The Antecedent of Consumer Attitudes Toward Online Shopping in Beauty Industry: The Role of Trust as Mediating

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Abstract —**This study to investigate the mediating effect of Trust in the relationship between Relative Advantage, Electronic Word of Mouth on Consumer Attitudes Toward Online Shopping in the Beauty Industry. The respondents are 290 people from beauty Xyz customers. The design research used a survey model purposive sampling method as a sampling technique. The data analysis in this research used Structural Equation Modeling (SEM) as an analysis technique with AMOS as an analysis tool. The results show that Relative Advantage and Electronic Word of Mouth is not statistically significant impact consumer Attitudes Toward Online Shopping; the results confirm that Trust mediates the effects of Relative Advantage on Attitudes Toward Online Shopping.**

Keywords — *Relative Advantage, EWOM, Trust, Online Shopping, Attitudes*

1.   Introduction

The dynamics of changing global markets through e-commerce sales worldwide in 2020 recorded a growth of 27%, according to eMarketer sources whose value is $4.2 Trillion worldwide. The impact of Covid-19 on the Indonesian economy in the first semester of 2020 was very significant (Bank Indonesia, 2020). The economic slowdown due to Covid-19 which has reduced power and payment activities has become the impetus for accelerating the adoption of digital financial technology (Bank Indonesia, 2020). Non-cash payment transactions through ATMs, Debit Cards, Credit Cards, and Electronic Money (EU) have contracted, digital banking transactions and payment transaction volumes have slowed (Bank Indonesia, 2020). There are several business sectors that have been affected by COVID-19, such as the sector, accommodation, and food/drink, other services, transportation, warehousing, construction, processing industries, trade.

The beauty salon business sub-sector, such as salons, spas and clinics, has been impacted by the COVID-19 pandemic. The expansion of the impact of covid-19 also occurred in a significant decrease in turnover at beauty studio Xyz when compared to the previous year which tended to increase above the target. Beauty studio Xyz is a beauty studio that was established in 2017 located in South Jakarta. Beauty studio Xyz provides products and services such as eyelash extensions, microblading, eyebrow embroidery, bb glow, nail art, makeup, besides providing services, Beauty Xyz also provides eyelash products, eyebrow embroidery, lash lifts and others. In addition, Beauty Xyz serves beauty academy/courses eyelash extensions. There was a significant decrease when referring to the total appointment data at the Xyz beauty clinic and supported by the government's economic recovery program that took place in 2021, prompting researchers to conduct research on online shopping attitude preferences.

Since its establishment in 2017, Beauty Xyz has provided home service and comes directly to the studio with an online ordering system. Beauty Xyz provides easy transactions in ordering/reservations that can be made online via whatsapp business, website, and direct message on Instagram. If through a third party, with other media channels, but still done by a therapist from beauty studiso Xyz. Prospective customers can enjoy beauty services. Beauty studio Xyz advises potential customers to make a reservation in advance so they don't have to wait long, because each treatment takes 45 minutes at the fastest (Internal, 2021). On the other hand, potential customers can also access the Xyz beauty studio website channel, to find out information about Xyz Beauty Studio profile, products and services, and other beauty articles (laliebejournal.com). Electronic word of mouth can also be seen through Beauty Studio Xyz's social media, there are real reviews from customers via Google Reviews, Instagram Stories, Instagram feeds, and reviews via Carousell.

Attitude towards behavior refers to the level of an individual's positive or negative evaluation or assessment of behavior. Belief in behavior is the individual's subjective probability that an attractive behavior will lead to a certain outcome (outcome), for example: in an individual's belief when wearing a heart monitor (behavior) after using it can detect arrhythmia (outcome) or discomfort. (experience) (Ajzen, 2020).

2. Literature Review

2.1. Previous Research

The first research, Chetioui et al. (2021) Factors influencing consumer attitudes toward online shopping: the mediating effect of trust. The main objective of this study is to investigate the factors that influence consumer attitudes towards online shopping in Morocco. The findings in this study are relative advantage, EWOM and trust have a significant influence on online shopping attitudes. Trust is influenced by relative advantage and EWOM. The study confirmed the positive impact of EWOM on online shopping attitudes.

The second research conducted by Eneizan (2020) with the title EWOM, trust, usefulness, ease of use, and online via websites: The moderating role of online shopping experience in Jordan. This study aims to contribute to the development of the literature in two ways: firstly by focusing on the effect of usability, ease of use, EWOM, trust in online shopping, and secondly, by examining the effect of online experience as moderating on the relationship between trust and attitude towards online shopping in online shopping. context in Jordan. The results of the study of the relationship between EWOM and trust have a positive and significant effect, supporting empirical support for H1. Similarly, the relationship between easy-to-use access and trust is positive and significant and supportive in H2. Trust and online experience have no significant relationship.

The third research, conducted by Hsu et al. (2013), entitled "The Effects of blogger recommendations on customers online shopping intentions". The purpose of this study is to examine whether there is a significant effect of blog readers' trust in bloggers in relation to the perceived usefulness of blogger recommendations; and whether the perception of blog readers affects online buying attitudes and behavior. The results showed that the perceived influence of bloggers' recommendations and beliefs had a significant influence on blog users' attitudes towards online shopping intentions.

2.2. Theoretical basis

2.2.1. Theory of Planned Behavior

Online shopping behavior is the main predictor of intention to adopt this behavior or attitude according to the theory of reasoned action (TRA) and the theory of planned behavior. The theory of planned behavior proposed by Ajzen (Ajzen, 1991 as cited in Nguyen, 2020) between attitudes and behavior.
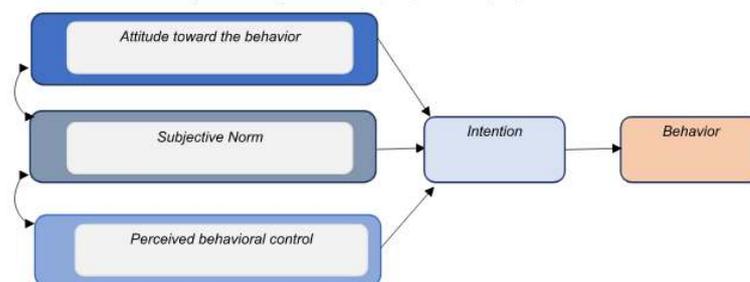

Figure 2.1 Diagram of the theory of planned by Ajzen 1991.
Source : **Processed by researchers, Adoption Ajzen, 1991**

In this study regarding attitudes toward online shopping, attitudes toward TPB behavior are relevant to the context of this research (Al-Debei et al., 2015).

2.2.2. Relative Advantage

Relative advantage implies whether an innovation can provide an advantage over existing ones (Uğur & Koç, 2016). In the context of online shopping, it is revealed that consumers will adopt online shopping only if they

perceive a superior relative advantage over traditional shopping. The relative advantages of looking at indicators such as:

    a.   cost,

    b.   time, and

    c.   lower effort

Based on the above definition of relative advantage, in the context of this study there are dimensions referring to Forsythe et al (2006, as cited in Akroush & Al-Debei, 2015) that there are four dimensions that are also supported by Chetioui et al, (2020) regarding the dimensions of relative advantage Forsythe et al (2006, as cited in Akroush & Al-Debei, 2015):

1. Shopping Convenience: convenience, comfort when shopping. The indicators of shopping convenience are:
   a. Can make transactions without having to visit a physical store,
   b. It doesn't take more effort, and
   c. Have flexibility in whenever you want to make a purchase Forsythe et al.

2. Product Selection: dimension of product variation or product consumers have the option to compare the types of each different product attribute on this site/channel in order to make better purchasing decisions. In Akar and Nasir (2015) identified that product variety plays an important role in accepting the internet as a purchasing channel/media. In product selection, consumers can find out various kinds of products and information to support decision making before buying, this has also been proven to be a benefit in online shopping (Forsythe 2006, as cited in Akroush & Al-Debei, 2015).

3. Ease/comfort shopping: ease/convenience in shopping on an indicator of relative advantage is to avoid physical contact and inconvenience when shopping in other channels (Forsythe 2006, as cited in Akroush & Al-Debei, 2015).

4. Enjoyment/Hedonic: Hedonic indicators or enjoyment have a relationship with a pleasure and excitement by trying new experiences experienced, can do custom or product design products and can buy products impulsively or buy suddenly (Forsythe 2006, as cited in Akroush & Al-Debei, 2015).

2.2.3. EWom (Electronic Word of Mouth)

EWOM is defined as a positive or negative statement made by potential, actual, or former customers in the form of products or companies that are provided to many people and institutions via the internet (Selvi & Thomson, 2016). Referring to previous research, EWOM communication has an important role in shaping and influencing internet users' attitudes, and behavioral intentions (Abedi et al., 2019). EWOM significantly influences the attitudes and behavioral intentions of internet users (Bilal et al., 2020). Even communication through electronic word of mouth also appears as a result of the increasing intensity of the number of consumers who use the internet to find relevant information, thanks to the rapid advancement of internet technology today (Abedi et al., 2019). EWOM is believed to have a positive influence on reducing the risk and uncertainty of online shopping and can increase their trust and attitude towards online shopping (Chetioui et al., 2021). Based on the above definition in this study, researchers used the dimensions of EWOM referring to the research of Nyoko and Semuel (2021) namely:

1. Intensity: intensity in EWOM is the number of opinions written by consumers on a social networking site. Indicator of intensity:
   a) Frequency of accessing information from social networking sites
   b) Frequency in interacting with fellow social network users
   c) There are many reviews written by users of social networking sites

2. Valence of opinion: Opinion or consumer opinion either positive or negative about products, services and brands. Valence of opinion has two characteristics, namely negative and positive. Indicator of valence of opinion:
   a) Positive comments from users of social networking sites.
   b) Recommendations from users of social networking sites

3. Content: content or information content of social networking sites related to products and services. Indicator of content:

a) Information about product variations
b) Quality information
c) Information about the price offered

2.2.4. Trust

During the high level of uncertainty and dynamics in cyberspace, trust is theorized as a direct determinant of online shopping attitudes (Jadil et al., 2022). Each individual finds various kinds and different definitions of trust in the relevant literature, trust can be used as a shared belief that neither party to the exchange will exploit the vulnerability of others (Oswald A. J. Mascarenhas, 2019). The definition of trust in one's belief in the beliefs of others can be seen from the dimensions (Mayer, 1995 as cited in Svare et al., 2020), namely:

1. Ability: Ability refers to the competence and characteristics of the seller/organization within a specific area. In the context of this research, how the seller is able to provide, serve, and secure transactions from interference from other parties. On the ability that consumers get satisfaction and security guarantees from the seller in conducting transactions.
2. Benevolence: is the willingness of the seller to provide mutually beneficial satisfaction between himself and the consumer. The profit obtained by the seller can be maximized, by prioritizing high customer satisfaction. Sellers are not merely pursuing maximum profit, but also have great attention in realizing customer satisfaction. In Kim, (2003, as cited in Firmansyah et al., 2019) benevolence: caring, empathy, and confidence.
3. Integrity: Integrity relates to how the behavior or habits of the seller in running his business. The information provided to consumers is correct in accordance with the facts, is transparent. The quality of the products sold is reliable or not. Refers to Kim, (2003, as cited in Firmansyah et al., 2019) integrity indicators are fairness, fulfillment, loyalty, transparency, relevance, and reliability.

2.2.5. Online Shopping Attitude

Breckler (1984, as cited in Uddin & Khan, 2016) identified three dimensions of attitude, namely:

1. Cognitive dimension, is a dimension that refers to an individual's belief in an object.
2. The affective dimension, is a dimension that involves feeling by a stimulus from within the individual's heart.
3. Conative dimension, is a conative dimension related to the tendency of an individual to behave on an object.

3. Research Methods

3.1. Analysis Model
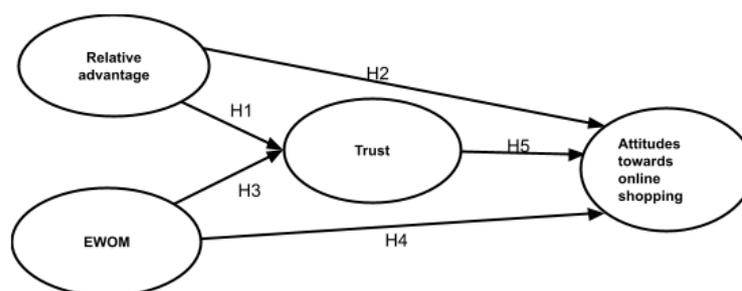
Figure 3.1. Analysis Model
Sources : **Data processed, 2021**

3.2. Research Hypothesis

- H1: Relative advantage has a significant effect on trust.
- H2: Relative advantage has a significant effect on attitudes towards online shopping.
- H3: EWOM has an effect on the level of trust.
- H4: EWOM affects online shopping attitudes.
- H5: Trust has a positive effect on online shopping attitudes.
- H6: Trust mediates the relationship between relative advantage and EWOM, on online shopping attitudes.

3.3. Research Approach

This study uses a quantitative approach, in Mujis (2004) "Quantitative research is 'Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)". According to the definition above, the researcher concludes that the quantitative approach is to explain a phenomenon by collecting numerical data which is then analyzed using statistical methods. The unit of analysis in this study is, Beauty studio Xyz customers who are registered as members.

The method of developing a sample depends on the research plan or objectives, resources in the form of costs, time constraints, and the nature of the problem being tested. The main alternatives for sampling are grouped into two, probability and non-probability methods. In this study, the population is members of beauty studio Xyz with a total of 510 people. This is in order to obtain research data that is representative of what is the purpose of the research context. This study uses a non-probability sampling method, which is a technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. And using a purposive sampling technique, also called judgment sampling, is the choice of respondents who are selected based on their quality. The respondents who were taken by the researchers in this study had the following criteria: Xyz beauty studio customers, had made a purchase at least 2 times for all treatments. In this study the sample was calculated using The Solvin's formula 1967:

$$n = \frac{N}{1+Ne^2} \qquad (1)$$

$$n = \frac{510}{\left(1+(510 \times 0{,}05^2)\right)}$$

$$n = 224$$

Information ;

n : number of samples

N : total population

e : margin of error is tolerated, in this survey 5% is used

In determining the number of samples, SEM analysis requires a minimum sample range of 100 samples for the maximum likelihood estimation technique. Based on the calculation of the Slovin formula, as well as the researcher's considerations and determining the number of samples for the AMOS SEM (Hair et al., 2018), the number of samples that will be used in this study is a minimum of 224 respondents to anticipate errors.

The data collection procedure used in this study is structured data collection, namely data collection through the submission of a formal questionnaire that presents questions that have been arranged regularly (Hair et al., 2018). The questionnaire compiled in this study has a response with a Likert scale of 5, namely:
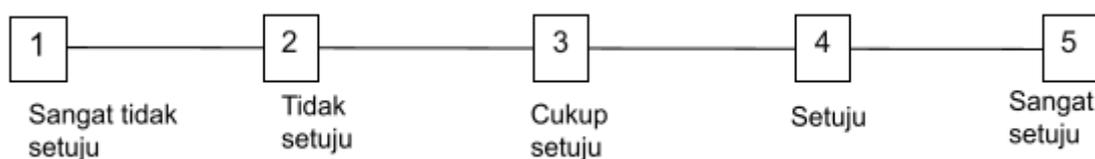
3.4. Definition of Operational Variable

There are several variables used in this study, as for the types of variables, including:

1. Exogenous variables, namely variables that are predictors or causes for other variables. In this study, the exogenous variables were relative advantage, and EWOM (variable x).
2. Endogenous variables, namely variables that are influenced by other variables or variables that depend on the independent variable. In this study, the endogenous variable (y): online shopping attitude.
3. Intervening variables are variables that theoretically affect the relationship between independent and dependent variables into an indirect relationship and cannot be observed and measured. This variable acts as an intermediary or between the independent and dependent variables so that the independent variable does not directly affect the change or emergence of the dependent variable (Sugiyono, 2015).

3.5. Data analysis method

The data processing of this research uses the SEM method or structural equation modeling (SEM). SEM is used as a combination of factor analysis and regression analysis (correlation), which aims to examine the relationships between variables that exist in a model, be it between indicators and their constructs, or relationships between constructs (Sarstedt et al., 2017). This study uses IBM SPSS AMOS 24 software. Using SEM can measure each endogenous and exogenous variable in the form of factors or constructs built from several indicators that can be observed directly (Waluyo, 2016). In Waluyo (2016) there are steps for using SEM:

1. Development of theory-based models
2. Development of flowcharts to show causality
3. Convert flowcharts into a series of structural equations and measurement model specifications
4. Selection of input matrices and estimation techniques for the model built
5. Assess identification problems
6. Fashion evaluation
7. Interpretation and Modification of the model.

3.5.1. SEM Equation Model
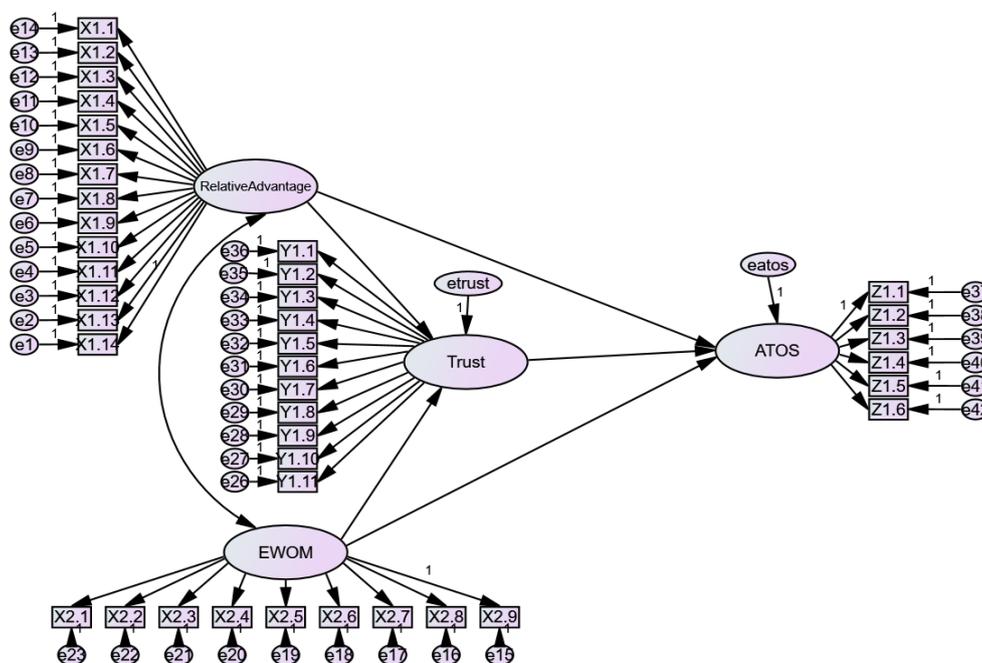
Figure 3.2. SEM Equation Model

3. 5.1. Validity and Reliability Test

Validity testing was carried out using the Pearson Correlation method, namely by correlating the score of each item with the total score. If the correlation between the scores of each question item and the total score has a significant level of <0.05, the question item is said to be valid and vice versa (Ghozali, 2018). The SEM validity technique used is convergent validity and discriminant validity resulting from the structural model (Waluyo, 2016).

Reliability test is a tool used to measure the questionnaire as an indicator of a variable. The questionnaire is said to be reliable or reliable if the respondents' answers to the questions in the questionnaire are consistent or stable from time to time (Ghozali, 2018). The formula used to calculate construct reliability is as follows:

$$x = \frac{(\sum Std.Loading)^2}{(\sum Std.Loading)^2 + j} \quad (2)$$

Information:

1. *Std. Loading* is obtained directly from *standardized loading* for each indicator taken by the AMOS 24 computer calculation, namely the *lambda value* generated by each indicator.

2. is *a* mesurement _ *error* of each - each indicator. The *measurement error* is equal to 1 - indicator reliability, which is the square of the *standardized loading of* each analyzed indicator.

The reliability test of the research data was tested using the *Cronbach Alpha method,* namely a variable can be said to be reliable if the *Cronbach Alpha value* > 0.7 (Waluyo, 2016).

3.5.2. Mediation Test

In this study there is a mediating or *intervening variable,* namely Trust. Mediation testing is carried out using a procedure developed by Sobel or known as the Sobel *test.* The Sobel test was carried out by testing the indirect effect of the independent variable (X) to the dependent variable (Y) through the mediating variable (Z). The indirect effect of X to Y through Z is calculated by multiplying path X →Y (a) by path X →Y (b) or ab. Then the coefficient ab = (c-c'), where c is the effect of X on Z without controlling for Y, while c' is the coefficient of the effect of X on Z after controlling for Z. *Standard error* coefficients a and b are written as sa and sb and the *standard size is The* indirect effect *error is* calculated using the formula below:

$$Sab = \frac{ab}{\sqrt{b^2 SEa^2 + a^2 SEb^2}} \qquad (3)$$

To test the significance of the indirect effect, it is necessary to calculate the t value of the ab coefficient with the following formula:

$$t = \frac{a}{s}(4)$$

The calculation of this t value is compared with the t value in the table. If the t-count value is greater than the t-table value, it can be concluded that there is a mediation effect. The Sobel test assumption was used in this study because the number of samples was large (Ghozali, 2018).

3.5.3. Model Measurement

The data used in SEM modeling research as input is the covariance matrix of the sample data (empirical data), then the covariance matrix of the sample data is used to produce an estimated population covariance matrix, resulting in a consistent estimated population covariance matrix. with the covariance matrix generated by the sample data (Waluyo, 2016).

Table 3.1. Goodness of Fit Indices

Goodness of fit Indices		Cut-off value
Chi – square X ^{2}	*Overall fit* fundamental measuring tool	Expected small
Probability	p- *value*	0.05
CMIN/DF or *relative* X ^{2}	Model fit level/ *degree of freedom*	2.00
RMSEA	*Root Mean Square Error Approximation*	0.08
GFI	*Goodness fit index*	0.90
AGFI	*Adjusted goodness of fit*	0.90
NFI	*Normal fit index*	0.90
TLI	*Tucker lewis index*	0.95
CFI	*Comparative fit index*	0.95
PNFI	*Parsimony normal fit Index*	0.50
PGFI	*Parsimony goodness fit index*	1
PCFI	*Parsimony comparative fit index*	0.50

Processed by researchers, 2021.
Source: Waluyo, (2016)

4. Results and Discussion

4.1. Respondents Descriptive Analysis

The total respondents used in this study amounted to 290 samples from a total of 302. The questionnaires were distributed offline and online. Researchers divided the characteristics of age, status, length of time knowing, and last purchase of products and services, treatments at Beauty Xyz. The majority of respondent data are in the age group of 20-25 years with a total of 214 respondents, between <20 years there are 39 respondents, 26-30 years are 24 respondents, then the age range between 31-35 years is 3 respondents, and >36 years is 13 respondents. The average age of the respondents is 22.8 years if rounded it becomes 23 years. The questions in the research have several categories such as, female students/students, private employees, doctors, models/influencers, private employees, civil servants/prosecutors, and other options. Categories of different backgrounds, namely the majority of respondents are female students/students with a total of 226, private employees around 30 respondents. Data obtained from a total of 290 respondents, the majority have known about Xyz beauty for a long time or have subscribed to products and services for 1-2 years with a total of 95 respondents or a percentage of 32.8%, 90 respondents gave answers that they have known about Xyz beauty for between 3-4 years 31%, and > 4 years only 18 respondents 6.2%. The percentage of data obtained from a total of 290 respondents regarding products and services purchased at Beauty Xyz is dominated by treatment services coming directly to the studio/clinic in the range of 41.7% with a total of 121 respondents, home treatment services in the range of 36.6% with a total of 106 respondents. and 63 respondents only made product purchases, 21.7%, see Figure 5.4 and Figure 5, a list of products and services purchased by respondents, there are 219 respondents listed eyelash extension services, 35 respondents for eyelash equipment and other treatments.

4.2. Validity and Reliability Test

Validity and reliability in this study were measured using SPSS 24. The results of data processing from 50 respondents to 40 statements can be seen in the following table:

Table 4.1. Output Case Processing Summary and Reliability Statistics

Case Processing Summary Pre-Test			
		N	%
Cases	Valid	50	100.0
	Excluded [a]	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.918	40

Source: **SPSS, processed by researchers (2021)**

After testing the validity of the 50 samples above. In the acquisition of 290 respondents, it is known that the value of the r-table for the data is 290, then the value of df (n-2) = 290-2 = 288 with a 5% significance level of 0.1156, below the table is derived from the SPSS results. It is said to be valid if r-count > r-table.

Table 4.2. Validity Test Results

Items	r-table	r-count	Information
X1.1	0.1156	.733	Valid
X1.2	0.1156	.653	Valid
X1.3	0.1156	.178	Valid
X1.4	0.1156	.633	Valid
X1.5	0.1156	.734	Valid
X1.6	0.1156	.684	Valid
X1.7	0.1156	.651	Valid
X1.8	0.1156	.659	Valid
X1.9	0.1156	.795	Valid
X1.10	0.1156	.733	Valid
X1.11	0.1156	.735	Valid

X1.12	0.1156	.757	Valid
X1.13	0.1156	.756	Valid
X1.14	0.1156	.745	Valid
X2.1	0.1156	.762	Valid
X2.2	0.1156	.788	Valid
X2.3	0.1156	.824	Valid
X2.4	0.1156	.834	Valid
X2.5	0.1156	.753	Valid
X2.6	0.1156	.735	Valid
X2.7	0.1156	.781	Valid
X2.8	0.1156	.763	Valid
X2.9	0.1156	.789	Valid
Y1.1	0.1156	.815	Valid
Y1.2	0.1156	.853	Valid
Y1.3	0.1156	.796	Valid
Y1.4	0.1156	.844	Valid
Y1.5	0.1156	.833	Valid
Y1.6	0.1156	.809	Valid
Y1.7	0.1156	.817	Valid
Y1.8	0.1156	.845	Valid
Y1.9	0.1156	.780	Valid
Y1.10	0.1156	.696	Valid
Y1.11	0.1156	.825	Valid
Z1.1	0.1156	.809	Valid
Z1.2	0.1156	.855	Valid
Z1.3	0.1156	.849	Valid
Z1.4	0.1156	.864	Valid
Z1.5	0.1156	.800	Valid
Z1.6	0.1156	.775	Valid

Source: **SPSS Primary Data, processed by researchers (2021)**

Based on the validity test table above, of the 40 statement indicators that measure the variables X 1, X 2, Y 1, Z 1, the statement is valid, which has a value of r count r table. Thus, no indicators are omitted so that all statement items can be used to measure variables. For instrument reliability test, the closer the reliability coefficient is to 1.0, the better. In general, reliability less than 0.6 is considered bad, reliability in the range of 0.6 to 0.7 is acceptable, and more than 0.8 is good. The following is a table of Cronbach's alpha values for each instrument:

Table 4.3. Reliability Test Results

Items	Cronbach Alpha	Information
X1.1	0.970	Reliable
X1.2	0.970	Reliable
X1.3	0.977	Reliable
X1.4	0.971	Reliable
X1.5	0.970	Reliable
X1.6	0.970	Reliable
X1.7	0.970	Reliable
X1.8	0.970	Reliable
X1.9	0.970	Reliable
X1.10	0.970	Reliable
X1.11	0.970	Reliable
X1.12	0.970	Reliable
X1.13	0.970	Reliable
X1.14	0.970	Reliable
X2.1	0.970	Reliable
X2.2	0.970	Reliable
X2.3	0.970	Reliable
X2.4	0.970	Reliable
X2.5	0.970	Reliable
X2.6	0.970	Reliable
X2.7	0.970	Reliable
X2.8	0.970	Reliable
X2.9	0.970	Reliable
Y1.1	0.970	Reliable
Y1.2	0.970	Reliable

Y1.3	0.970	Reliable
Y1.4	0.970	Reliable
Y1.5	0.970	Reliable
Y1.6	0.970	Reliable
Y1.7	0.970	Reliable
Y1.8	0.970	Reliable
Y1.9	0.970	Reliable
Y1.10	0.970	Reliable
Y1.11	0.970	Reliable
Z1.1	0.970	Reliable
Z1.2	0.970	Reliable
Z1.3	0.970	Reliable
Z1.4	0.970	Reliable
Z1.5	0.970	Reliable
Z1.6	0.970	Reliable

Source: **Output, SPSS processed by researchers, 2021**

Based on the reliability test table above, from the 40 statement indicators that measure the variables X1, X2, Y1, Z1, the statement is reliable, which has a Cronbach Alpha value > of 0.6. Thus, no indicators are omitted so that all statement items can be used to measure variables.

4.3. Description of Research Variables

The variables in this study, *relative advantage* X_1, *electronic word of mouth* X_2, *Trust* Y_1, *Attitude towards online shopping* Z_1. The results of the descriptive data processing of each study are as follows:

Table 4.4. Descriptive statistics

Items	N	Minimum	Maximum	mean	Std. Deviation
RA	290	40.00	70.00	60.7310	6.66110
EWOM	290	27.00	45.00	40.5345	4.74912
TRUST	290	33.00	55.00	49.7897	5.76596
ATOS	290	15.00	30.00	27.0310	3.33313

Source: **Primary data, processed by researchers 2021 (see attachment)**

Variable X_1 has a mean value of 60.73 and a standard deviation of 6.66, Variable X_2 has a mean value of 40.53 and a standard deviation of 4.74, Variable Y_1 has a mean value of 49.7, and a standard deviation of 5.7 Variable Z_1 has a mean value of 27.03 and a standard deviation of 3.33. This indicates that the mean value is greater than the standard deviation Hal, thus indicating a good result. The standard deviation is a picture of a high deviation, so data that are not spread out show normal and unbiased results. Minimum $X_{1\ value}$ 40 and maximum 70, $X_{2\ value}$ minimum 27 and maximum 45, $Y_{1\ value}$ minimum 33 and maximum 55, $Z_{1\ value}$ minimum 15 and maximum 30.

Tabel 4.5. Statistik Deskriptif Variabel *Relative Advantage*

Relative Advantage	N	Min	Max	Mean	Std. Deviation
X1.1 Saya nyaman ketika melakukan pemesanan *online* pada *beauty Xyz*.	290	3.00	5.00	4.5517	.62176
X1.2 Melakukan pembelian layanan *home service* lebih nyaman bagi Saya.	290	2.00	5.00	4.4828	.65083
X1.3 Saya tidak senang melakukan *treatment eyelash* di rumah	290	1.00	5.00	2.7586	1.40329
X1.4 Saya melakukan *retouch* rutin sebulan 1 kali.	290	1.00	5.00	3.8586	.96514
X1.5 Tersedia produk/Jasa sesuai dengan zona lokasi rumah Saya. Sehingga bisa hemat biaya ongkos transport.	290	2.00	5.00	4.2586	.80139
X1.6 Saya dapat memperoleh informasi produk dan layanan dari *beauty Xyz* secara *online* dengan mudah.	290	3.00	5.00	4.5690	.59734
X1.7 Saya selalu melihat *review* layanan melalui *website, google review,* sosial media, sebelum melakukan pemesanan.	290	3.00	5.00	4.5793	.64081
X1.8 Melalui *website*, sosial media Saya menemukan variasi produk dan layanan dari *beauty Xyz*	290	2.00	5.00	4.5483	.65457
X1.9 Sistem *booking* secara *online* lebih mudah.	290	2.00	5.00	4.5241	.67154
X1.10 Saya tidak perlu antri atau menunggu.	290	2.00	5.00	4.5276	.67141
X1.11 Tersedia metode pembayaran yang sesuai dengan yang Saya inginkan.	290	3.00	5.00	4.5724	.61969
X1.12 Dapat memilih/ kustom tipe dan jenis perawatan, sesuai dengan kebutuhan dan keinginan Saya	290	3.00	5.00	4.5655	.62601
X1.13 Dapat melakukan pemesanan secara kelompok bersama teman, atau keluarga.	290	2.00	5.00	4.5379	.64460
X1.14 Lebih hemat dalam ongkos dan tenaga, karena terapis *beauty* Xyz yang menghampiri Saya.	290	2.00	5.00	4.4483	.68023

Sumber: **Ouput SPSS, 2021**

The highest mean on X1.7 is 4.57 which means that customers always see service reviews through the website, google review, social media, before placing an order and the highest standard deviation of X1.3 is 1.4 with a statement item, I don't like doing eyelash treatment at home, data varies due to high standard deviation values.

Table 4.6. EWOM Variable Descriptive Statistics

EWOM	N	Min	Max	mean	Std. Deviation
X2.1 I found out about *Beauty* Xyz through a recommendation from a social networking user site.	290	1.00	5.00	4.4345	0.73295
X2.2 I see how many review authors review related products and services on social networking sites.	290	2.00	5.00	4.4103	0.73038
X2.3 There are many reviews / *reviews* / testimonials written by consumers who were earlier on social networking sites.	290	3.00	5.00	4.4621	0.64995
X2.4 I like to read positive comments from users of social networking sites regarding the products and services that I will choose.	290	3.00	5.00	4.5241	0.65061
X2.5 I know studio biensky from social media, sites, and others.	290	1.00	5.00	4.4517	0.74366
X2.6 I like the referral code for a discount on the next treatment.	290	2.00	5.00	4.5621	0.66910
X2.7 Information on quality (resistance, composition, equipment, texture) is available on *beauty social media* Xyz	290	3.00	5.00	4.5345	0.63397
X2.8 I first saw the reviews on google/website/blog/social media before visiting the studio.	290	2.00	5.00	4.5517	0.65430
X2.9 Available information about the prices offered for each product and service makes it easier for me.	290	3.00	5.00	4.6034	0.62085

Source: **SPSS Output, 2021**

The highest mean in X2.9 is 4.6, the statement item; available information about the prices offered for each product and service makes it easier for me, this can mean that customers get information related to products and services clearly and the highest standard deviation is X2.5, namely, 0.74, this shows that respondents' answers to product quality statement items vary.

Tabel 4.7. Statistik Deskriptif Variabel *TRUST*

Trust	N	Min	Max	Mean	Std. Deviation
Y1.1 Saya merasa bahwa penyedia jasa perawatan kecantikan *beauty xyz* mempunyai pengalaman sehingga dapat memberikan pelayanan yang baik.	290	2.00	5.00	4.5621	0.62636
Y1.2 Saya merasa bahwa penyedia jasa perawatan kecantikan *beauty Xyz* memiliki kemampuan yang baik dalam memberikan keamanan dan menjaga privasi dalam bertransaksi	290	3.00	5.00	4.5759	0.61366
Y1.3 Saya merasa bahwa penyedia jasa perawatan kecantikan telah diakui eksistensinya oleh pihak-pihak laim, seperti, salah satu teman saya, *beauty enthusiast,* atau *influencer*	290	3.00	5.00	4.4276	0.68342
Y1.4 Saya merasa bahwa penyedia pelayanan jasa kecantikan *beauty Xyz* memberikan pelayanan yang terbaik, prima kepada tiap pelanggannya	290	1.00	5.00	4.5207	0.66649
Y1.5 Saya merasa bahwa penyedia pelayanan jasa *beauty Xyz* memiliki kemauan untuk memberikan manfaat, berupa kepuasan pada tiap pelanggannya	290	3.00	5.00	4.5690	0.62564
Y1.6 Saya merasa *beauty Xyz* dalam memberikan informasi, fitur dukungan yang cukup jelas.	290	1.00	5.00	4.5448	0.67048
Y1.7 Konten pada situs penyedia jasa kecantikan dapat dipercaya, dan berisikan konten yang dapat dipertanggungjawabkan.	290	3.00	5.00	4.5172	0.61248
Y1.8 Penyedia jasa kecantikan memberikan garansi tiap produk yang dipasarkan.	290	2.00	5.00	4.4724	0.68164
Y1.9 Saya merasa bahwa penyedia jasa kecantikan yang Saya pilih dapat selalu menjaga reputasinya dan menjalin hubungan baik dengan pelanggan.	290	2.00	5.00	4.5138	0.64557
Y1.10 Saya merasa bahwa penyedia jasa kecantikan tidak akan menyembunyikan informasi yang penting bagi pelanggannya.	290	1.00	5.00	4.5000	0.69227
Y1.11 Saya senang jika pemesanan selesai tetap terjalin dengan memberikan kartu member, poin atau *reward, loyalty program.*	290	3.00	5.00	4.5862	0.60661

Sumber: **Ouput SPSS, 2021**

The highest mean at Y1.11 is 4.58 which means that customers are happy if after sales are necessary by providing member cards, points or rewards, loyalty programs. varies.

Tabel 4.8. Statistik Deskriptif Variabel Sikap Belanja *Online* (ATOS)

ATOS	N	Min	Max	Mean	Std. Deviation
Z1.1 Menggunakan situs *web* laliebejourna.com, atau click link on bio hal yang mudah bagi Saya.	290	2.00	5.00	4.3586	0.77304
Z1.2 Saya menyukai ide untuk belanja produk atau layanan di situs *web* yang disediakan *beauty Xyz*	290	1.00	5.00	4.5207	0.70680
Z1.3 Pada sosial media *beauty Xyz* menyediakan informasi mengenai layanan secara jelas	290	2.00	5.00	4.5552	0.61023
Z1.4 Konten yang disajikan mengandung Informasi produk dan layanan dengan transparansi yang tinggI	290	3.00	5.00	4.4897	0.63483
Z1.5 Belanja *online* membuat Saya hemat uang dan usaha tanpa harus pergi ke studio/klinik untuk treatment.	290	2.00	5.00	4.5103	0.68212
Z1.6 Saya akan merekomendasikan *beauty Xyz* kepada rekan untuk melakukan treatment kecantikan.	290	3.00	5.00	4.5966	0.63299

Sumber: **Ouput SPSS, 2021**

The highest mean is at Z1.6, but due to the question item regarding recommendations, the item Z1.3 has a high mean, 4.55 which means that Beauty Xyz has clearly provided information about product services and the highest standard deviation is Z1.1, 0.77304, this indicates that Respondents' answers to product quality statement items were varied.

4.4. SEM (Structural Equation Model) analysis

4.4.1. Theory-Based Model Development

This study uses four variables, namely: relative advantage with a total of fourteen statement items, EWOM with a total of nine statement items, trust with eleven statement items, and online shopping attitudes with six statement items. The decision to make a statement item is based on theory and previous research as well as the

relevance of the object of research to be carried out. The next step is to perform model equations for each variable described in the following figure, using the AMOS device:
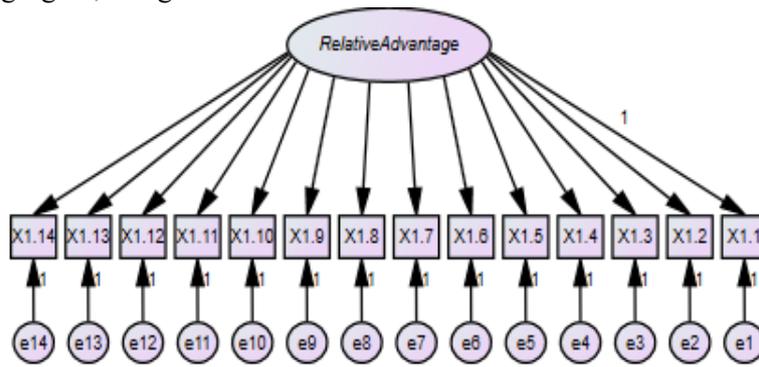

Figure 4.1. *Relative Advantage* Variable Equation Model
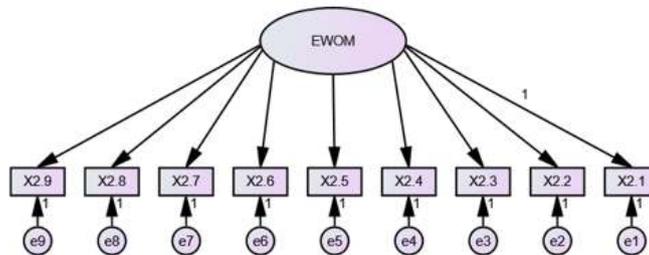Source: **Processed by researchers, 2021**

Figure 4.2. EWOM. Variable Equation Model
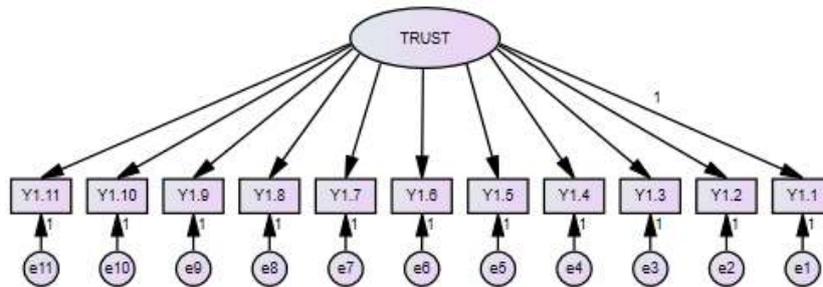Source: **Processed by researchers, 2021**

Figure 4.3. Trust Variable Equation Model
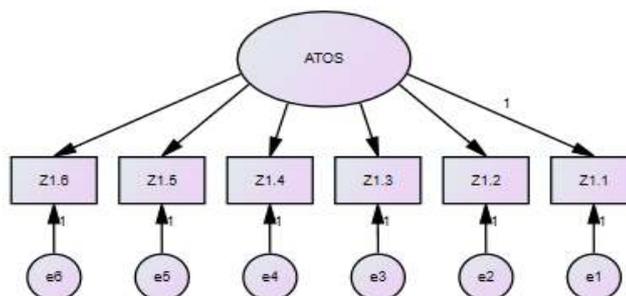Source: **Processed by researchers, 2021**

Figure 4.4. ATOS. Variable Equation Model
Source: **Processed by researchers, 2021**

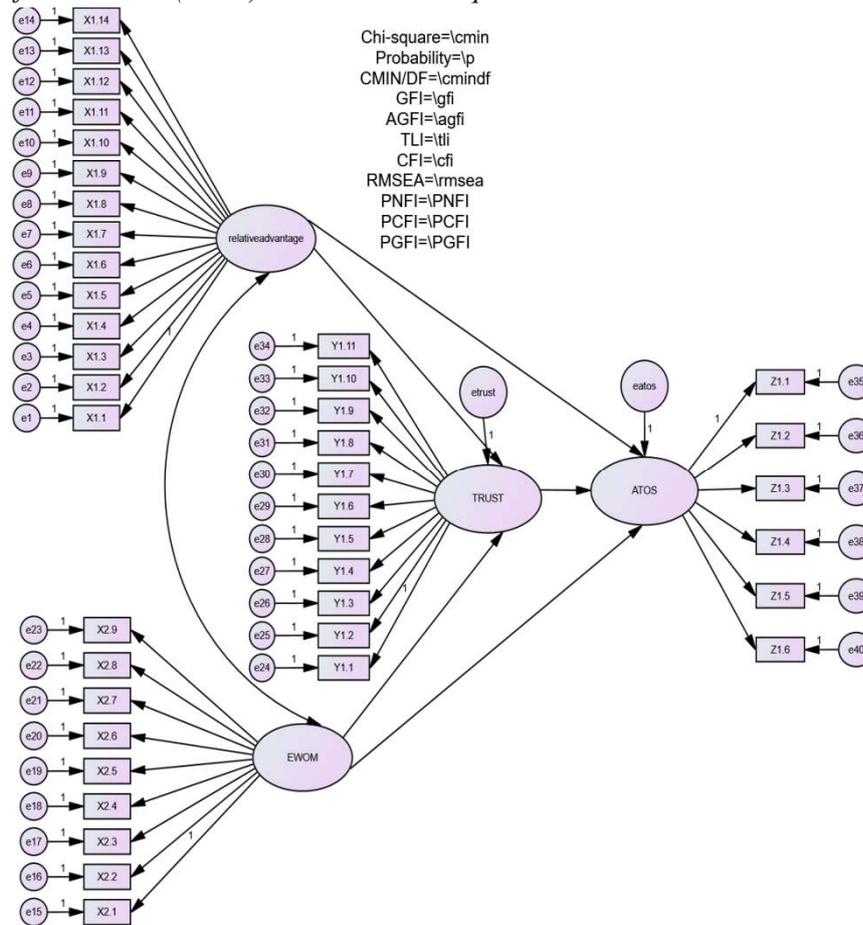*4.4.2.   Development of Flowcharts (Paths) into Structural Equations*

Figure 4.5. Measurement Model
Source: **Processed by researchers, 2021 AMOS**

Model estimation There are many types of structural equation model estimation techniques and one of them is using maximum likelihood estimation (ML), where this technique if used will be more efficient and unbiased if multivariate assumptions are met, besides that there are other estimation techniques that are not sensitive to data normality, one of which is generalized least square (GLS) (Ghozali, 2018).

4.4.3.   Structural Model Identification

The indicators to determine the model is feasible to proceed to the next stage, namely by looking at the results of the identification of the identification model, namely, among others, there are 3 structural models including unidentified, just identified, and overidentified models. In Structural Equation Modeling, it is expected to obtain an over-identified model (positive degree of freedom) and avoid an under-identified model (negative degree of freedom).

Tabel 4.8. Perhitungan *Degrees of freedom*

Number of distinct sample moments:	820
Number of distinct parameters to be estimated:	86
Degrees of freedom (820 - 86):	734

Sumber: **Output, AMOS diolah peneliti 2021**

In the results of the research above, which were processed using the AMOS software version 24, it states that the degrees of freedom are 738 or positive, so it can be said that the model is over-identified and deserves to be continued to the next stage.

4.4.3. Structural Model Evaluation

At the evaluation stage of the structural model there are several criteria that must be met, namely:

a. Sample size: The number of samples in this study was 290 samples, the number of samples has been included in the SEM provisions with the *maximum likelihood model estimation,* namely 100-200 samples. GLS, 200-300 samples.

b. The normality of SEM data is very sensitive to the characteristics of the data distribution, especially the distribution of data that violates the assumption of *multivariate normality* or the presence of high kurtosis. SEM requires that the data distribution is normal in a *multivariate manner.*

At the AMOS output, the data normality test is carried out by comparing the critical ratio (CR) value in the assessment of normality with a critical value of ± 2.56 at the 0.01 level. If there is a CR value greater than the critical value, then the data is not univariately normal. Meanwhile, multivariately, it can be seen in the CR value of the last row with the same provisions.

Table 4.9. Data Normality Test Results

Variable	min	max	skew	cr	kurtosis	cr
Z1.6	3	5	-1.309	-9.102	0.539	1,873
Z1.5	2	5	-1.184	-8.232	0.617	2.145
Z1.4	3	5	-0.855	-5,947	-0.318	-1.107
Z1.3	2	5	-1.127	-7,833	0.667	2.32
Z1.2	1	5	-1.487	-10,337	2.263	7,866
Z1.1	2	5	-0.894	-6,217	-0.172	-0.597
Y1.11	3	5	-1.171	-8.144	0.318	1.104
Y1.10	1	5	-1,536	-10,677	3.397	11.808
Y1.9	2	5	-1.056	-7.343	0.329	1.142
Y1.8	2	5	-1.049	-7.295	0.376	1.309
Y1.7	3	5	-0.88	-6.121	-0.238	-0.826
Y1.6	1	5	-1.44	-10.014	2.223	7.729
Y1.5	3	5	-1.154	-8.02	0.227	0.788
Y1.4	1	5	-1.481	-10,294	2,917	10.14
Y1.3	3	5	-0.78	-5.422	-0.564	-1,959
Y1.2	3	5	-1.146	-7,966	0.245	0.852
Y1.1	2	5	-1,209	-8.402	0.74	2,571
X2.9	3	5	-1.309	-9.102	0.584	2,029
X2.8	2	5	-1.38	-9,591	1.57	5.456
X2.7	3	5	-1.027	-7.143	-0.04	-0.139
X2.6	2	5	-1.373	-9,546	1.116	3.879
X2.5	1	5	-1.402	-9,746	2,038	7.085
X2.4	3	5	-1.033	-7.185	-0.081	-0.282
X2.3	3	5	-0.806	-5.603	-0.424	-1.474
X2.2	2	5	-0.968	-6,731	0.095	0.329
X2.1	1	5	-1.251	-8.7	1.558	5.416
X1.14	2	5	-0.969	-6.734	0.256	0.89
X1.13	2	5	-1,229	-8,541	1.012	3.518
X1.12	3	5	-1.139	-7.916	0.195	0.678
X1.11	3	5	-1.15	-7,997	0.238	0.826
X1.10	2	5	-1.166	-8.104	0.379	1.317
X1.9	2	5	-1.29	-8,967	1.192	4.144
X1.8	2	5	-1.291	-8,976	1.058	3.679
X1.7	3	5	-1,246	-8,666	0.37	1.285
X1.6	3	5	-1.048	-7.284	0.08	0.279
X1.5	2	5	-0.741	-5,151	-0.348	-1.21

X1.4	1	5	-0.571	-3.967	-0.203	-0.707
X1.3	1	5	0.336	2,339	-1.122	-3.901
X1.2	2	5	-0.955	-6.636	0.129	0.448
X1.1	3	5	-1.062	-7.381	0.057	0.197

Source: **Primary Data Processed, Output Amos (see attachment)**

The results of the univariate normality test, most of the data are normally distributed, while for the multivariate value of 119,927 the value is far above 2.58, so it can be interpreted that the data does not meet the criteria for normality/the data are not normally distributed in a multivariate manner. The relatively large number of samples indicates the abnormality of the data in this study. Bootstrapping used in this study is Maximum Likelihood (ML) bootstrapping. The following is the output of Bollen Stine Bootstrap:

Table 4.10. *Bollen-Stine Bootstrap Output*

The model fit better in 10 bootstrap samples.   *It fit about equally well in 0 bootstrap samples.*   *It fit worse or failed to fit in 0 bootstrap samples.*   *Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap* p =.091

Source: **SEM output, (see attachment)**

In the model without bootstrap, the chi-square value = 1848,641, Degrees of freedom = 734, Probability level =.000. After bootstrapping, the Bollen-Stine bootstrap probability result = 0.091 and this value is not significant at 5% so that the model cannot be rejected.

c. Outliers _ And *the multivariate outliers test* was identified using the *Mahalanobis distance criterion* at the level of $p < 0.001$. In this study, 40 indicators were used, so the CHIINV value was 73,40196. The following are the results of *outlier testing* :

Table 4.11. *Outlier* Test

No	Observation number	Mahalanobis d-squared	p1	p2
1	210	173.153	0	0
2	261	130,293	0	0
3	179	124.161	0	0
4	133	120,535	0	0
5	215	113.986	0	0
6	267	111.192	0	0
7	147	107.82	0	0
8	122	98,723	0	0

Source: **Primary data processed, AMOS output (see attachment)**

d. Multicollinearity test is useful to find out whether there is a relationship between independent variables. *Multicollinearty* occurs when the correlation value between other indicators is > 0.9.

Table 4.12. *Multicollinearty* Test

Variable			Estimate
RA	<-->	EWOM	.928

Source: **Primary Data Processed, AMOS Output (see attachment)**
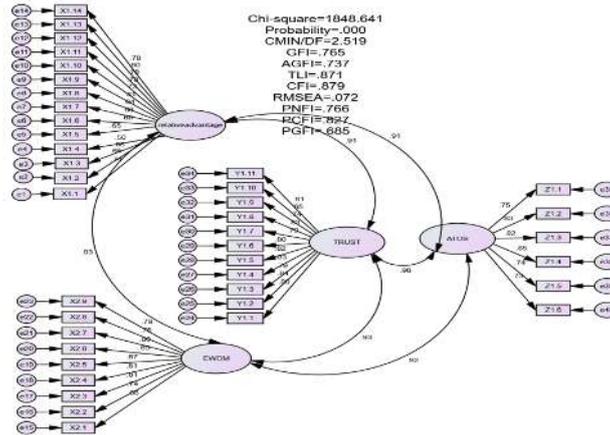
4.4.5. Assessing the Goodness of fit Criteria

Figure 4.6. Model Confirmatory Factor Analysis
Source: **Processed by researchers, 2021 AMOS**

Formula:

Test Statistics: $\chi^2 = (n-1) \log|\Sigma(0)| + tr[S \Sigma^{-1}(\theta) - \log|S| - (p+q)]$

Test criteria: H0 is rejected if χ^2 count $> \chi^2(\alpha, df)$ with df $= \frac{1}{2}(p+q)(p+q+1) - t$, or by using probability *p-value,* H0 is rejected if *p-value* <.

Table 4.13. *Goodness of fit* Early Model

Goodness of Fit Index	Cut-off Value	Amos Results	Information
Chi – Square	The smaller the better	1655.6	
Probability	0.05	0.000	marginal
RMSEA	0.08	0.072	fit
CMIN / DF	2.00	2,417	marginal
TLI	0.95	0.867	marginal
CFI	0.95	0.881	marginal
PNFI	0.50	0.777	fit
PCFI	0.50	0.833	fit
PGFI	1.00	0.690	fit

Source: **Primary Data, processed by researchers (see attachment)**

Table 4.14. Results of *Regression Weights* CFA Remodeling Test.

			Estimate	SE	CR	P
X1.1	<---	RA	1,000			
X1.2	<---	RA	.921	.084	10,954	***
X1.5	<---	RA	1,130	.104	10,909	***
X1.6	<---	RA	.906	.077	11,788	***
X1.7	<---	RA	.895	.083	10,805	***
X1.8	<---	RA	.933	.085	11,042	***
X1.9	<---	RA	1.202	.085	14,075	***
X1.10	<---	RA	1.075	.086	12,483	***
X1.11	<---	RA	1.072	.079	13,561	***
X1.12	<---	RA	1.082	.080	13,548	***
X1.13	<---	RA	1.133	.082	13,799	***
X1.14	<---	RA	1.170	.087	13,485	***
X2.1	<---	EWOM	1,000			
X2.2	<---	EWOM	1.084	.092	11,838	***
X2.3	<---	EWOM	1.045	.082	12,735	***
X2.4	<---	EWOM	1.049	.082	12,772	***
X2.5	<---	EWOM	.998	.093	10,780	***
X2.6	<---	EWOM	.928	.083	11.117	***
X2.7	<---	EWOM	1.008	.080	12,608	***
X2.8	<---	EWOM	.975	.082	11,877	***
X2.9	<---	EWOM	.975	.078	12,467	***
Y1.3	<---	TRUST	1.072	.070	15,403	***

Y1.4	<---	TRUST	1.097	.067	16,475	***
Y1.5	<---	TRUST	1.018	.063	16,207	***
Y1.6	<---	TRUST	1.062	.068	15,610	***
Y1.7	<---	TRUST	.969	.062	15.590	***
Y1.8	<---	TRUST	1,130	.068	16,644	***
Y1.9	<---	TRUST	.949	.067	14,124	***
Z1.1	<---	ATOS	1,000			
Z1.2	<---	ATOS	1.002	.067	14,927	***
Z1.3	<---	ATOS	.856	.058	14,738	***
Z1.4	<---	ATOS	.930	.060	15.530	***
Z1.5	<---	ATOS	.871	.066	13,224	***
Z1.6	<---	ATOS	.796	.061	12,998	***
Y1.11	<---	TRUST	.975	.061	15,939	***
Y1.10	<---	TRUST	.903	.074	12.126	***
Y1.1	<---	TRUST	1,000			
Y1.2	<---	TRUST	1.022	.061	16,757	***

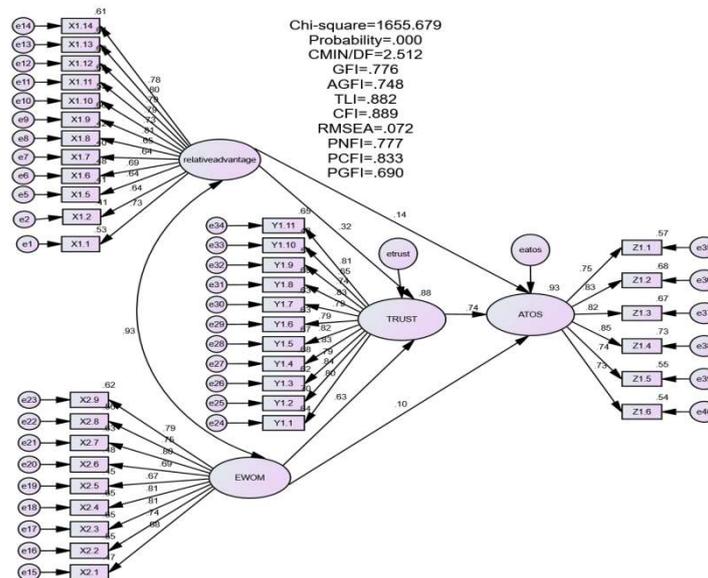Source: **Primary data processed 2021, AMOS (See attachment)**

Figure 4.6. Output Structural Equation Model
Source: **Processed by researchers, 2021 AMOS**

4.15. CMIN/DF

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	82	1656,679	659	.000	2,512
Saturated model	741	.000	0		
Independence model	38	9688.142	703	.000	13,781

4.16. Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.937	.777	.833
Saturated model	.000	.000	.000
Independence model	1,000	.000	.000

Source: **AMOS Output, 2021 (see attachment)**

Based on the above results in the full model analysis, it can be interpreted that the model meets the criteria for being eligible for the full model. The results of the chi square test calculation on the full model obtain a chi square value of 1665 above the chi square table value for the degree of freedom (degree of freedom) 659 at a significant level of 5%. This value is still in the marginal category. The probability value is 0.000, which is below 0.05 and is included in the marginal category. The CMIN/DF value of 2.5 is smaller than 3 and is in the good category, the

GFI value of 0.77 is smaller than 0.90, the AGFI value of 0.748 is smaller than 0.90. The TLI value is 0.885 which is below 0.95. The CFI value is 0.889, which is below 0.95 and the RMSEA value is 0.072, which is still below 0.08. These results indicate that the overall model meets the model fit criteria, also parsimony.

4.4.6. Test Measurement Model

The convergent validity test is assessed from the measurement model developed in this study, each indicator has a C. R > 2.SE, this indicates that the indicator is valid for measuring what is actually measured in the model presented.

a. *Lambda* value or *Loading Factor.*

The required lambda value is *sig,* if the lambda value or loading factor is not sig then the variable does not have the same dimensions as other variables to explain a latent variable.

Table 4.17. *Average Variance Extracted (AVE)* Model Repair

Variable	RA	EWOM	TRUST	ATOS
RA	1.061			
EWOM		0.982		
TRUST			0.93	
ATOS				0.933

Source: **Primary data processed, AMOS and EXCEL**

A variable is said to be *valid* if the AVE is greater than 0.5. Ghozali (2018). Table 15 shows all the variables used > than 0.5 so that all variables can be declared fulfilled.

Table 4.18. Model Improvement Discriminant Validity Test

	RA	EWOM	TRUST	ATOS
RA	1.061			
EWOM	0.884	0.982		
TRUST	0.823	0.845	0.93	
ATOS	0.799	0.821	0.922	0.933

Source: **Primary data processed by AMOS, excel**

Results of data processing:
- RA discriminant validity is met
- EWOM discriminant validity is met
- TRUST discriminant validity is met
- ATOS discriminant validity is met

Table 4.19. *Regression Weight Measurement Model* Test Results – Model Fit Improvement

			Estimate	SE	r2	CR	P	Standardized regression weight
TRUST	<-	RA	0.783	0.247	0.06101	3.175	0.001	0.662
TRUST	<-	EWOM	0.444	0.352	0.1239	1.262	0.207	0.251
ATOS	<-	TRUST	0.295	0.252	0.0635	1.168	0.243	0.223
ATOS	<-	RA	0.308	0.326	0.10628	0.946	0.344	0.156
ATOS	<-	EWOM	0.671	0.175	0.03063	3.828	***	0.6
X1.13	<-	RA	1		0			0.614
X1.14	<-	RA	0.694	0.1	0.01	6,957	***	0.466
Y1.4	<-	TRUST	1.02	0.117	0.01369	8,736	***	0.61
Y1.5	<-	TRUST	1		0			0.745
Z1.1	<-	ATOS	1,704	0.151	0.0228	11.32	***	0.663
Y1.3	<-	TRUST	1.095	0.081	0.00656	13,442	***	0.775
X1.3	<-	RA	1.13	0.094	0.00884	12,068	***	0.705
X2.4	<-	EWOM	0.935	0.086	0.0074	10.92	***	0.675
Z1.3	<-	ATOS	1.012	0.083	0.00689	12.175	***	0.746

X1.2	<-	RA	0.627	0.046	0.00212	13,665	***		0.814
Y1.2	<-	TRUST	0.668	0.047	0.00221	14,069	***		0.794
Z1.5	<-	ATOS	1		0				0.738
X1.6	<-	RA	0.997	0.067	0.00449	14,914	***		0.802
Z1.6	<-	ATOS	0.539	0.043	0.00185	12,592	***		0.716
X2.5	<-	EWOM	0.647	0.045	0.00203	14.32	***		0.749
Y1.1	<-	TRUST	1		0				0.799
X2.2	<-	EWOM	0.607	0.056	0.00314	10,799	***		0.637
X2.6	<-	EWOM	-0.049	0.104	0.01082	-0.476	0.634		-0.031

Source: **Primary data processed, 2021**

From table 24 it can be seen that not all indicators of latent variables are significant because some have a CR value > 2.101 t-table df18, 0.025), so it can be concluded that these indicators are significant and not significant and if there is no sign "-", then the relationship between these variables is positive.
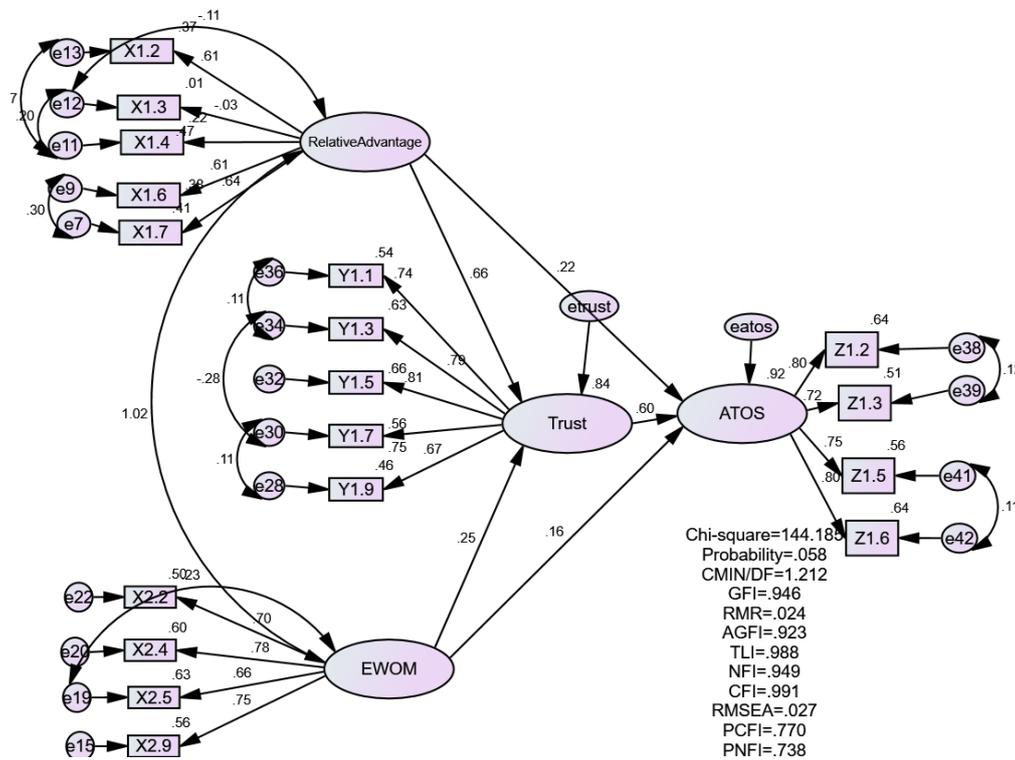

Figure 4.7. Model Structural Improvement
Source: **Processed by researchers, 2021 AMOS**

Table 4.20. The results of the *goodness of fit* model test in the model improvement stage

Goodness of fit Indices	Cut-off value	results	Note:
Chi – square X^2	Expected small	144	good
Probability	0.05	0.058	Fit
CMIN/DF or *relative* X^2	2.00	1.212	Fit
RMSEA	0.08	0.27	Fit
Goodness of index (GFI)	0.90	0.946	Fit
Adjusted goodness of index (AGFI)	0.90	0.924	Fit
Tucker Lewis Index (TLI)	0.95	0.989	Fit
Comparative fit index CFI	0.95	0.991	Fit
Normal fit index (NFI)	0.90	.0949	Fit
RMR	0.05	0.24	Fit
Parsimonious normed fit index (PNFI)	0.50	0.784	Fit
PCFI	0.50	0.816	Fit
Parsimonious goodness fit index (PGFI)	1.00	0.696	Fit

Source: **AMOS output, processed by researchers 2021**

Obtained in Figure 4.7., Chi-square is smaller than before, namely 144, cmin/df 1.2 > than 2, CFI > 0.90 is said to be fit, and RMSEA 0.070 this number is > from 0.027 all indices of fit parameters, this research model will proceed to hypothesis testing.

4.5. Hypothesis test

Table 4.21. *Regression Weights* Model Hypothesis

variable			Estimate	CR	P
Trust	<-	RelativeAdvantage	0.662	3.175	0.001
Trust	<-	EWOM	0.251	1.262	0.207
ATOS	<-	RelativeAdvantage	0.223	1.168	0.243
ATOS	<-	EWOM	0.156	0.946	0.344
ATOS	<-	Trust	0.6	3.828	***

Source: **AMOS Output, 2021**

Testing this hypothesis is by analyzing the Critical Ratio (CR) value and Probability (P) value of the data processing results, compared with the required statistical limits, namely > 1.96 for the CR value and below 0.05 for the P value.

4.5.1. *Mediation Variable Hypothesis Test*

Below are three regression equations used to predict the mediation model in this study.

Table 4.22. T-Test Results Model 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.246	1.543		2.103	.036
	var_x1	.746	.032	.810	23.139	.000
a. Dependent Variable: var_med						

Source: **SPSS output, primary data processed, (see attachment)**

In the significant value table, the results of the t-test on the variable X1 sig 0.00 with a coefficient of 0.810 and a std error of 0.032. Based on the table above, it can be seen from the sig that the relative advantage (X1) of the mediating variable in path analysis is as follows:
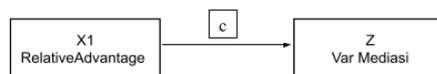

Figure 4.8. Path Analysis Model of Mediation Test Before Regression
Source: **Processed by researchers, 2021 AMOS**

Table 4.23. T-Test Results Model 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.413	.678		.610	.543
	var_med	.401	.026	.704	15,384	.000
	var_x1	.117	.024	.223	4.876	.000
a. Dependent Variable: var_y						

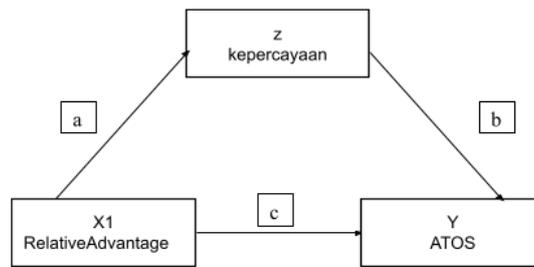Source: **SPSS output, primary data processed**

Figure 4.9. Model Structural Improvement
Source: **Processed by researchers, 2021 AMOS**

The above model is a model formed from the results of the first and second regressions so as to form a path analysis model with trust as a mediating variable. The Z value of the Sobel test needs to be calculated as follows:

$$Sab = \frac{ab}{\sqrt{b^2 SEa^2 + a^2 SEb^2}} \quad (3)$$

$$Sab = \frac{0,810 \times 0,704}{\sqrt{0,704^2 0,032^2 + 0,810^2 0,026^2}}$$

$$Sab = \frac{0,57024}{\sqrt{0,00095}}$$

$$Sab = 18,49$$

From the results of the Sobel test calculation above, the z value is obtained; 18.49 because the z value obtained is 18.49 > 1.98 with a significance level of 5%, it proves that trust is proven to mediate the relationship between relative advantage and online shopping attitudes. Based on the results of testing hypotheses three and four, it was found that the EWOM variable on online shopping beliefs and attitudes did not have a significant effect, so mediation testing on the EWOM variable could not be carried out.

5.   Conclusions and Practical Implication

5.1.   Conclusion

Based on the results obtained by research and discussion on the analysis of the effect of relative advantage, EWOM on online shopping attitudes at the Xyz beauty clinic, trust as a mediating variable, several conclusions can be drawn as follows: Relative advantage has a significant effect on trust. This shows that Beauty Xyz has presented information, product and service availability through media sites in a clear and informative manner to customers. Relative advantage does not have a significant effect on online shopping attitudes. This shows that the Beauty Xyz service is currently unable to fully encourage customers to make transactions due to the availability of a variety of products and services that require physical meetings, other than just buying the product. So in this study the meaning conveyed from the study has a different meaning.

EWOM does not have a significant effect on trust. This shows that the difference in the age range of customers on the perception of EWOM that has been presented does not fully influence customer trust. EWOM does not have a significant effect on online shopping attitudes. This shows that the existing EWOM cannot influence customer behavior/attitudes for online shopping, customers are not affected by existing reviews, comments, before experiencing their own experience.

Trust has a significant influence on online shopping attitudes. This shows that Beauty Xyz has provided, and is proven to have integrity, honesty, credibility of information and capabilities for the products and services marketed. Trust is proven on the effect of relative advantage on online shopping attitudes at the Xyz beauty clinic. This shows that the perception of customer trust can be a link to the relative advantage given to shopping attitudes at Beauty Xyz.

5.2.   Practical Implication

Table 5.1. Managerial Implications

Before Research	After Research
Beauty clinic Xyz has not been active in *champaigning* with *beauty enthusiasts/ influencer*	Investment Strategy: *market penetration; Champaign* design, in the form of: 1. *beauty* collaboration *enthusiast/key opinion leader* represents existing products and services. 2. Cooperation with macro or nano *influencers* with *soft selling*.
Not maximally socializing related to Xyz *beauty services* during the pandemic	Management strategy, business unit and functional level: 1. Maximizing the socialization of doing *beauty* treatments safely and comfortably during the pandemic, by emphasizing health protocols. Wearing *hand gloves, mouth mask,* and *hair* hood. 2. Inform customers about the sterilization process of tools used for each *treatment,* as well as discarding tools that are used for *single use only*.
Has *a beautican* for *home service* which is limited to only 9 members.	Management strategy: 1. *Product development,* by recruiting new resources, or *freelancers* in order to reach an existing market or even wider that can be customized from the zone the customer is in, this can reduce the *transportation costs* paid by the customer.
Passive in publication through *website,* social media.	Management Strategy, business unit level: 1. For social media division: Actively publish content that not only contains products sold, but also contains content that attracts audiences, in the form of beauty education, beauty tips and so on. 2. Focus on optimizing the facilities and resources owned by maximizing performance in each division at *Beauty* Xyz.
Management	Develop strategies to increase EWOM and customer trust 1. Re-analyze who products and services will be represented, *who* can be invited to collaborate. 2. Recruit a special social media team again so that all work elements can operate on a predetermined schedule. 3. Directing the operational team to always carry out operations in accordance with the Xyz *beauty SOP.* 4. *marketing* costs with existing programs and services.

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