every individual. So, the internet can be easily accessed wherever and whenever we need it.

One of the options in online marketing that is in demand by business actors such as MSME is by using social media. Indirectly, social media has also brought significant changes in human life, including in the business world. Because the easy and practical way to use social media makes social media in demand and liked by all groups, this is an advantage for business people, especially for MSME which have limited resources and lack of or low accessibility. digital technology. So, in this case, social media can be a good solution to promote goods and services from MSME actors.

Based on data by Hootswite (www.wearesocial.com, 26 January 2023), social media Twitter is ranked sixth with a percentage of 60.2% of users. According to (www.kompas.com, 14 April 2021) Twitter allows users to stay in touch with one another without having to worry about distance. The concept brought by Twitter is that users can exchange information with each other but users can only send tweets of only 280 characters for one tweet. So, it can be said that having a few characters makes messages and information shorter because it has been summarized in the core of the information so that it looks concise and easy for users to accept and understand.
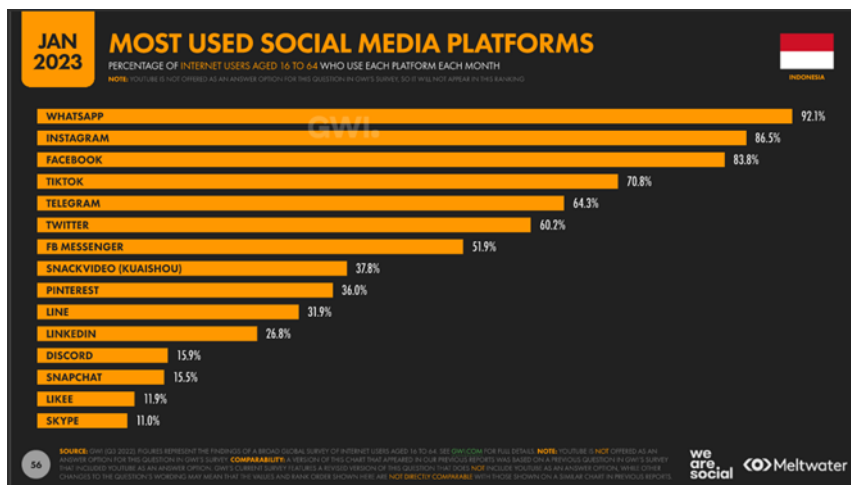

Figure 1.1 Percentage of Social Media Users for January 2023

The advantages of Twitter compared to other social media applications are that there is a base and menfess. According to (www.bukugue.com, 14 August 2020) base is an account where people who have the same likes or interests gather to share and provide information or send messages. Then to mention confess (menfess) is a message sent to the base account via the direct message feature, after which the message will be posted on the base account so that followers of the base account can read and receive it. Currently, many base account owners choose to use autobase because of the way the autobase works, it can send messages from direct messages to the base account automatically. Another advantage is that Twitter users who don't have a lot of followers by taking advantage of this base, users can reach other Twitter users to be able to exchange information and opinions.

The existence of this autobase can form online communities on social media Twitter. This happens because they have the same interests and goals and are connected as a group through social media.

Then the users who are on the base can provide information to each other and give opinions to each other, this is commonly known as Electronic Word of Mouth (E-WOM). According to (Kotler and Keller, 2016) E-WOM is marketing using the internet to create a word-of-mouth news effect to support marketing efforts and goals.

One Twitter account that uses autobase is @unsoedfess1963. The base account @unsoedfess1963 joined Twitter in April 2020 which currently has 22,019 followers and it can posted 99,553 tweets. In accordance with the account name @unsoedfess1963, in general, many Unsoed students from various faculties follow this account. But it's not only students who can follow this account, MSME players around the Purwokerto area can also join this base account. As was done by one of the MSME food stalls in the Purwokerto area, which is in the Karangwangkal area, namely the Ion88 food stall which uses the base as a means of promoting its merchandise and participating in activities on the base such as exchanging opinions with other Twitter users in the autobase @unsoedfess1963.
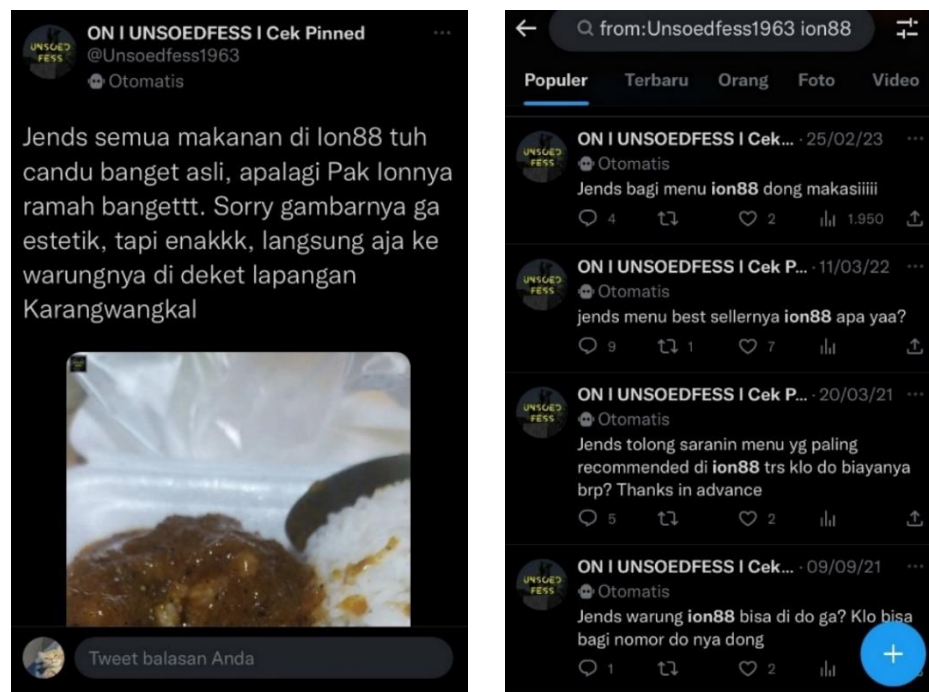

Figure 1.2 Recommendation Ion88 Food Stalls on Autobase Twitter @Unsoedfess1963

Based on the picture above, it shows that the Ion88 food stall is a food stall that is widely recommended in @Unsoedfess1963 account. This recommendation comes from Twitter users who have visited the food stall and are satisfied with their eating experience. Ion88 food stall also provides western food menus such as fish dory carbonara pasta or chicken mongolian pasta at affordable prices which makes Ion88 food stall different from other food stalls. In addition, the service provided by the Ion88 food stall is good and friendly to consumers, this is as seen on the @Unsoedfess1963 account that the Ion88 food stall on its Twitter account also often interacts and looks friendly when interacting with Twitter users on the autobase. Recommendations from social media accounts such as those on @Unsoedfess1963 Twitter account can have a significant impact on the popularity of a place to eat such as the Ion88 food stall. When social media users give positive recommendations about a food stall in an online community, it can attract the attention of

other people who want to try the dining experience. This is supported by research from Young and Fachira (2020) which states that there is a significant influence between online communities on purchase intent. But in contrast to the results of research by Kamalasena and Sirisena (2021) which states that online communities do not have a significant influence on purchase intention.

Based on research conducted by Kamalasena and Sirisena (2021), it is stated that there is a significant influence between E-WOM on purchase intention. The influence of credibility, quality and quantity of E-WOM messages can influence messages conveyed to consumers in groups to attract and increase purchase intention, this is in line with research conducted by Nurjanah and Jerico (2022), Susanti and Wulandari (2021), and Young & Fachira (2020) which states that there is a significant influence between E-WOM on purchase intention.

Brand trust can be created through online communities because consumer trust in a brand can influence online community members who recommend the product so that consumers tend to buy the product, this is supported by research conducted by Kamalasena and Sirisena (2021) states that there are influence of online communities on purchase intention with brand trust as mediation. However, there is a difference in the results of research conducted by Nurjanah and Jerico (2022), namely that there is no influence of online communities on purchase intention with brand trust as mediation.

Brand trust can play an important role in a person's intention to buy a product or service, because brand trust acts as an indirect link between electronic word of mouth (E-WOM) when others want to buy products. According to Kamalasena and Sirisena (2021) stated that there is an influence of E-WOM on purchase intention with brand trust as mediation, this is in line with research by Susanti and Wulandari, (2021) and Young and Fachira (2020). In another study by Nurjanah & Jerico (2022) stated that there is no significant influence on E-WOM on purchase intention with brand trust as mediation. This difference can occur because the explanation of other customers' perceptions is not clear so that customers who will make purchases have little information so that it can cause doubts in buying. In addition, brand trust has a significant influence on purchase intention, where customers feel not disappointed in terms of quality and feel that they benefit and are in accordance with expectations so that a sense of trust arises that can encourage interest in making purchases, this is in line with research conducted by (Nurjanah and Jerrico, 2022), (Mudarifah, 2020), and (Susanti and Wulandari, 2021).

2. Literature Review

2.1 Purchase Intention

According to Roozy et al., (2014) purchase intention is the purpose to purchase, the thought of purchasing, and the suggestion that others purchase the thing. Then according to Raza et al., (2014) explained that buyers evaluate their product knowledge, compare products to ones that are like them, and decide which product to buy during the purchase intention process. According to (Kotler & Keller, 2016: 198) purchase intention is a form of behavior from consumers who want to buy or choose a product based on their experience, use and desire for a product. Based on definition mentioned, purchase intention is consumer behavior about the purpose to buy a good or service to satisfy his or her own wants or those of others.

According to Kotler & Keller (2016) there are causal factors or the antecedent that shape consumer buying interest, namely:
- Attitude of others
- Factor situation that is not anticipated

Based on causal factors or the antecedent that shape purchase intention namely other people's attitudes and factors situation that is not anticipated, factors they have their respective roles in determine purchase intentions. So that matter this need noticed by the perpetrator's effort. According to Solihin (2020) the consequence of purchase intention is purchase decision because in his research it is stated that consumer buying interest influences purchase decisions.

According to Busler (2000) there are dimensions in purchase intention, namely:
- Likely
- Definitely would
- Probable

According to Ferdinand (2006) stated that there are indicators in purchase intention, namely:
- Transactional interest
- Referential interest
- Preferential interest
- Exploratorive interest

2.2 Electronic Word of Mouth

With exists development technology It also has an influence on shape word of mouth communication, which is where people can convey message nor information in a manner direct or face to face with other people be pattern electronic word of mouth communication where people can search, get, and share information online as on social media via the internet. Electronic word of mouth according to Thurau et al., (2004) that is a positive statement made by consumers about a product or company that can be accessed by many people or institutions through the internet. Electronic word of mouth (E-WOM) according to the internet is used by marketing to generate word of mouth effects that support its objectives (Kotler and Keller, 2016: 135). E-WOM messages are easily communicated among Internet users and are given in the form of online notifications, evaluations and recommendations. Sources tell current, previous, and potential clients about a good or service. Additionally, this has advantages for customers organizations in that it facilitates client identification and offers inexpensive ways for potential to communicate (Al- Gasawneh and Al- Adamat, 2020). Based on definition these, E-WOM can interpreted with something form virtual or online based communication regarding something product, services, or brands on networking sites social like social media.

According to research conducted by Cahyono, F. D., Kusumawati, A., and Kumadji, S. (2016) causal factors or the antecedent of electronic word of mouth (E-WOM) are:
- Platform assistance
- Expressing positive feelings
- Economic incentives
- Helping the Company
- Concern for Others

Based on research from Susanti and Wulandari, (2021), the consequences of electronic word of mouth (E-WOM) is brand trust, because in his research electronic word of mouth has a positive and significant effect on brand trust.

In research conducted by Goyette et al., (2010) electronic word of mouth (E-WOM) is divided be 3 dimensional.
- Intensity
- Valence of opinion
- Content

According to Setiawan and Mahaputra (2019) there are indicators in electronic word of mouth (E-WOM).
- Information
- Knowledge
- Answers

2.3 Online Communities

Basically, online communities consist of the words online and community. Online is a term when someone is connected to the internet or cyberspace, while a community is a group of people who are members of a group which have the same goals and objectives. According to Ray, Kim, Moris (2014) online communities are new forms of social organization that depend on contemporary information technology to function and they share many contemporary problems. If according to Kim, Jae W. et al., (2008: 410) online community is a collection of people who interact online via chat rooms, forums, user groups, electronic mailing lists, and other computer-mediated channels who share a similar interest. Kuem, Khansa, and Kim (2020) argue that online communities have become popular among individuals of all ages for a variety of reasons, including discussion of issues that are significant to them, information sharing, and product and service reviews to inform and help others. Based on this definition, online communities can be interpreted as a group of people who have the same interests and the same goals for sharing information and interacting in an online forum such as on social media.

According to Sharma et al., (2014) causal factors or the antecedent of online communities are:
- Perceived enjoyment
- System trust
- Interpersonal trust

According to Fitriani, Priharsari, and Wicaksono (2022) consequence from online communities is knowledge and buying behavior of the brand.
According to Kim, Jae W. et al., (2008) there are indicators in online communities.
- Member support
- Community value
- Member contribution
- Freeedom of expression

2.4 Brand Trust

The definition of brand trust according to Ferrinadewi (2018: 147) brand trust is the perception of reliability from a consumer point of view based on experience or more on the sequence of transactions or interactions characterized by full expectations of product performance and satisfaction. According to Kotler and Armstrong (2007: 112) brand trust has a very big influence on the sustainability of a brand, because if a brand is no longer trusted by consumers, products with that brand will be difficult to develop in the market. Conversely, if the brand is trusted by consumers, then products with the brand will be able to continue to grow in the market. Trust is defined as the customer's belief that brands can satisfy needs and desires (Chinomona & Maziriri, 2017). According to Pramezwary et al., (2021) consumers trust a product with all the risks because there are high hopes or expectations for the brand that will give positive results to consumers so that it will lead to loyalty and trust in a brand. Based on definition that, brand trust can interpret with customers' trust in the firm or brand they choose to address their problems, earn their respect, and offer them more benefits.

According to Lau and Lee (1999:345) causal factors or the antecedent of brand trust are:
- Brand characteristik
- Company characteristik
- Consummer-brand characteristic

According to Bozbay, Z., and Baslar, E. K. (2020) consequence from brand trust is brand loyalty because the positive beliefs of the customers about the brand and their confidence in the brand make them loyal customers.

According to Delgado in Ika and Kustini (2011) brand trust can be measured in dimensions, namely:
- Dimension of Viability (validity process)
- Dimension of Intentionality (disparity)

According to Wadi et al., (2021) there are 4 indicators in brand trust, namely:
- Credibility
- Competence brand
- Kind brand
- Reputation brand

3. Research Methodology

The method to be used in this study is a quantitative approach. Because in this study is used to explore specific populations or samples, gather data using research tools, and evaluate quantitative or statistical data with the goal of testing predetermined hypotheses. This study will use survey research, because researchers do not provide treatment to the subjects studied. This research will be conducted in Purwokerto because the object of research in this study is the Ion88 food stall in the Purwokerto area and in this study using managed @unsoedfess Twitter media to facilitate students and the general public in Purwokerto. In this study, the object of research is online

communities and electronic word of mouth (E-WOM) on purchase intention with brand trust as a mediation variable. In this study, the subjects of the study were Twitter users who followed @unsoedfess1963.

The population in this study was Twitter users who followed @unsoedfess1963. The sampling conducted in this study used non-probability sampling. The sample criteria in this study are Twitter users who follow @unsoedfess1963, the one has already knew about the information of Ion88 food stalls, and make purchases within the last 6 months at Ion88 food stalls. The measurement of variables in this study used the Likert scale. The answer to each instrument item that uses the Likert scale has a gradation from very positive to negative ranging from 1= strong disagree to 5= strongly agree. In this study use Structural Equation Modeling (SEM) and using AMOS software. This study conducted data test using normality test, validity test, realibility test, conformity tests and statistical test, outlier test, hypothesis test, and mediation test using sobel test.

4. Results

4.1 Conformity Tests and Statistical Test

The Chi square, CFI, TLI, CMIN/DF, and RMSEA tests, which have a range of predicted values, are used in the conformity test or conformity test of the SEM model.

Table 1. Fit Model Statistical Test Results

Measurement Type	Indeks	Cut-off Value	Result	Model Evaluation
Absolute fit measurement	Chi -square	Expected Small	534,781	Marginal
	PROBABILITY	≥0,05	0,000	Poor Fit
	RMSEA	≤0,08	0,167	Poor Fit
	GFI	≥0,90	0,816	Marginal
Incrementanlfit measures	TLI	≥0,95	0,842	Marginal
	CFI	≥0,95	0,872	Marginal
	AGFI	≥0,90	0,740	Poor Fit
Parsimonius fit measures	CMIN/DF	≤2,00	6,292	Poor Fit

Based on data from Table 4.5 above, it shows that TLI (0,842), CFI (0,872), and GFI (0,816), are almost fit category and Chi-square values (534,781), Probability (0,000), RSMEA (0,167), AGFI value (0,740) and CMIN/DF (6,292), is in the unfit category. In the results of the Goodness of Fit test from table 4.5 there are four criteria are almost fit, so that the researcher refers to the principle of parsimony as according to Arbuckle and Worthe (1999) in Solimun (2004), specifically, the overall quality or acceptability of the model can be determined by whether one or two fit requirements have been satisfied. Therefore, based on this theory, the results of the structural equation model test are acceptable, and more research can be done.

4.2 Hypothesis Test

The following tables and figures present the results of testing the hypotheses in this study:
- The Direct Effects Hypothesis

Table 2. Hypothesis Testing

	Hyphothesis	**Estimate**	**p-value**	**Decission**
H1:	Electronic Word of Mouth (E-WOM) has a significant influence on purchase intention	0,507	0,000	H1 Accepted
H2:	Online communities has a significant influence on purchase intention	0,111	0,028	H2 Accepted
H5:	Brand trust has a significant influence on purchase intention.	0,466	0,000	H5 Accepted

4.2.1 Hypothesis 1: The Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention

The results of testing hypothesis 1 on the effect of Electronic Word of Mouth (E-WOM) on Purchase Intention gives a coefficient value of 0,507 with a significance value of $0,000 < 0,05$. So, it can be concluded that Electronic Word of Mouth (E-WOM) have a positive and significant effect on Purchase Intention or hypothesis 1 is accepted.

4.2.2 Hypothesis 2: The Effect of Online Communities on Purchase Intention

The results of testing hypothesis 2 on the effect of Online Communities on Purchase Intention gives a coefficient value of 0,111 with a significance value of $0,028 < 0,05$. So, it can be concluded that Online Communities have a positive and significant effect on Purchase Intention or hypothesis 2 is accepted.

4.2.3 Hypothesis 5: The Effect of Brand Trust on Purchase Intention

The results of testing hypothesis 5 on the effect of Brand Trust on Purchase Intention gives a coefficient value of 0,466 with a significance value of $0,000 < 0,05$. So, it can be conclude that Brand Trust have a positive and significant influence on Purchase Intention or hypothesis 5 is accepted.

4.3 Mediation Test (Sobel Test)

This Research has a form of direct and indirect influence of E-WOM and Online Communities on Purchase Intention by Brand Trust as a mediating variable. To examine the effect of Brand Trust mediating variable, researchers used the Sobel test development by Sobel (1982).

4.3.1 Hyphotesis 3: E-WOM on Purchase Intention mediated by Brand Trust

Brand Trust

$a : 0.702$

Sa: 0.092

$b : 0.466$

Sb: 0.095

Electronic Word of Mouth

Purchase Intention
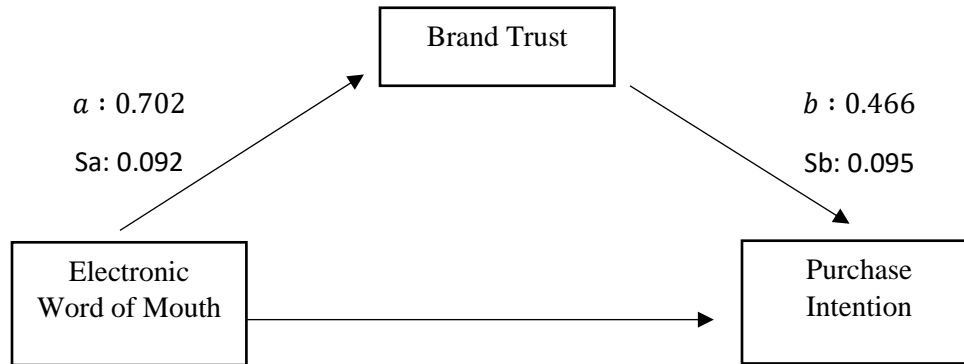
With use the formula:

$$S_{ab} = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}$$
$$S_{ab} = \sqrt{0.466^2(0.092^2) + 0.702^2(0.095^2) + 0.092^2(0.095^2)}$$
$$S_{ab} = \sqrt{0.00183801 + 0.00444756 + 0.00007639}$$
$$S_{ab} = \sqrt{0.00636195}$$
$$S_{ab} = 0.079762$$

$$z = \frac{ab}{S_{ab}}$$
$$z = \frac{0.702 \times 0.466}{0.079762}$$
$$z = 4.101359$$

From the calculation of the sobel test formula above, get a z value of 4.101359, because the z value obtained is 4.101359 > 1.96. So, it can be conclude that Brand trust mediate influence of E-WOM and Purchase Intention.

4.3.2 Hyphotesis 4: Online Communities on Purchase Intention mediated by Brand Trust

Brand Trust

$a : 0.279$

Sa: 0.080

$b : 0.466$

Sb: 0.095

Online Communities

Purchase Intention
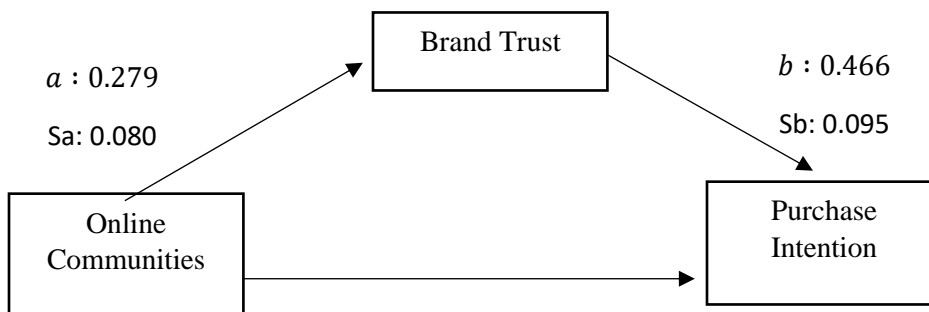
With use the formula:

$$S_{ab} = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}$$
$$S_{ab} = \sqrt{0.466^2(0.080^2) + 0.279^2(0.095^2) + 0.080^2(0.095^2)}$$
$$S_{ab} = \sqrt{0.0013898 + 0.0007025 + 0.00005776}$$
$$S_{ab} = \sqrt{0.0021501}$$
$$S_{ab} = 0.046369$$

$$z = \frac{ab}{S_{ab}}$$
$$z = \frac{0.279 \times 0.466}{0.046369}$$
$$z = 2.803906$$

From the calculation of the sobel test formula above, get a z value of 2.803906, because the z value obtained is 2.803906 > 1.96. So, it can be conclude that Brand trust mediate influence of Online Communities and Purchase Intention.

5. Discussion

5.1 The Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention

The results of this study prove that electronic word of mouth (EWOM) have a positive effect on purchase intention. Based on respondents' responses, although on @Unsoedfess1963 Twitter account, EWOM that comes from other consumers or users tends to be more trusted than direct marketing messages from companies. Through EWOM, consumers can also access more complete information about the products or brands they are considering purchasing. They can read reviews, user experiences, product comparisons, and recommendations that help them make better decisions. In addition, there is a viral effect of E-WOM on @Unsoedfess1963 accounts where this viral effect can amplify the influence of E-WOM on purchase intent, because consumers see that many other people also have positive experiences with the product or brand. This is in line with research from Kamalasena & Sirisena (2021), Nurjanah & Jerico (2022), Susanti & Wulandari (2021), and Young & Fachira (2020) which states that electronic word of mouth (E-WOM) have a significant influence on purchase intention.

5.2 The Effect of Online Communities on Purchase Intention

The results of this study prove that online communities do not have a positive effect on purchase intention. Based on respondents' responses, @Unsoedfess1963 provides access to more complete knowledge and information about a product or brand as is the case with Ion88. Active and trusted online communities tend to have a good reputation among their community members. Consumers tend to trust reviews and recommendations that come from community members they consider credible. Online communities can also help in forming a positive brand image. When a brand becomes a positive topic of conversation within the community, it can build a positive image of the brand among members.This is in line with research from Young & Fachira (2020) which states that online communities have a significant influence on purchase intention.

5.3 The Effect between E-WOM and Purchase Intention mediated by Brand Trust

The results of this study prove that brand trust mediate influence of E-WOM and purchase intention. Based on respondents' responses, they believe that in user reviews they read or hear through E-WOM on @Unsoedfess1963 Twitter autobase account, it can affect their trust in the brands discussed such as the Ion88 food stall. Trust in user reviews helps create the perception that the brand is reliable and the products or services offered are of high quality. The trust built through E-WOM can be transferred to the brands discussed in user reviews. If consumers have trust in a user who provides a positive E-WOM, they are more likely to have trust in the brand recommended by that user. This transfer of trust can strengthen consumer trust in the brand and influence buying interest. Thus, brand trust can mediate the positive influence derived from E-WOM on purchase intent. Trust in the brand plays an important role in attributing the positive influence exerted by E-WOM to consumer purchasing decisions. Trust in a brand creates the perception that the brand is reliable, quality, and worth considering, which in turn affects consumer purchase intent. So, this is in line with research from research Kamalasena and Sirisena (2021), Susanti & Wulandari, (2021) and Young & Fachira (2020) stated that there is an influence of E-WOM on purchase intention with brand trust as mediation.

5.4 The Effect between Online Communities and Purchase Intention mediated by Brand Trust

The results of this study prove that brand trust mediate influence of online communities and purchase intention. Based on respondents' responses, online communities are places where users share information, experiences, and recommendations about products or services. Trust built in online communities such as Twitter autobase accounts can @Unsoedfess1963 be transferred to brands that community members talk about or recommend, this happens to Ion88 food stalls, this happens when community members consistently leave positive reviews or recommend certain brands, which can affect consumer perception and trust in the brand. Thus, brand trust can serve as a link between the positive influence that comes from the online community and consumer purchase intention. So, this is in line with research Kamalasena and Sirisena (2021) states that there are influence of online communities on purchase intention with brand trust as mediation.

5.5 The Effect of Brand Trust on Purchase Intention

The results of this study prove that brand trust has a positive effect on purchase intention. Based on respondents' responses, they tend to be more inclined to buy products or services from brands that are considered credible as is the case with Ion88 food stalls. Brand credibility creates the perception that the brand can be trusted in providing accurate, honest, and objective information about its products or services. Trust in a credible brand helps reduce consumers' perceptions of purchase-related risk. Consumers feel more secure and confident that the brand will deliver the promised value, quality, and satisfaction. Consumers who feel confident and satisfied with a brand tend to leave positive reviews and recommend the brand to others. Thus, brand trust has a significant impact on consumer purchase intent. This is in line with research Nurjanah & Jerico,

(2022), Mudarifah, (2020), dan Susanti & Wulandari, (2021) states that there is a significant influence between brand trust and purchases intention.

6. Conclusion

Based on the results of the statistical tests of research that have been carried out, the following conclusions can be drawn:

- Electronic Word of Mouth (E-WOM) have a significant influence on purchase intention.
- Online communities have a significant influence on purchase intention.
- Brand trust mediate influence of Electronic Word of Mouth (E-WOM) and purchase intention.
- Brand trust mediate influence of online communities and purchase intention.
- Brand trust have a significant influence on purchase intention.

7. Implication

7.1 Based on the analysis result it is concluded that Electronic Word of Mouth (E-WOM) have a significant influence on purchase intention.

The recommendations that can be made based on this conclusion are as follows: Ion88 Foodstall raises EWOM in the following ways to enhance purchase intention:

- Ion88 can create quality and informative content that can attract attention and influence consumers.
- Ion88 can also create informative and educational marketing content, not only introducing its products but can provide tips about food or cuisine to consumers to increase consumer knowledge.
- Ion88 can actively participate in online communities such as @Unsoedfess1963 accounts where Ion88 can participate in discussions about its own products that are being discussed by other users which in turn can provide answers needed by other consumers.

7.2 Based on the analysis result it is concluded that online communities have a significant influence on purchase intention.

The recommendations that can be made based on this conclusion are as follows: Ion88 Foodstall raises online communities in the following ways to enhance purchase intention:

- Ion88 can be more rewarding to community members as @Unsoedfess1963 who contribute positively such as praise, recognition, or special rewards.
- Ion88 can more actively facilitate discussion and collaboration between community members on @Unsoedfess1963 which can increase community value.
- Ion88 can further encourage community members in @Unsoedfess1963 to actively contribute and share their knowledge.
- Ion88 can listen to and value the opinions of community members on @Unsoedfess1963 by providing opportunities for members to share their ideas, suggestions, or feedback. In addition, Ion88 can respond attentively and is open to feedback.

7.3 Based on the analysis result it is concluded that brand trust mediate influence of Electronic Word of Mouth (E-WOM) and online communities on purchase Intention and brand trust have a significant influence on purchase intention.

The recommendations that can be made based on this conclusion are as follows: Ion88 Foodstall raises brand trust in the following ways to enhance purchase intention:

- Ion88 can focus more on building trust and credibility among consumers such as by providing high-quality products or services, responding quickly and professionally to consumer reviews or inquiries, and communicating openly and honestly.
- Ion88 can be more transparent in communication with consumers. Be honest and open about the products, production processes, or services provided to consumers.
- Ion88 can reward consumers for their support such as special offers, discounts, or loyalty programs as a form of reward.
- Ion88 can better manage consumer reviews and feedback wisely such as responding politely and being open to consumer reviews, both positive and negative.

7.4 Theoritical Limitation

The research's findings and the research's limitations are used to provide recommendations for additional study. It is believed that by expanding on the existing study factors or introducing new ones, the results of this study will serve as a guide for future research. Future research studies can incorporate factors like brand equity, brand loyalty, and so on as dependent variables and mediating variables like brand image, customer revisit intention, and so forth as mediating variables.

8. Limitation

This research still has shortcomings and limitations in research. Therefore these limitations can be noted for subsequent researchers:

- This research was dominated by respondents aged 17-22 years and worked as students so that the answers to the statements submitted had similar characteristics.
- Limitations that exist in survey methods where researchers cannot control the answers given by respondents, where respondents may not be honest in giving answers/responses, besides that the answered questions are difficult to interpret more deeply because respondents give short answers.
- The next limitation is in the model test where some of the data results obtained in this study are in the marginal category, so to compile a study that is close to perfect must be studied further to get fit results.

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