

The Influence of Electronic Word of Mouth and Brand Trust on Purchase Intention on Samsung Smartphones in Cimahi City

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ABSTRACT

This study looks at how electronic word of mouth (e-WOM) and trust in a brand influence the desire to buy Samsung smartphones, focusing on the drop in the Top Brand Index in Indonesia's smartphone market from 2021 to 2025. A quantitative method using descriptive and associative techniques was used. It included 120 people aged 17 and older from Cimahi City who were interested in Samsung smartphones and had seen Samsung-related content on social media. Data was gathered using questionnaires through convenience sampling between April and May 2026, and it was analyzed using multiple linear regression in SPSS version 27. The results show that electronic word-of-mouth and brand trust each have a positive and significant impact on the intention to buy, both on their own and together. This means that improving the credibility of reviews and building brand trust can help increase the desire to purchase Samsung smartphones.

INTRODUCTION

Human life began with simple beginnings but has now become more modern, thanks to the digital age, which has made smartphones a key part of everyday life (Ibmi & Satria, 2025). The fast growth of science and technology has led to a quicker way of living, and using communication tools like smartphones is now a big part of how people live today (Lutfi et al., 2023). Smartphones today do more than just help people talk to each other. They also help with everyday tasks and work (Muhammad Fahriansyah et al., 2024). Because of this, technology companies are pushing hard to create products that match what people want (Agustinah et al., 2025). The size of the smartphone market in Indonesia is shown by national numbers that show more people using mobile phones and accessing the internet. By 2024, around 72.78% of Indonesia's people will be able to use the internet, and about 68.65% will own a mobile phone, according to Badan Pusat Statistik in 2024. This condition leads to changes in how consumers behave when they make purchases. More and more, people are used to looking for, comparing, and checking product details through digital platforms like social media and online reviews before deciding to buy something (Dewi et al., 2021). In a market where smartphones are becoming more competitive, Samsung Electronics Co., Ltd., a South Korean company that was started in 1969, is one of the brands that has a strong presence both globally and in its home country. In recent years, Samsung has been dealing with much stronger competition (Samsung Newsroom Indonesia, 2025). This change is shown in the Top Brand Index (TBI) for smartphones during the 2021 to 2025-time frame, as listed in Table 1.

Year	iPhone	Oppo	Realme	Redmi	Samsung
2021	11 %	19,3 %	-	-	37,1 %
2022	12 %	20,6 %	-	-	33 %
2023	12,4 %	23,4 %	-	-	32,9 %
2024	14,4 %	22,9 %	-	-	32,7 %
2025	16,4 %	24,7 %	8,7 %	7,9 %	30,4 %

Source: Top Brand Awards. (2025). Top Brand Index 2021-2025 (smartphone category) (accessed on October 24, 2025)

Samsung's share dropped a lot, going from 37.1% in 2021 down to 30.4% in 2025. Samsung remains the top brand in the smartphone category, but there's a downward trend indicating that its brand performance is weakening in how consumers perceive it. This is particularly noticeable in the area of future purchase intentions, which is one of the key factors measured in the Top Brand Index. Along with Top of Mind and Last Usage, future intention plays an important role in this index. This condition helps companies understand the factors that influence how consumers make buying decisions, especially when

there is strong competition and changes in how people behave as they use digital tools.

From the viewpoint of how people behave as consumers, wanting to buy something is a key step that happens before someone actually decides to make a purchase. The Theory of Planned Behavior, created by Ajzen in 1991, says that the decision to act is based on three key parts: how someone feels about the action, what others think about it, and how easy or hard they believe it is to do the action. This idea serves as a basis for understanding how online customer reviews and belief in a brand influence people's plans to buy something. Online reviews, comments, and recommendations influence how people think about and decide to buy smartphones, according to Dewi et al. (2021). Also, trust in a brand is important because when consumers trust a brand, they feel more confident about the product's quality and reliability, which can lead them to make a purchase, as shown by Sari et al. (2023).

Earlier research has given mixed findings about both variables. People who buy Samsung phones are more likely to make a purchase when they hear good things about the product from others online, according to Aulia and Aquinia (2023). Similarly, iPhone users are more likely to buy the product if they trust the brand, as found by Agustinah and others in 2025. However, other research shows that electronic word of mouth has a positive but not significant impact on the purchase intention of Xiaomi smartphone users (Zulfahmi et al., 2023), and it also doesn't have a significant effect on iPhone users in Bekasi City (Muhammad Fahriansyah et al., 2024). Similarly, brand trust has been found in some studies to positively and significantly affect purchase intention, as shown by Juni Juni & Mashur Fadli (2025), but other studies have not found a significant effect, such as those by Julindri et al. (2023) and Suchrisna & Setianingsih (2022).

The uneven results suggest there is still a lack of research, particularly when it comes to Samsung smartphones in Cimahi City. This is because how people look for digital information and make buying decisions can vary from one area to another. This study suggests combining electronic word of mouth and brand trust as separate factors to influence how much smartphone buyers in Cimahi City want to purchase Samsung phones. The study looks at three main questions: first, does electronic word of mouth have a positive impact on the desire to buy Samsung phones in Cimahi City? Second, does brand trust have a positive impact on the desire to buy Samsung phones in Cimahi City? Third, do both electronic word of mouth and brand trust together have a positive impact on the desire to buy Samsung phones in Cimahi City? This study looks at how electronic word of mouth and brand trust affect the desire to buy Samsung smartphones in Cimahi City, both on their own and together. It also aims to add real-world examples and new ideas to better understand how people make buying decisions in the smartphone industry today.

Electronic word of mouth refers to any positive or negative comments made by real, potential, or past customers about a product or company. These comments can be shared by many people online. This concept includes aspects like how strong the opinion is, whether it's positive or negative, and what the

comment is about. Brand trust is when a customer believes that a brand can keep its promises and really cares about what the customer needs (Ivana & Rohman, 2024). This trust has different parts like brand credibility, brand competence, brand value, and brand reputation (Nur Fitriani et al., 2023). Meanwhile, purchase intention is a feeling someone has inside themselves to buy a product before actually making the purchase, as mentioned by Prianika & Bertuah (2023). This intention has different aspects, including transactional interest, referential interest, preferential interest, and exploratory interest, as noted by Ramadhani & Sumardjono (2025). Based on studies and past research, three research hypotheses were created.

H1: Electronic word of mouth has a positive and significant effect on purchase intention

H2: Brand trust has a positive and significant effect on purchase intentions

H3: Electronic word of mouth and brand trust have a positive and significant effect simultaneously on purchase intention.

LITERATURE REVIEW

Theory of Planned Behavior

From the point of view of how people act as consumers, wanting to buy something is a key step that happens before someone actually decides to make a purchase. The Theory of Planned Behavior, created by Ajzen in 1991, says that a person's intention to take a certain action comes from three key factors: their personal feelings about the action, what they think others expect them to do, and how easy or hard they believe it will be to carry out the action. This idea is used as a base to explain how people's online recommendations and their confidence in a brand influence their decision to buy something. Online reviews, comments, and recommendations influence how people think about and decide to buy smartphones, according to Dewi et al. (2021). Also, trust in a brand is important because when people trust a brand, they feel more confident about the product's quality and reliability, which can lead them to make a purchase, as shown by Sari et al. (2023).

Electronic Word of Mouth

Electronic word of mouth refers to any positive or negative comment made by real customers, future buyers, or past users about a product or company that can be seen by many people online. This concept includes three main aspects: how strong the feeling is, whether the comment is good or bad, and what the comment is talking about.

H1: Electronic word of mouth has a positive and significant effect on purchase intention.

Brand Trust

Brand trust is when a consumer believes that a brand can keep its promises and really cares about what the customer needs (Ivana & Rohman, 2024). This trust is made up of four main parts: brand credibility, brand competence, brand value, and brand reputation (Nur Fitriani et al., 2023).

H2: Brand trust has a positive and significant effect on purchase intention.

Purchase Intention

The intention to make a purchase is a desire that originates within an individual to acquire a product, taking into account various factors prior to the actual buying process (Priatika & Bertuah, 2023). This intention consists of transactional interest, referential interest, preferential interest, and exploratory interest dimensions (Ramadhani & Sumardjono, 2025).

H3: Electronic word of mouth and brand trust have a positive and significant effect simultaneously on purchase intention.

According to the theoretical research and hypotheses presented earlier, the conceptual model of this study identifies electronic word of mouth and brand trust as independent variables that collectively and partially affect purchase intention, which is the dependent variable.

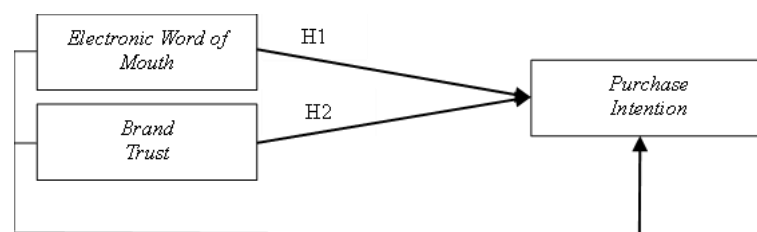


Figure 1 Conceptual Model of The Influence of Electronic Word of Mouth and Brand Trust on Purchase Intention on Samsung Smartphones in Cimahi City

METHODOLOGY

This research utilizes a quantitative method featuring descriptive and associative designs to examine phenomena and evaluate the proposed hypothesis. According to Sugiyono (2023), the quantitative method stems from the philosophy of positivism and is utilized to study specific populations or samples via research tools, where the analysis of data is statistical and aimed at validating hypotheses. The focus of this study is on Samsung smartphones, while the subjects observed are potential buyers or people interested in the product within Cimahi City, starting from the age of 17 years old (Sugiyono, 2023). The research process begins with the operationalization of variables and concludes with hypothesis testing.

The intended demographic consists of individuals residing in Cimahi City who are 17 years old and older and have an interest in Samsung products. The sample size was established at 120 individuals, which was deemed representative as it surpassed the minimum benchmark of ten times the number of variables (Sekaran & Bougie, 2017). In this instance, the researcher applied a ratio of 40 times the quantity of variables. Sampling was conducted using the convenience sampling method, a non-probability approach that chooses participants based on their accessibility and availability for researchers (Sekaran & Bougie, 2017). Data collection tools are shared online via Google Forms.

Primary data were gathered over a 15-day span using an online survey conducted through Google Forms. The survey aimed at 120 participants living in Cimahi City who were interested in Samsung smartphones and had earlier encountered Samsung-related content on social media. A convenience sampling

method was used to enlist suitable participants. The research utilized a cross-sectional approach, gathering data at one specific moment to analyze the connections between electronic word of mouth, brand trust, and purchase intention.

Prior to conducting the core analysis, the data's quality is evaluated via validity and reliability assessments. The instrument's validity was confirmed through product moment correlation with a standard r value > 0.1793 at $df = 118$ (Sekaran & Bougie, 2017). Reliability is assessed using Cronbach's Alpha coefficient, with values above 0.70 deemed acceptable and those over 0.80 classified as good (Sekaran & Bougie, 2017). The phases of data processing comprise coding, entry, editing, and transformation (Sekaran & Bougie, 2017).

A descriptive analysis was conducted by transforming the answer scores into a class interval of 0.8, leading to five rating categories: Very Poor (1.00-1.80), Poor (1.81-2.60), Fair/Quite Good (2.61-3.40), Good (3.41-4.20), and Very Good (4.21-5.00) (Sugiyono, 2023). To confirm that the regression model serves as the Best Linear Unbiased Estimator (BLUE), a traditional assumption test is conducted, encompassing a normality test (Kolmogorov-Smirnov), a multicollinearity test (Tolerance & VIF), and a heteroscedasticity test (Ghozali, 2018). Ultimately, hypothesis evaluation was performed via a t-test (partial) and an F-test (simultaneous) at a significance threshold of 5% utilizing SPSS software version 27 (Sugiyono, 2023).

RESEARCH RESULT

Respondent Profile

This research included 120 participants residing in Cimahi City, who had an interest in Samsung products and were exposed to brand-related content on social media. The demographic features of the participants are outlined below:

- Gender: The majority of participants were male (56.4%), while females comprised 51 individuals (43.6%).
- Age: Most respondents fell into the 21-25 age bracket, totaling 52 individuals (43.3%), followed by the 17-20 age group (23.3%), those aged 26-30 years (16.7%), 31-40 years (14.2%), and finally, individuals over 40 years old (2.5%).
- Employment: The student/student category constitutes the largest segment with 84 individuals (70.0%), then civil servants (12.5%), private sector workers (11.7%), self-employed individuals (4.2%), and various other occupations (1.6%).

The majority of respondents had a monthly income of less than IDR 1,000,000 (39.2%), followed by the range of IDR 1,000,001-IDR 3,000,000 (27.5%), IDR 3,000,001-IDR 5,000,000 (20.0%), and above IDR 5,000,000 (13.3%).

Validity and Reliability Tests

Table 2 Validity and Reliability Test Results

Variable	Number of Items	Pearson Correlation	Cronbach's Alpha	Interpretation
Electronic Word of Mouth	9	0,868-0,900	0,965	Valid and Reliable

Brand Trust	12	0,885-0,920	0,980	Valid and Reliable
Purchase Intention	4	0,918-0,943	0,949	Valid and Reliable

Source: Primary data processed using SPSS Version 27 (2026).

The validity test results using the product moment correlation method revealed that every statement item across the three research variables was deemed valid, displaying calculated r values between 0.868-0.900 for electronic word of mouth, 0.885-0.920 for brand trust, and 0.918-0.943 for purchase intention, all exceeding the r table value of 0.312. The reliability test results indicated a Cronbach's Alpha value of 0.965 for electronic word of mouth, 0.980 for brand trust, and 0.949 for purchase intention, all exceeding 0.70, thereby confirming the research instrument's reliability and consistency in measurements.

Classic Assumption Test

Table 3 Classical Assumption Test Results

Yes	Test Type	Test Acceptance Criteria	Test Results	Interpretasi
1	Normality Test (Kolmogorov-Smirnov)	Sig > 0.05	sig = 0.200	Normally distributed data
2	Multicollinearity Test	Tolerance > 0.10 VIF < 10	Tolerance > 0.774 VIF = 1.292	Multicollinearity does not occur
3	Heteroscedasticity Test (Glejser)	Sig > 0.05	Sig = 0.388 and 0.879	Heteroscedasticity does not occur

Source: Primary data processed using SPSS Version 27 (2026).

The findings from the classical assumption test indicated that the residuals were normally distributed ($\text{sig} = 0.200 \geq 0.05$), the regression model was devoid of multicollinearity ($\text{tolerance} = 0.774 > 0.10$ and $\text{VIF} = 1.292 < 10$), and exhibited no heteroscedasticity ($\text{sig} = 0.388$ and 0.879 , both ≥ 0.05). Consequently, the regression model has identified the optimal linear unbiased estimator (BLUE) suitable for hypothesis testing.

Analytical Description Examination

The descriptive analysis showed that the electronic word of mouth variable had mean scores between 2.87 and 2.95, resulting in an overall average of 2.90, suggesting a moderate level. The highest average score (2.95) was noted for the indicator assessing consumer engagement in sharing opinions on Samsung smartphones via online platforms, while the lowest average score (2.87) was found for the indicator representing consumer trust in favorable recommendations given by other users.

The mean scores for the brand trust variable varied between 2.91 and 2.98, resulting in an overall average of 2.94, which also categorizes as fair. The

highest average score (2.98) was linked to Samsung's reputation in the smartphone industry, whereas the lowest average score (2.91) was attributed to two criteria: consumers' confidence in the product information offered by Samsung and their view of the relevance of the product's benefits in relation to its cost.

Concerning purchase intention, the average scores varied between 2.90 and 2.98, resulting in a total average of 2.95, suggesting a moderate level. The most significant mean score (2.98) was noted for consumers' intention to buy Samsung smartphones soon, while the least significant mean score (2.90) was observed for the indicator reflecting Samsung smartphones as the preferred option against rival brands.

Multiple Linear Regression Test

Table 4 Multiple Linear Regression Test Results

Model	B	Std. Error	Beta	T Count	Sig
(Constant)	0,886	0,894	-	0,991	0,324
Electronic Word of Mouth	0,182	0,033	0,370	5,453	<0.001
Brand Trust	0,174	0,023	0,514	7,558	<0.001

Source: Primary data processed using SPSS Version 27 (2026).

From the findings of the regression analysis, the equation $Y = 0.886 + 0.182X_1 + 0.174X_2$ was derived. The regression coefficient for electronic word of mouth at 0.182 suggests that for every one-unit increase in electronic word of mouth, purchase intention will rise by 0.182 units, keeping other variables constant. The regression coefficient for brand trust at 0.174 shows that a one-unit increase in brand trust will lead to an increase of 0.174 units in purchase intention. According to the standardized coefficient beta, brand trust (0.514) exerts a stronger impact on purchase intention than electronic word of mouth (0.370).

Uji Hypothesis

Table 5 Partial Hypothesis Test Results (t-Test)

Hipotesis	Influence Between Variables	T Count	Sig	Interpretasi
H1	Electronic Word of Mouth → Purchase Intention	5,453	0,000	Ha accepted, H0 rejected
H2	Brand Trust → Purchase Intention	7,558	0,000	Ha accepted, H0 rejected

Source: Primary data processed using SPSS Version 27 (2026).

Test criteria: H0 is rejected if t counts > t table or sig ≤ 0.05, with t table = 1.980.

Table 6 Results of Simultaneous Hypothesis Test (F Test)

Hipotesis	Influence Between Variables	F Calculate	Sig	Interpretasi
H3	Electronic Word of Mouth dan Brand Trust → Purchase	81,374	0,000	Ha accepted, H0 rejected

Intention

Source: Primary data processed using SPSS Version 27 (2026).

Test criteria: H_0 is rejected if $F_{\text{calculated}} > F_{\text{table}}$ or $\text{sig} \leq 0.05$, with $F_{\text{table}} = 3.07$. The results of hypothesis testing in Table 5 and Table 6 show that all hypotheses reject H_0 , which means electronic word of mouth and brand trust, both partially and simultaneously, have a positive and significant effect on purchase intention on Samsung smartphones in Cimahi City.

DISCUSSION

The results of the first hypothesis test (H_1) showed that electronic word of mouth had a positive and significant effect on purchase intention on Samsung smartphones in Cimahi City ($t_{\text{count}} = 5.453 > t_{\text{table}} = 1.980$, $\text{sig} = 0.000 < 0.05$), so H_0 was rejected and H_a was accepted. These findings show that the better the information, reviews, and recommendations obtained by consumers through online media, the higher the consumer interest in buying Samsung smartphones. Positive information conveyed by other consumers through social media, discussion forums, and digital platforms can increase the confidence of potential consumers in making purchases.

The findings from the second hypothesis test (H_2) demonstrated that brand trust significantly and positively influenced purchase intention ($t_{\text{calculated}} = 7.558 > t_{\text{table}} = 1.980$, $\text{sig} = 0.000 < 0.05$), leading to the rejection of H_0 and acceptance of H_a . These results indicate that increased consumer trust in the Samsung brand correlates with greater consumer purchasing interest. Confidence in product quality, brand reputation, and the capacity of brands to satisfy consumer needs are significant elements that foster the development of purchase intention. According to the standardized coefficient beta value, brand trust had a greater impact (0.514) than electronic word of mouth (0.370), suggesting that for Samsung smartphone consumers in Cimahi City, trust in the brand is a more significant factor than insights from online reviews.

The findings from the third hypothesis test (H_3) demonstrate that electronic word of mouth and brand trust together have a positive and meaningful impact on purchase intention ($F_{\text{calculated}} = 81.374 > F_{\text{table}} = 3.07$, $\text{sig} = 0.000 < 0.05$), leading to the rejection of H_0 and acceptance of H_a . These results indicate that the intention of consumers to purchase Samsung smartphones is affected not just by electronic word of mouth or brand trust individually, but also by their combined effect. The greater the positive information consumers obtain from digital channels and the stronger their trust in the Samsung brand, the more interested they are in making a purchase.

CONCLUSIONS AND RECOMMENDATIONS

This research explores the impact of electronic word of mouth and brand trust on the intention to purchase Samsung smartphones in Cimahi City, seeking to examine these effects individually and collectively. The findings indicated that participants' reactions to electronic word of mouth fell into the fairly good range (average 2.90), with the highest rating related to consumer

engagement in sharing opinions via online platforms (2.95) and the lowest rating concerning trust in positive endorsements from other users (2.87). The responses concerning brand trust were similarly rated as quite good (average 2.94), with the peak score reflecting Samsung's standing in the smartphone market (2.98). The reaction to purchase intention fell into the fairly good category (average 2.95), with the peak value reflecting the intent to buy soon (2.98).

Statistical analysis shows that electronic word of mouth significantly and positively influences purchase intention, brand trust also significantly and positively impacts purchase intention, and these two factors together have demonstrated a significant and positive effect on the purchase intention for Samsung smartphones in Cimahi. These results validate that the approach of boosting consumer interest in Samsung smartphones must focus on the quality and reliability of online information while enhancing consumer confidence in brands.

The practical implications of this study highlight the necessity for Samsung to enhance its digital communication strategy by fostering the generation of more reliable, informative, and genuine reviews via user-generated content, partnerships with reputable technology reviewers, and proactive engagement on social media and user communities. Moreover, Samsung must enhance the understanding of how product advantages align with pricing by being transparent about specification details, elevating after-sales service quality, ensuring product quality consistency, and boosting product differentiation and innovation, allowing Samsung smartphones to be the preferred option against rival brands.

Future studies should consider adding more variables outside the limits of this research, including brand image, brand awareness, perceived value, product quality, price, customer experience, social media marketing, or influencer marketing, to offer a deeper insight into the elements affecting consumer purchase intention. Future research should also aim to widen the geographical range beyond Cimahi City, involve a larger and more varied sample, and utilize mixed-method strategies that merge quantitative and qualitative analysis to achieve deeper insights into consumer behavior and a more comprehensive understanding of the factors influencing purchase intentions for Samsung smartphones across various consumer segments and market circumstances.

ADVANCED RESEARCH

This research has numerous constraints. Initially, the cross-sectional design restricts the capacity to determine causal links among the variables. Secondly, the convenience sampling method might lead to sampling bias since every member of the population did not have an equal chance of being chosen. Third, utilizing self-reported questionnaires can result in response bias since the results depend on the perceptions of the respondents. Fourth, this research was limited to Cimahi City, so the results cannot be applied to consumers in other areas with varying demographic and consumer traits. Future research should

broaden the scope, enhance the sample size, incorporate more variables, and explore mixed-method strategies to yield more thorough results.

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