

The Influence of Electronic Word of Mouth and Social Media Promotion on Consumers' Purchase Intention

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Abstract

This study aims to know the effect of electronic word of mouth and social media promotion on consumer purchase intention. The sampling technique used was purposive sampling with a total sample of 108 Momo Accessories consumers. The analytical tool used in this study is multiple regression analysis. The results of this study conclude that electronic word of mouth and social media promotion have a significant effect on consumer purchase intention. Apart from that, electronic word of mouth and social media promotions simultaneously and significantly influence consumer purchase intention.

Keywords: *Electronic Word of Mouth, Social Media Promotion, Consumer Purchase Intention*

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth* dan promosi media sosial terhadap minat beli konsumen. Teknik sampel yang digunakan adalah *purposive sampling* dengan total sampel sebanyak 108 konsumen Momo Accessories. Alat analisis yang digunakan pada penelitian ini adalah analisis regresi berganda. Hasil penelitian ini menyimpulkan bahwa *electronic word of mouth* dan promosi media sosial berpengaruh signifikan terhadap minat beli konsumen. Selain itu juga *electronic word of mouth* dan promosi media sosial berpengaruh secara simultan dan signifikan terhadap minat beli konsumen.

Kata kunci: *Electronic Word of Mouth, Promosi Media Sosial, Minat Beli Konsumen*

INTRODUCTION

Purchase intention is a happy attitude towards an item that encourages someone to buy the item with money. Consumer purchase intention is the consumer's ability to choose a particular product category brand in a particular buying situation. Purchase intention is a consumer response to the desired product or service. The purpose of purchase intention is to attract and convince consumers to buy the product or service, which in turn can generate profits for the company. The factors that affect consumer purchase intention can be seen through the promotional efforts made by companies to market their products or services. In addition to promotion, consumer purchase intention can also be influenced through word-of-mouth communication, which has now developed into electronic word of mouth, where consumers carry out their promotions about the products they like via the internet (Ghalandari et al., 2012).

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Factors that influence a consumer's purchase intention can be seen in the promotions carried out by the company in offering its products or services. Apart from promotions, a consumer's purchase intention can be influenced through word-of-mouth communication or what is called word of mouth, which has now developed and given rise to electronic word of mouth, which is a method of promotion carried out by consumers themselves about products they like via the internet. Pedersen et al. (2014) argue that electronic word of mouth is a development of word-of-mouth communication that utilizes the power of digital persuasion from consumers about a product.

In this modern era, technological advances and the process of globalization have changed every aspect of economic activity. Consumers demand effective and efficient patterns that meet their needs, and manufacturers produce innovative products that no one else has ever thought of. The development of science and technology makes trade unlimited in space and time, thus causing increased competition faced by companies as producers. Changes have also occurred in promotions carried out by companies, where many companies have switched from print and electronic media promotions to internet promotions through social media. Social media has increased its use and presence every year as a promotional medium because social media such as Instagram and TikTok are places where consumers spend their time online. The increasing use of the internet and social media has also given rise to a phenomenon which in marketing terms is often called electronic word of mouth.

Momo Accessories is a store that sells various kinds of accessories. Momo accessories does not only provide various kinds of accessories, but also provides fashion, such as clothes, shoes, bags, headscarves, and some school needs. Momo accessories are not only for female consumers, there are several products for men such as shoes, hats, and watches. Momo also provides two types of member cards for its customers, namely Loli members and pop members, each of which has its benefits for customers. Momo has Instagram and TikTok social media accounts with the same name, namely momoacc.bwi.

LITERATURE REVIEW

Prastyo (2014), explains that electronic word of mouth is an individual action in sharing experiences, providing product reviews, and interacting with other consumers through social media platforms. E-WOM or electronic word of mouth is an extension of traditional WOM on the Internet. E-WOM activities differ from those in the real world in many aspects. In the marketing literature, WOM communication is verbal, person-to-person communication between the recipient and the communicator which the receiver perceives as non-commercial, regarding a brand, product, service, or provider, but E-WOM is about a kind of communication on the internet platform, but not face to face. or verbal. The arrival and expansion of the internet have expanded consumer comments posted on the internet and have provided consumers with opportunities to offer advice regarding their consumption by engaging in electronic word of mouth (Praharjo et al., 2016).

As stated by Goyette et al. (2010) there are 4 indicators of electronic word of mouth. Intensity is the number of opinions written by consumers on a social networking site. The component of intensity is the frequency of accessing information from social networking sites. Positive valence, positive consumer opinion about products, services, and brands. The components of positive valence are positive comments and recommendations from users of social networking sites. Negative valence, negative consumer opinion about products, services, and brands. The component of negative valence is negative comments from users of social networking sites. Content, information content from social networking sites related to products and services. The component of the content is product variation information.

Promotion, which is known as a means of product communication, has progressed where marketers can more easily and quickly promote their products. On the other hand, social media is a technological network that is used to create and disseminate news through internet users, as well as communicate and disseminate information. Social media promotion is an internet promotion model that

uses social media networks to achieve promotional goals (Maoyan, 2014). According to Morissan (2010), social media has the potential to be a very effective means of promotion and is a powerful marketing tool.

In light of Arief, (2015) there are 4 indicators of social media promotion. Context is the way someone describes a story through the use of language and the content of the message. Communication is the way a person shares stories to make other people listen and respond, thereby creating a sense of comfort and the message can be conveyed to the intended person. Collaboration, collaboration between accounts or companies with social media users aimed at making promotions more efficient and more effective. Connection is how to maintain and continue to develop the relationship that has been established.

Sulistiyari (2012) explains that purchase intention is the phase where the respondent shows a tendency to act before the actual purchase decision is taken. According to Kotler and Keller, (2012), purchase intention is consumer behavior that arises in response to objects that indicate the customer's desire to buy. Purchase intention is the stage where consumers make choices among the various brands available. In the end, consumers make purchases through the alternative they like best, based on various considerations.

As stated by Ferdinand (2006) there are 4 indicators of customer purchase intention. Transactional interest, tendency to buy products. Referential interest is a person's tendency to refer products to others. Preferential interest is interest that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the preferred product. Exploratory interest, this interest describes the behaviour of someone who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the product. This research has a framework shown in Figure 1:

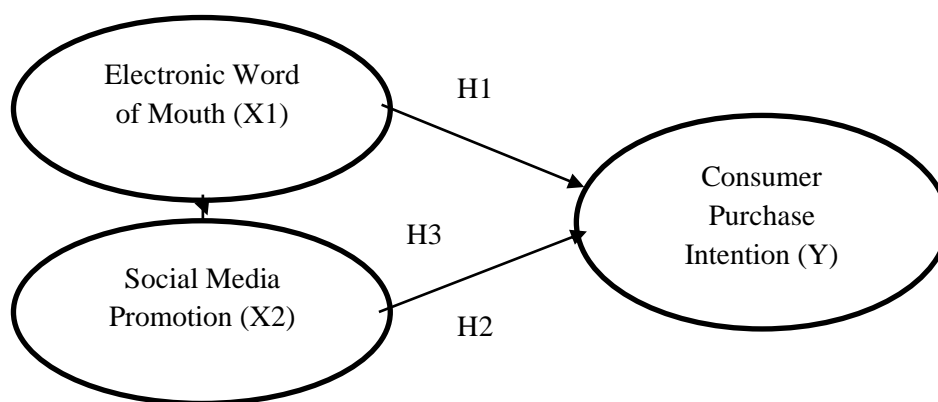


Figure 1. Research Framework

Considering the outcomes of the constructed framework, several hypotheses are obtained. The hypothesis is the most probable provisional conjecture and still needs to be tested for truth. The following is a hypothesis regarding the relationship between the variables in this study:

Electronic word of mouth is a word-of-mouth marketing strategy via the internet. Based on previous research, according to Kurnia et al. (2020) and Anisa & Widjatmiko (2020) social media promotion has been proven to influence purchasing interest.

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

The better the electronic word of mouth is done, the more consumers' purchase intentions will increase. This is in line with research conducted by Kurnia et al. (2020) and Anisa & Widjatmiko (2020) that social media promotion has proven to affect purchase intention.

H2: Social media promotion has a significant effect on consumer purchase intention.

The more intensive social media promotion is carried out, the more consumers' purchase intentions will increase. This is in line with research conducted by Raheni (2018) and Ramadayanti & Kurriwati (2022) that social media promotion has proven to affect purchase intention.

H3: Electronic word of mouth and social media promotion have a simultaneous effect on consumer purchase intention.

The better electronic word of mouth and social media promotions are carried out, the more consumers' purchase intention increases. This is in line with research conducted by Sinaga & Sulistiono (2020) that electronic word of mouth and social media promotion simultaneously influence purchase intention.

RESEARCH METHODS

This study uses a quantitative approach, namely a method based on positivism, and is used to examine certain populations or samples with the aim of testing predetermined hypotheses. The type of research used in this research is explanatory research. Multiple linear regression analysis is used as the regression model of this study. This study uses the SPSS 26 program to test research instruments and data analysis. The population used is consumers of Momo Accessories products who live in Banyuwangi. In this study, the sampling technique used was purposive. Purposive sampling is a way of taking samples with certain considerations. This study uses primary data obtained from distributing questionnaires in the form of a Google form link to respondents who match the criteria. As for determining the sample size in this study, there were 108 respondents.

RESULTS AND DISCUSSION

The identity of the respondents can be grouped based on gender, age, and the number of visits. The result can be described in the table 1 below:

Table 1. Respondents Characteristics

No	Characteristics	Amount	Percentage (100%)
1	Gender	Male	29
		Female	79
2	Age	<20	15
		20-25	87
		26-30	5
		>30	1
3	Number of visits	1 Time	32
		2 Times	21
		3 Times	11
		>3 Times	44
Respondents Total		108	108

Source: Data processed (2023)

Table 1 shows data on the characteristics of the respondents who filled out the questionnaire in this study, the result is that the majority of respondents are female, most are aged 20-25, and most have visited Momo Accessories more than 3 times.

Table 2. Validity Test Results

Variable	Statement Item	Validity Value (r count)	r table	Description
Electronic Word of Mouth	X1.1	0,829	0,361	Valid
	X1.2	0,858	0,361	Valid
	X1.3	0,779	0,361	Valid
	X1.4	0,826	0,361	Valid
	X1.5	0,638	0,361	Valid
	X1.6	0,461	0,361	Valid
	X1.7	0,530	0,361	Valid
	X1.8	0,476	0,361	Valid
Social Media Promotion	X2.1	0,691	0,361	Valid
	X2.2	0,736	0,361	Valid
	X2.3	0,554	0,361	Valid
	X2.4	0,805	0,361	Valid
	X2.5	0,695	0,361	Valid
	X2.6	0,698	0,361	Valid
	X2.7	0,746	0,361	Valid
	X2.8	0,555	0,361	Valid
Consumer Purchase Intention	Y1	0,790	0,361	Valid
	Y2	0,762	0,361	Valid
	Y3	0,755	0,361	Valid
	Y4	0,699	0,361	Valid
	Y5	0,589	0,361	Valid
	Y6	0,692	0,361	Valid
	Y7	0,633	0,361	Valid
	Y8	0,803	0,361	Valid

Source: Data processed (2023)

Table 2, shows that 24 statement items have been declared valid and can be used for data collection.

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Cut Off	Description
Electronic Word of Mouth	0,833	0,6	Reliable
Social Media Promotion	0,835	0,6	Reliable
Consumer Purchase Intention	0,861	0,6	Reliable

Source: Data processed (2023)

In light of Table 3, shows that all statement items representing variables in data collection have a Cronbach Alpha value greater than 0.6 (cut-off value) so that it can be stated that all indicators are reliable so that the questionnaire distributed by the researcher can be reused by further researchers.

Table 4. Normality Test Results

Respondents Total	Kolmogorov-Smirnov Value	Description
108	0,071	Normal

Source: Data processed (2023)

According to Table 4, it can be concluded that the Kolmogorov-Smirnov value is greater than 0.05. This shows that the data used in this study are normally distributed.

Table 5. Multicollinearity Test Results

Independent Variable	Tolerance Value	VIF Value	Description
Electronic Word Of Mouth	0,715	1,398	There is no multicollinearity
Social Media Promotion	0,715	1,398	There is no multicollinearity

Source: Data processed (2023)

Considering the listed data in Table 5, it can be concluded that the two independent variables, namely electronic word of mouth and social media promotion, do not show any symptoms of multicollinearity because both have a tolerance value above 0.10 and a VIF value below 10.

Table 6. Heteroscedasticity Test Results

Independent Variable	Sig. Value	Description
Electronic Word of Mouth	0,463	There is no heteroscedasticity
Social Media Promotion	0,376	There is no heteroscedasticity

Source: Data processed (2023)

In light of Table 6, it can be stated that the Sig. of the two variables is greater than 0.05. This indicates that there is no heteroscedasticity in the data used. Based on the scale range test on the electronic word-of-mouth variable, it obtained an average score of 403.5, which is good. For statements that represent intensity indicators, scores of 380 and 396 are included in the good category. This means that Momo Accessories often provides information to consumers. The positive valence indicator produces an average value of 430 and 432, which is good. That is, positive reviews given by consumers make other consumers purchase intention the product. The negative valence indicator produces an average value of 369 and 346, which is good and good enough. This means that there are enough negative reviews given by consumers to make consumers feel uncomfortable. The content indicator produces an average value of 426 and 449, which is good. This means that the products from Momo Accessories are varied so that it is not difficult for consumers to get different product variations.

Considering the scale range assessment on the social media promotion variable, it obtained an average score of 400.375, which is good. This means that the social media promotion carried out by Momo Accessories can be well received by consumers. The context indicator gets an average value of 433 and 422 which means good, this shows that the message conveyed through captions is successful in attracting consumers' attention. The communication indicator gets an average score of 436 and 390 which is good. This means that the communication made with consumers is good, but needs to be improved again. The collaboration indicator gets an average result of 408 and 332 which means good and quite good, this shows that the giveaway conducted by Momo Accessories is going well, but needs to be improved so that consumers are more interested in participating. The connection indicator gets an average value of 400 and 382, which is good. This means that the existing relationship with consumers can be maintained properly by Momo Accessories.

According to the scale range analysis on the consumer purchase intention variable, it obtained an average score of 418.375 which means good. This shows that consumers' purchase intention for Momo Accessories is good. Transactional interest indicators get an average score of 425 and 456, which fall into the good and very good categories. This means that consumers are more inclined to make purchases at Momo Accessories because there are many products available and they have made purchases before.

The referential interest indicator gets an average score of 435 and 411, which is good. This means that Momo Accessories consumers are good at referring Momo Accessories products to other consumers. Preferential interest indicators get an average value of 384 and 386 which is good. This means that consumers have made Momo Accessories products a priority, but it needs to be improved again because the average value tends to be smaller than the average value for other indicators. The explorative interest indicator gets an average value of 420 and 430 which means good. This shows that consumers get good answers about the product to be purchased.

Table 7. Multiple Regression Analysis Results

Independen Variable	Regression Coefficients	Sig.
Electronic Word of Mouth	0,199	1,999
Social Media Promotion	0,581	6,737
Constant	7,593	2,759

Source: Data processed (2023)

Table 7 shows the following description: the constant value obtained from multiple linear regression analysis is the result of a positive number. If the electronic word of mouth and social media promotion variables have a value equal to zero, then consumer purchase intention has a positive value. The regression coefficient value obtained for the electronic word-of-mouth variable is a positive number. This indicates that for every one-unit increase in electronic word of mouth, consumer purchase intention will increase. This means that if the electronic word of mouth is getting better, then consumer purchase intention will increase. The value of the regression coefficient obtained for the social media promotion variable is the result of a positive number. This indicates that for every one-unit increase in social media promotion, consumer purchase intention will increase. This means that if social media promotion is getting better, then consumer purchase intention will increase.

Table 8. Partial Test Results

Independen Variable	t_{count}	t_{table}	Sig.	Description
Electronic Word of Mouth	4,960	1,982	0,000	Partial Effect
Social Media Promotion	8,846	1,982	0,000	Partial Effect

Source: Data processed (2023)

The results of the t-test are attached in Table 8, the following conclusions can be drawn: (1) H0 is rejected and H1 is accepted. This is based on the value of Sig. 0.000 is smaller than 0.05 (< 0.05). So in this study, it can be concluded that electronic word-of-mouth variables have a significant effect on purchase intention. (2) H0 is rejected and H2 is accepted. This is based on the value of Sig. 0.000 is smaller than 0.05 (< 0.05). So in this study, it can be concluded that social media promotion variables have a significant effect on purchase intention.

Table 9. Simultaneous Test Results

Variabel Independen	t_{count}	t_{table}	Sig.	Description
Electronic Word of Mouth dan Social Media Promotion	40,441	3,08	0,000	Simultaneous Influence

Source: Data processed (2023)

Table 9 shows that it can be concluded that H0 is rejected and H3 is accepted. This is based on the value of Sig. 0.000 is smaller than 0.05 (<0.05), so in this study, electronic word of mouth and social media promotions have a simultaneous and significant effect on purchase intention.

The findings of the performed data analysis can prove that the electronic word-of-mouth variable has a partially significant effect on purchase intention. That is, the electronic word-of-mouth variable in this study can affect the purchase intention of Momo Accessories consumers. This is consistent with the findings of a study conducted by Agatha et al. (2019) that electronic word of mouth has a significant effect on purchase intention.

Therefore, it can be concluded that purchasing interest among Momo Accessories consumers can be increased by forming electronic word of mouth among consumers by providing information about product variants which makes consumers often access this information and encourages consumers to provide positive reviews rather than negative reviews.

The outcomes of the performed data analysis can prove that social media promotion has a partially significant effect on customer purchase intention among Momo Accessories consumers. That is, social media promotion variables can affect consumer purchase intention without any additional influence from other independent variables. This is consistent with the findings of research conducted by Sasmita & Kurniawan (2020) that social media promotion has a significant effect on purchase intention.

It can be concluded that purchasing interest among Momo Accessories consumers can be increased by carrying out promotions via social media with interesting captions, communicating well with consumers, providing promos or giveaways that attract consumers to get involved, and maintaining existing relationships with consumers.

The results of the f-test conducted to determine the simultaneous effect of the dependent variable on the independent variable indicate that simultaneously electronic word of mouth and social media promotions have a significant effect on purchase intention. Thus, it can be concluded that the independent variables in this study have a significant influence simultaneously on the dependent variable. The combination of electronic word-of-mouth variables and social media promotion influences consumer purchase intention in this study. This is consistent with the findings of research conducted by Sinaga & Sulistiono (2020) that electronic word of mouth and social media promotion simultaneously have a significant effect on purchase intention.

CONCLUSIONS

Based on the results of research regarding the influence of electronic word of mouth and social media promotion on consumer purchase intention in Momo Accessories, it was concluded that these two factors have a significant influence on consumer purchase intention. Electronic word of mouth formed by Momo Accessories, both in terms of intensity, positive reviews, negative reviews, and product content variations has proven to have a positive effect on consumer purchase intention. The better the electronic word of mouth that is formed, the higher the consumer's purchase intention. Apart from that, promotions via social media have also been proven to have a significant effect on consumer purchase intention in Momo Accessories. Promotions carried out through social media, including context, communication, collaboration, and connection, have a positive impact on consumer purchasing interest. Thus, it can be concluded that electronic word of mouth and social media promotion together can increase consumer purchase intention for Momo Accessories products. This research provides a deeper understanding of the importance of electronic word of mouth and social media promotions in influencing consumer behavior and guides companies, including Momo Accessories, in designing effective marketing strategies to increase consumer purchase intention.

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