THE ROLE OF TRUST, E-WOM, PERCEPTION OF FUNCTION, SOCIAL MEDIA AS MEDIATORS IN PURCHASE ASSURANCE

(Study of Tokopedia Marketplace Users)

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KEYWORDS	ABSTRACT
E-WOM, Functional Perception, Purchase Certainty, Social Media, Trust	Internet is a medium that is not only used for communication but can be used as a shopping medium. Economic development is affected by the development of the internet. Various buying and selling businesses that previously could only be done face-to-face are now very easy and often done via the internet. This internet business is known as a *marketplace*. Tokopedia has increased from 13.4% in 2019 to 15.8% in 2020 and even increased again to 16.7% in 2021 but is still below Shopee. The data is based on TBI in 2019-2021, *market share*. This shows that the certainty of users' purchases of Tokopedia has increased. Various efforts were made by the company to increase purchase certainty, including promotion through the role of trust in the existence of e-wom and increasing the perception of function through social media. The sampling technique used is Quota Sampling in this research and took a sample of 95 respondents. The analysis technique uses Path Analysis and data processing using PLS software. Based on research results, it shows that through trust, e-wom and perceived function play a role in the social media *marketplace Tokopedia*. Then, trust, e-wom, function perception and social media play a role in the certainty of purchasing the *marketplace* Tokopedia.

INTRODUCTION

Website that connects buyers and sellers via the internet is *Marketplace. Marketplace* provides a space for anyone who wants to sell their commodities on their *portal site*. After that, the *marketplace* will display the goods for sale when there are potential users or buyers searching for goods. If the prospective user really intends to buy the item, then they can make payments through the *marketplace* itself.

Currently, the competition *online* is quite tight because there are many *marketplaces* that offer and provide *online* . The number *marketplaces* that offer *online* provides many alternative choices for users

to use, so this is assessed by an institution engaged in the assessment and appreciation of commodities or services that are chosen by many users, called the *top brand index* (TBI). *Top brand index* (TBI) is an award given to the best brands chosen by users based on the results of user research. The higher *the top brand index,* the higher the user's choice to buy the brand they like (https://www.topbrand-award.com/).

Based on TBI *online* in 2018 - 2020*,* it can be seen which companies are chosen by the respondents. The higher the TBI, the higher the certainty of purchase. The TBI results can be seen in the following tabulation:

Tabulation 1.
Online Buying and Selling Indonesia
in 2019 – 2021

N o.	2019		2020		2021	
	Brand	%	Brand	%	Brand	%
1	Lazada.co.id	31.6	Lazada.co.id	31.9	Lazada.co.id	15.2
2	Shopee co.id	15.6	Shopee co.id	20	Shopee co.id	41, 8
3	Tokopedia.com	13.4	Tokopedia.com	15.8	Tokopedia.com	16.7
4	Bukalapak.com	12.7	Bukalapak.com	12.9	Bukalapak.com	9.5
5	Blibli.com	6.6	Blibli.com	8 ,4	Blibli	8.1

Source: https://www.topbrand-award.com/top-brand

Tabulation 1. shows that for the last 3 years (2019-2021), the *marketplaces* have fluctuated (decreased then increased). This is presumably because users' buying interest cannot be predicted every period so that it can increase or decrease. Meanwhile, Tokopedia and Bukalapak tend to increase, so it needs to be analyzed because buying interest and the certainty of buying users also have increased. Lazada, Tokopedia and Tokopedia are widely chosen by users, which means that the certainty of purchase is also great. Of the three *marketplaces* , it turns out that Tokopedia has a small TBI, which means that the user's choice to buy is also low when compared to Lazada and Shopee.

The phenomenon *gap* in this research is that Tokopedia has won several awards, such as the *Best E Commerce 2021* CNBC Indonesia Awards for the category The Most Inspiring Technology Companies and *the*

Tokopedia Customer Experience (CX) Team won the Indonesia Customer Service Quality (ICSQ) Award 2021 for the marketplace category however TBI is still inferior to Shopee. When viewed from TBI, Tokopedia is inferior to Shopee, meaning that the certainty of users to choose or buy through Tokopedia is lower.

Purchase certainty is the user's certainty about preferences for brands in the choice set and then choosing one of them (Prasad et al., 2016). Users will choose and buy commodities according to their wishes and needs. If the quality of the commodity has been proven, it will buy the commodity in question. With regard to commodities offered *online*, users will choose commodities that are easier to obtain, safer and more reliable. Therefore, *online* must pay attention to the factors that affect the certainty of *online*.

Many factors can provide the effect of certainty of purchase. According to (Prasad et al., 2016), the factors that can have a purchase certainty effect are trust and e-wom (independent variable) and social media (intervening variable). These results are also supported by other research, namely (Anwar & Aprillia, 2018) and (Fhonna & Utami, 2018) which state that social media, e-wom and trust play a role in purchase certainty. Other supporting research, namely (Wijaya & Warnadi, 2019) and (Nasution et al., 2020) state that trust plays a role in purchase certainty.

Another factor that can have a purchase certainty effect is the perception of function. The results of the research (Sekarini & Sukresna, 2016) stated that the perception of function contribute to purchase certainty. These results are supported by research (Ambarwati, 2019) and (Arta & Azizah, 2020) which state the same results.

LITERATURE REVIEW

Trust

Trust is "a person's thoughts about something that comes from real knowledge and opinion " (Anwar & Aprillia, 2018). Trust is "the belief that someone will find what they want from the other party" described by (Fhonna & Utami, 2018) . According to (Nasution et al., 2020), "trust is a person's belief in certain

values that will have an effect on his behavior".

E-Word of Mouth (E-WOM)

E-WOM is a positive or negative statement that is built from opinions arising *from* users, both prospective users and former users of commodities, brands and companies that can be used and functioned by the general public at large in cyberspace (Kumaralalita & Nugrahani, 2017). Another definition of E-WOM is "negative or positive information made by potential customers about commodities or company services provided to many people and institutions via the internet" (Fhonna & Utami, 2018). Another concept of E-WOM is "information, conversation or word of mouth communication using internet media" (Purwaningdyah, 2019). Another meaning of E-WOM is communication or conversation that functions to exchange information about a commodity or service by each user (who has consumed or used it) to other users who do not know each other or have met before (Charvia & Erdiansyah, 2020). Another definition of E-WOM is word of mouth information disseminated by other users *online* as material in considering a commodity (Kristianti & Erdiansyah, 2020).

Functional

Perception is "perceived perception of the level of function obtained by the user" (Faradila & Soesanto, 2016). "Perception of function is the degree to which the use of certain technologies or systems will facilitate and improve the performance of their work" described by (Sekarini & Sukresna, 2016). According to (Faradila & Soesanto, 2016), Perception of function is "a perceived view of how big the level of function is obtained from a system or technology". Meanwhile, according to (Adyas & Ainurahmah, 2019), Functional perception is "an experienced understanding of the magnitude of the benefits obtained from the use of a particular system". Also according to (Ambarwati, 2019), Perception of function is "where users have confidence in the use of technology or systems that can improve their performance at work". Another understanding according to (Arta & Azizah, 2020), Functional perception is "a measure of using technology that is believed to provide functions for its users".

Social Media

Definition of social media according to AAM Pratiwi, 2020 from the book (Cross, 2014): "Social media is a term that describes the various technologies used to bind people into a collaboration, exchange information, and interact through content. web-based messaging. The internet is always developing, so the various technologies and features available to users are always changing. This makes social media more hypernymous than a specific reference to various uses or designs." The definition of social media according to (Howard, PN & Parks, 2012) "social media is media that consists of three parts, namely: information infrastructure and tools used to commoditize and distribute media content, media content can be in the form of personal messages, news, ideas, and cultural commodities in digital form, then those who commoditize and consume media content in digital form are individuals, organizations, and industries".

Purchasing Certainty Purchasing

certainty is "a certainty made by individuals to use available resources to consume an item" (Prasad et al., 2016). Another definition of purchase certainty is "the user's process of combining knowledge in assessing two or more alternative behaviors and choosing one of them" (Hanaysha, 2018). Another description of purchase certainty is "user certainty about preferences for brands in the choice set" (Tang et al., 2020)

FRAMEWORK OF THOUGHT

Purchasing certainty is user certainty about preferences for brands or commodities in the choice set. Users buy commodities to fulfill their needs and users judge the results of their purchases according to what is expected from the start. Certainty means choice, i.e. the choice of two or more possibilities. However, it is hardly a choice between right and wrong, but what often happens is a choice between what is almost right and what may be wrong. While certainty is commonly said to be the same as choice, there is an important difference between the two. Certainty is a real choice because choice is defined as a choice about a goal including a choice about how to achieve that goal,

whether at the individual level or at the collective level. Certainty related to the process is the final state of a more dynamic process, which is labeled certainty taking. Certainty is seen as a process because it consists of a series of related activities and is not only considered a wise action. Purchase certainty is basically because it is affected by several factors, but in research it is analyzed through trust, e-wom, perceived function and social

media. Social media reflects media that functions as a communication facility between the private and the public and anyone. Social media makes it easy for everyone to communicate and get information without being limited by space or time. Social media is an effective medium in promoting or advertising a commodity. Promotional effectiveness will occur if the goals that have been determined can have a direct impact on user certainty. Success in promoting a commodity can lead to an action from the user, namely making a purchase of the commodity.

E-WOM reflects news or word of mouth in the form of personal or group information or references to a commodity or service with the aim of disseminating personal information. In general, E-WOM can provide a variety of new information options anonymously and can confidentially provide information that transcends distances and regions without boundaries of space or time. E-WOM plays a major role in the user's purchase certainty process. The good reputation of a commodity can stimulate the desire of users to make purchases of the distributed commodity or service.

Function perception is a measure of using technology that is believed to provide functionality for its users. shopping sites *online*, users want to get functions, such as time efficiency because they are fast in accessing, easy to make purchases of commodities and easy to use to support daily activities. Function perception An internet site can be felt when the site can provide functions and make it easier for users to carry out an activity. Users will do *online* because it can provide a function in choosing various commodities compared to *offline* (traditional or face-to-face).

Trust reflects one particular party's belief in another to do business or cooperate. Trust occurs because the expectation of the other party will take action according to his wishes. If the user believes in a commodity or service, then the user will believe that his/her expectations can be fulfilled. User trust arises when users are satisfied when they function and consume commodities, so that users feel comfortable and in the end it will not be easy to replace or leave with other commodities. User trust in a commodity or service will stimulate them to make purchases both now and in the future.

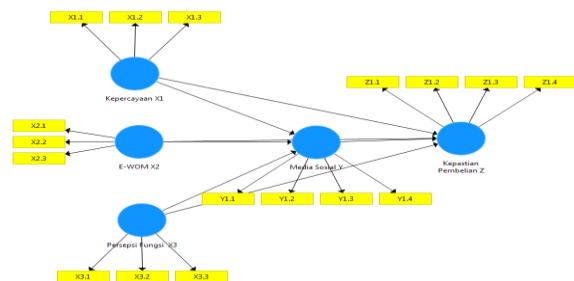Based on the thoughts above, it can be illustrated a conceptual framework as follows:

Illustration 1.
Thinking Framework

HYPOTHESIS

H_1 : Trust plays a role Relevant to Social Media

H_2 : E-WOM plays a relevant role in Social Media

H_3 : Functional Perception plays a relevant role in Social Media.

H_4 : Social Media plays a relevant role in Purchase Certainty

H_5 : Trust plays a relevant role in Purchasing Certainty

H_6 : E-WOM plays a relevant role in Purchasing Certainty

H_7 : Functional perception plays a relevant role in Purchasing Certainty

H_8 : Trust and Social Media play a relevant role in Purchasing Certainty

H_9 : E-WOM and Media Social plays a relevant role in Purchasing Certainty

H_{10} : Functional Perception and Social Media plays a relevant role in Purchasing Certainty

RESEARCH METHOD

This research uses quantitative analysis. The population in this research is 95 people. Considering that the population in this research is not limited, the quota sampling method is used as many as 95 respondents who make purchases in the Tokopedia marketplace at least once. Data processing was carried out using the partial least square (PLS) method (Ghozali, Imam and Latan, 2015) using the Smart PLS 3.0 program.

Research

Variables The variables of this research are:
A. Independent variables consisting of:
   1. Trust   (X1)
   2. E-WOM   (X2)
   3. Perception of Function (X3)
B. variables in this research are:
   1. Social Media (Y1)
C. Variables not independent (boundin this research are:
   1. Certainty of Purchase (Z)

Tabulation 2.
Operational Definition of Variable

No.	Variable	Concept	Definition Operational Definition
1	Trust	Trust is "the user's willingness to take all risks in a commodity because of the hope of getting positive results" (Wijaya & Warnadi, 2019)	a. Integrity b. Competence c. Consistency (Wijaya & Warnadi, 2019)
2	E-WOM	E-WOM is "word of mouth information disseminated by other users online as material for	a. Frequency of access to information b. Frequency of interaction c. Positive comments (Kristianti &
		considering a commodity" (Kristianti & Erdiansyah, 2020)	Erdiansyah, 2020)
3	Functional	Perception Functional perception is the "perceived perception of the level of function obtained by the user" (Faradila & Soesanto, 2016)	a. Improving shopping performance b. Improving shopping commodity c. Improving shopping effectiveness (Faradila & Soesanto, 2016)
4	Social Media	Social media is "private communication for sharing between individuals and public media that can be shared with anyone without being specific to a particular individual" (Anggraeni et al., 2019)	a. Interesting information b. User interaction c. Latest d. information Complete information (Anggraeni et al., 2019)
5	Purchase Certainty Purchasing	certainty is the result of user thinking in choosing and buying determine how users will buy the desired commodity" (YN Pratiwi et al., 2019)	a. As needed b. Functioning c. Accurate certainty d. Repurchase (YN Pratiwi et al., 2019)

Population and Sample

The population in this research is users who make purchases of goods in the *marketplace* Tokopedia whose number is unknown. The sample in this research is some users who make purchases on the *marketplace* Tokopedia With Quota Sampling, a sample of 95 respondents was taken.

Types of Data and Data Sources The

type of data in this research is primary data.

Data Collection Method The data

collection method used is a questionnaire.

RESEARCH METHOD

This research uses quantitative analysis of primary data that will be used in research obtained through the distribution of Likert-scale questionnaires to all friends, colleagues, students. Secondary data used in this research is in the form of the problems studied. The population in this research is all people who have shopped using the *marketplace* TokopediaConsidering that the population in this research is very large or wide, it is taken by sampling quota of 95 people, so the sample used is 95 respondents who have filled out the online questionnaire. The data analysis technique used the partial least square (PLS) method.
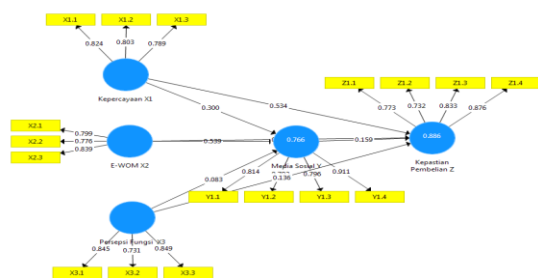

Illustration 2.
Schematic of Outer Loading Test

Results   RESEARCH   RESULTS   AND DISCUSSION

Data processing is carried out using the partial least square (PLS) method (Ghozali, Imam and Latan, 2015) using smart PLS 3 while the research results can be seen as follows:

1. Assessment of the Measurement Model Model/Outer Model) The measurement model (outer model) is intended to

determine the validity and reliability of the indicators that make up the research variables, therefore research indicators are reflexive. The measurement model can be used Outer Loading/Convergent Validity, discriminant validity and reliability as follows:

a. Outer Loading/Convergent Validity of the measurement model with reflexive indicators is judged to be based on the correlation between items/componenscores with construct scores calculated by PLS. Individual reflexive measures are said to be high if they have a correlation of more than 0.70 with the construct to be measured, but the development stage of the measurement scale for loading values above 0.50 is sufficient. Outer Model measurement results, in this research are shown in tabulation 3 and

Tabulation 3
Outer Loading/Convergent Validity Test Results

Variabel	Nilai Loading Faktor	Keterangan
x1.1 <- Kepercayaan X1	0.824	Valid
x1.2 <- Kepercayaan X1	0.803	Valid
x1.3 <- Kepercayaan X1	0.789	Valid
x2.1 <- E-WOM X2	0.795	Valid
x2.2 <- E-WOM X2	0.776	Valid
x2.3 <- E-WOM X2	0.842	Valid
x3.1 <- Persepsi Manfaat X3	0.845	Valid
x3.2 <- Persepsi Manfaat X3	0.731	Valid
x3.3 <- Persepsi Manfaat X3	0.849	Valid
y1.1 <- Media Sosial Y1	0.814	Valid
y1.2 <- Media Sosial Y1	0.792	Valid
y1.3 <- Media Sosial Y1	0.796	Valid
y1.4 <- Media Sosial Y1	0.911	Valid
y2.1 <- Keputusan Pembelian Y2	0.774	Valid
y2.2 <- Keputusan Pembelian Y2	0.730	Valid
y2.3 <- Keputusan Pembelian Y2	0.833	Valid
y2.4 <- Keputusan Pembelian Y2	0.877	Valid

Based on tabulation 3, it can be seen that all values for factor loading are greater than 0.7. Thus it can be stated that the data in this research is valid.

b. Discriminant validity value of discriminant validity is greater than 0.5 then the latent variable has become a good comparison for the

Tabulation 4
Discriminant Validity

	Average Variance Extracted (AVE)
E-WOM X2	0.648
Trust X1	0.649
Purchase Certainty Z	0.649
Social Media Y	0.689
Perception Function X3	0.656

Based on the tabulation above, it can be seen that all AVE values are greater than 0.5, thus it can be stated that the data in the research valid.

c. Reliability is an indicator that measures a variable that has good reliability, the reliability value will be satisfactory if it is above 0.70 and the Cronbach alpha value

is above 0.70. The following is the composite reliability value that can be seen in tabulation 5 as follows:

Tabulation 5
Reliability Coefficient and Cronbach Alpha

	Cronbach's Alpha	Reliability
E-WOM X2	0.727	0.729
Trust X1	0.73	0.733
Purchase Certainty Z	0.818	0.829
Social Media Y	0.848	0.85
Perception Function X3	0.735	0.737

Sourced from Tabulation 5 above can be seen that all Cronbach alpha values for each variable are greater than 0.7 and the reliability value is more than 0.7. Thus it can be stated that the data in this research is reliable

1. Structural Model Assessment (Inner Model) Structural model assessment is a measurement to assess the level of accuracy of the model in research as a whole, which is formed through several variables and indicators. Structural model assessment through several approaches including *R square* R^2

   a. *R square* R^2 can shows the strength and weakness of the effects caused by exogenous variables on endogenous variables. *R square* R^2 can also show the strength of a research model

Tabulation 6
Tabulation *R square* R^2 Endogenous Variables

	R Square	R Square Adjusted
Purchase Certainty Z	0.886	0.881
Social Media Y	0.766	0.758

Tabulation 7
Strong Weak Effects of Exogenous Variables on Endogenous Variables sourced from the R value[2]

Coefficient R^2	Description
0.19	Weak
0.33	Model Moderate
0.67	Model Strong

Source : Chin (Ghozali, Imam and Latan, 2015)

Based on tabulation 6, it can be obtained that the *R square* for the variables Trust, E-WOM and Functional Perception of Social Media is 0.766, which means that 76.6% social media is affected by trust, E-WOM and perception of function, while the remaining 23.4% is influenced by other factors outside the research model. The R2 value[0.886] is indicated by the effect of trust, E-WOM, perceived function and social media on purchase certainty. This means that 88.6% of purchase certainty is affected by trust, E-WOM, perceived function and social media, the remaining 11.4% is other factors outside the research model. The R2 value[0.886] is a strong model according to (Ghozali, Imam and Latan, 2015)

   b. Q-Square Predictive Relevance (Q2)is a measure of how well and observations made give results to the research model. The value of Q Square Predictive Relevance ranges from 0 (zero) to 1 (one). The closer to 0 the value of Q^2, gives an indication that the research model is getting worse, while on the contrary it is getting further away from 0 (zero) and getting closer to the value of 1 (one), this means the research model is getting better. The criteria for the strength of the model are measured based on Q Square Predictive Relevance (Q2)according to (Ghozali, Imam and Latan, 2015)

Tabulation 8
Strength and Weakness of Effects of Exogenous Variables on Endogenous Variables sourced
from the value of Q^2

Coefficient Q^2	Information
0.02	Weak
0.15	Model Moderate
0.35	Model Strong Model

Source: (Ghozali, Imam and Latan, 2015)

The calculation formula for Q-Square Predictive Relevance (Q^2), (Ghozali, Imam and Latan, 2015)
is:

$Q2 = 1 – [(1 -R 12) (1- R 22)]$
$= 1 – [(1-0.766) (1-0.886)]$
$= 1 – [(0,234) (0.114)]$
$= 1 – (0.0266)$
$= 0.9734$

Q calculation result[2] of 0.9734 shows 97.34% of the model can be explained through the relationship between variables in the research, while the remaining 2.66% are other factors outside the research. As stated by Latan and Ghozali 2015, this model is classified as strong.

   c. Goodness of Fit (GoF) is a measurement of the accuracy of the overall model, because it is considered a single measurement of the measurement of the

outer model and the measurement of the inner model. The measurement value sourced from GoF has a range of values between 0 (zero) to 1 (one). The GoF value that is getting closer to 0 (zero), indicates the model is getting worse, on the contrary, the farther away from 0 (zero) and the closer to 1 (one), the better the model. The criteria for the strength of the model are based on the measurement of Goodness of Fit (GoF) according to Lathan and Ghozali (2015: 88), as follows: 0.36 (GoF large), 0.25 (GoF medium), and 0.10 (GoF small).). The formula for measuring the strength of the model based on GoF is:

GoF = (AVE x R2)

GoF=√[{(0.689+0.649+0.648+0.656+0.649)/5}x {(0.766+0.886)/2}]

GoF = [{3,291/5} x {1,652/2}]

GoF = 0.658 x 0.826

GoF = 0.543508

GoF = 0.73723

The results of the GoF calculation above, show a value of 0.73723, so it refers to the criteria According to Lathan and Ghozali (2015:88), this model is classified as a strong model.

d. Hypothesis Testing Hypothesis testing in this research includes:

1) the effect of trust on social media,
2) the effect of trust on purchase certainty, the
3) effect of E-WOM on social media,
4) the effect of E-WOM on purchase certainty, the
5) effect of perceived function on social media,
6) the effect of perceived function on purchase certainty, the
7) effect of social media on certainty. purchase
8) of trust and social media
9) effects on the certainty of purchasing E-WOM and social media on the certainty of purchasing
10) the effect of perception of function and social media on purchase certainty

Based on the results of data processing carried out with the PLS 3.0 program as shown in Illustration 3, tabulations can be made regarding the relationship between variables, as shown in Tabulation 9

Tabulation 9

Direct Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-WOM X2 -> Certainty of Purchase Z	0.172	0.185	0.09	1.908	0.057
E-WOM X2 -> Social Media Y	0.539	0.546	0.094	5.703	0.000
Trust X1 -> Assurance of Purchase Z	0.534	0.524	0.092	5.796	0.000
Trust X1 -> Social Media Y	0.300	0.286	0.110	2.733	0.006
Social Media Y -> Certainty of Purchase Z	0.159	0.152	0.084	1.884	0.060
Perception of Function X3 -> Certainty of Purchase Z	0.136	0.141	0.061	2.238	0.026
Perception of Function X3 -> Social Media Y	0.083	0.091	0.105	0.785	0.433

1. **Testing the effect of trust on social media**

The p-value of the trust variable on social media is 0.006 compared to relevant at 0.05.> t-tabulation 1.96, it can be concluded that trust plays a positive and relevant role on social media.

2. **Testing the effect of trust on purchase certainty**

valueThe p-value of the trust variable on purchase certainty is 0.000 compared to the relevant 0.05. Because the p-value is 0.000 < relevant 0.05, with a positive beta value of 0.534 and a t-statistics value of 5.796 > t-tabulation 1.96, it can be concluded that trust plays a positive and relevant role in purchasing certainty

3. **Testing the effect of E-WOM on Media Social**

The p-value of the E-WOM variable on Social Media is 0.000 compared to the relevant 0.05. Because the p-value is 0.000 < relevant 0.05, with a positive beta value of 0.539 and a t-statistics value of 5.703 > t-tabulation 1.96, it can be concluded that E-WOM plays a positive and relevant role on social media.

4. **Testing the effects of E-WOM on Purchase Certainty**

The p-value of the E-WOM variable on purchase certainty is 0.057 compared to the relevant 0.05. Because the p-value is 0.057 > relevant 0.05, with a positive beta value of 0.172 and a t-statistics value of 1.908 < t-tabulation 1.96, it can be concluded that E-WOM does not play a positive role and is not relevant to purchase certainty

5. **Perception effect test function of social media**

The p-value of the function perception variable on social media is 0.433 compared to the relevant of 0.05. Because the p-value is 0.433 > relevant 0.05, with a positive beta value of 0.083 and a t-statistics value of 0.785 < t-tabulation 1.96, it can be concluded that the perception of function does not play a

positive role and is not relevant to social media.

6. **Testing the effect of perceived function on Purchase Certainty**

    The p-value of the function perception variable on purchase certainty is 0.026 compared to the relevant of 0.05. Because the p-value is 0.026 < relevant 0.05, with a positive beta value of 0.136 and a t-statistics value of 2.238 > t-tabulation 1.96, it can be concluded that the perception of function plays a positive and relevant role in purchasing certainty

7. **Testing the effects of social media on certainty Purchase**

    The p-value of the social media variable on purchase certainty is 0.060 compared to the relevant one of 0.05. Because the p-value is 0.060 > relevant 0.05, with a positive beta value of 0.159 and a t-statistics value of 1.884 > t-tabulation 1.96, it can be concluded that social media has no positive role and is not relevant to purchase certainty

Tabulation 1010
Test Results Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-WOM X2 -> Social Media Y -> Purchase Certainty Z	0.086	0.081	0.048	1.798	0.073
Trust X1 -> Media Social Y -> Purchase Certainty Z	0.048	0.045	0.032	1.480	0.139
Perception of Function X3 -> Social Media Y -> Purchase Certainty Z	0.013	0.014	0.018	0.735	0.463

8. **Testing the effect of trust and social media on Purchase Certainty**

    P-value of trust and social media variables on certainty purchase is equal to 0.139 compared to the relevant amounted to 0.05. Because the p-value is 0.139 > relevant 0.05, with a positive beta value of 0.048 and a t-statistics value of 1.480 < t-tabulation 1.96, it can be concluded that trust and social media do not play a positive and irrelevant role on purchase certainty

9. **Testing E-WOM and social media on Purchase Certainty**

    The p-value of trust and social media variables on purchase certainty is 0.073 compared to 0.05 relevant. Because the p-value is 0.073 > relevant 0.05, with a positive beta value of 0.086 and a t-statistics value of 1.798 < t-tabulation 1.96, it can be concluded that E-WOM and social media do not play a positive role

and are not relevant to purchase certainty.

10. **Testing the effect of perceived function and social media on Purchase Certainty**

    The p-value of trust and social media variables on purchase certainty is 0.463 compared to 0.05 relevant. Because the p-value is 0.4633 > 0.05 relevant, with a positive beta value of 0.013 and a t-statistics value of 0.735 < t-tabulation 1.96, it can be concluded that the perception of function and social media has no positive role and is not relevant to certainty purchase.

CONCLUSION

Based on research problems and hypotheses that have been developed in research, research results are obtained that prove and answer research problems. The conclusions can be drawn as follows:

1. Trust plays a positive and relevant role in purchasing certainty
2. E-WOM plays a positive and relevant role in social media
3. Trust plays a positive and relevant role in social media
4. Functional perception plays a positive and relevant role in purchasing certainty
5. E-WOM does not play a positive and irrelevant role in purchasing certainty
6. social media does not play a positive and irrelevant role on purchase certainty
7. the perception of function plays a positive and relevant role in purchasing certainty
8. E-WOM and social media do not play a positive and irrelevant role in purchasing certainty
9. Trust and social media do not play a positive and irrelevant role on purchase certainty
10. Functional perceptions and social media do not play a positive and irrelevant role on purchase certainty

Suggestion

Based on the research results and conclusions above, the suggestions that the author can give are as follows:

1. Trust is the biggest variable that gives the effect of purchasing certainty so that trust must be increased, especially Tokopedia has honesty and integrity in serving users or users. The seller's honesty must be

proven by providing a guarantee of commodity replacement or the application of money back if the commodity sent is not as informed or ordered by the user.

2. E-WOM is the second variable that provides a purchase certainty effect, so E-WOM must be improved, especially Tokopedia providing continuous interaction for users to assess the goods offered. Tokopedia must provide more media to provide commodity and service assessments such as providing testimonials.

3. Perception of function becomes the third variable that gives the effect of purchase certainty so that the perception of must be further improved, especially increasing the commoditity of work with the functions obtained by the user. Tokopedia must offer more commodities that can increase the intensity of users' shopping, such as free shipping without minimum shopping, then do discounts and distribute commodity shopping vouchers more often.

4. Social media being the smallest variable that gives a purchase certainty effect, so social media must be the most important variable to be improved, especially Tokopedia providing opportunities for users (buyers and sellers) to interact with each other. Tokopedia must provide more media for interaction between users and sellers, in addition to live chat, it can also be done through Tokopedia's social media, namely Instagram, Facebook and Twitter.

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