Analysis of Effect on the Social Media Marketing and EWom on Purchase Intention of Black Sweet Coffee Shop

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ABSTRACT

The purpose of this study was to determine the effect of Social Media Marketing and EWOM on Purchase Intention (Black Manis Coffee Shop). This type of research is quantitative with a case study research design. The research was carried out in Balikpapan. The research subjects are Sweet Black Cafe Consumers who have used Black Sweet Products with a total sample of 120. The data were analyzed using the SPSS 22 application. The results of this study show that Social Media Marketing and EWom affect purchase intentions at the Black Manis coffee shop.

INTRODUCTION

The competition between SMEs is increasingly felt with the emergence of new coffee shops with different concepts and themes (Jurnal.id, 2022). Coffee connoisseurs are freer to choose a suitable place for them to visit according to the price and trust in a brand. Excellent service is a benchmark for consumers to come to cafes based on information on Instagram such as programs and promotions offered by cafes so the existence of a coffee shop is starting to be taken into account by young people, especially students and students and workers. The cafe serves as a place to meet face-to-face, whether with family, friends, or business associates. Its existence affects the lives of young people such as hanging out together or hanging out. They are not only for tasting food or drinks but for relaxing with the group and capturing the moment of togetherness through Instagram

Kopi Hitam Manis can shift its competitors with different menu variants, themes, and shop concepts, making consumers' buying interest also higher, supported by the facilities and services provided, making this brand quickly popular among young people and workers. So that the number of followers on Sweet Black Coffee Instagram becomes higher. The following is a graphic presentation of the Instagramable Coffee Shop followers below
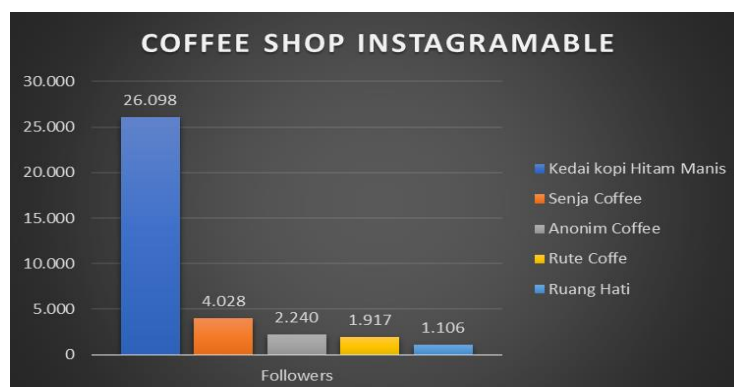
Figure 1. Instagramable Followers Graph
Source: Managed in 2022

A black coffee shop with 18 branches spread across the city of Balikpapan has high trust with the highest number of followers, which is around 26,098. The existence of a fairly large gap in Instagramable followers in Balikpapan City makes the competition quite tight to maintain market share. So that the high buying interest or purchase intention of consumers shows the feelings and beliefs of consumers to buy a product or service(Balakrishnan et al., 2019). The more famous a brand is through social media and consumer posts, the stronger the desire to buy. Consumers will decide to buy a product after seeking information in advance in the hope of buying the right product that will meet their needs and desires.

The high rating of the Black Sweet Coffee Shop in the City with the number of followers on Instagram is 26,098 meaning that the Balikpapan city area shows a high enough consumer intensity that researchers need to conduct research related to Social Media Marketing and EWOM on Purchase Intention as previously investigated by Research(Gautam & Sharma, 2017)states that the relationship between social media marketing and consumer purchase intentions provides value to customers to make decisions in buying, EWom credibility conveyed by buyers in social media can hurt a product which ultimately affects consumers' purchase intentions. (Ramadanty et al., 2020). A study (Kunja & Acharyulu, 2018)shows that user-generated positive EWom plays an important role in influencing the decisions made by customers. Organizations can attract customers' attention by leveraging SNS, such as Facebook, which is a channel for producing content that reflects their brand. So it is necessary to continue research on other social networking sites, namely Instagram according to the implications of previous researchers. Based on the above background, the authors are interested in researching "The Effect of Social Media Marketing and EWOM on Purchase Intention (Coffee Shop Black Sweet)".

LITERATURE REVIEW

Social Media Marketing

Social media is social media over the internet and social media provides marketers with tremendous opportunities to reach consumers in their social communities and build more personal relationships with them. (Kelly et al., 2010). According to(Nam et al., 2011), social media is used to build brand marketers. Social media has changed the way brand content is created, distributed, and consumed, transferring the power to shape brand image from marketers to consumers' online connections and content.(Tsai & Men, 2013). According to(Gurnelius, 2011)Social media marketing is any form of direct or indirect marketing that is used to build awareness, recognition, recall, and action on a brand, business, product, person, or other thing packaged using tools on social webs, such as blogging, microblogging, social networking, social bookmarking, and content sharing.

Social Media Marketing Indicator

According to Chris Heuer, founder of the Social Media Club and new media innovator published in the book Engage (Solis, 2010:263) that there are 4 indicators in using Social Media, namely:

a. *Context* "How we frame our stories", namely how we assemble a word by paying attention to the grammar, form, or content of the message into a story or information that is interesting and can be understood by the audience.

b. *Communication* "The practice of our sharing stories as well as listening, responding, and growing", is how we convey a story or information to others to provide the understanding and change attitudes, opinions, or behavior to suit what we expect.

c. *Collaboration* "Working together to make things better and more efficient and effective", namely how two or more parties can work together by uniting perceptions, sharing experiences, knowledge, and abilities each to make things better and more efficient and effective.

d. *Connection* "The relationships we forge and maintain", namely how to build a relationship that exists and maintain it so that it remains sustainable so that users feel closer to the company that uses Social Media.

Electronic Word of Mouth

Viral marketing or also known as electronic word of mouth (EWom). (Kotler & Keller, 2012) is marketing using the internet to create the effect of word of mouth to support marketing efforts and objectives? Viral marketing is contagious like a virus and is another form of word of mouth or news from one mouse click to the next, which encourages consumers to share the products and services developed by the company in audio, video, and written form with others online. The important role of EWom in product evaluation in research(Schivinski & Dabrowski, 2016) has noted the differential impact of EWom under several conditions. As an example,(Gupta & Harris, 2010)shows that EWom increases the time it takes to consider recommended products. EWom differs from traditional word-of-mouth (WOM) in three important ways.

EWom Indikator indicator

Reviews provide additional information about the product from the user's perspective, such as product attributes, characteristics, and performance. On the other hand, recommendation reviews provide positive reviews (praises) or negative criticisms of the product(Tsao & Hsieh, 2015). The room itself consists of several dimensions or characteristics which will be explained below:

a. EWom Credibility

   EWom credibility refers to the extent to which a person sees recommendations from certain sources and whether the person/organization can be trusted(Fogg et al., 2002). If customers perceive product or service reviews as a credible source, they will likely use them to make their purchasing decisions(Bataineh, 2015).

b. Room Quality

   EWom quality can be described as the power of convincing comments based on information messages(Bhattacherjee & Clive, 2016). When customers seek information, the quality of the information may have an impact on customer acceptance of EWom communication channels(Ero et al., 2009).

c. Room Quantity

   Room quantity refers to the total or number of comments on a post about a particular product or service(Ero et al., 2009). According to(CMK Cheung et al., 2008)the amount of information that customers receive affects the customer's decision to buy products and services.

Purchase Intention

   Consumer buying interest is a consumer behavior where someone has the desire to buy or choose a product, based on experience in choosing, using and consuming, or even wanting a product. According to Kotler & Keller (2013:137), buying interest is a consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase. The interest that arises in making a purchase creates a motivation that continues to be recorded in his mind and becomes a very strong activity and when consumers have to fulfill their needs, consumers will actualize what is in their minds (Ferdinand, 2014: 189).

Purchase Intention Indicator

According to(Ferdinand, 2014), buying interest can be identified through
the following indicators:

a. Transactional interest, namely a person's tendency to buy a product.

b. Referential interest, namely the tendency of a person to refer products to others.

c. Preferential interest, which is an interest that describes the behavior of someone who has a main preference for the product. This preference can only be overridden if something happens to the reference product.

d. Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

Conceptual framework

The relationship between each of the variables studied can be described as follows:

1. **Effect of Social media marketing on Purchase Intention**

    A study (Gautam & Sharma, 2017)stated that customer relations in the relationship between social media marketing and consumer purchase intentions provide value to customers to make purchasing decisions, in practice SMMA has a very strong influence and direct impact on customer purchase intentions,(Aji et al., 2020)Currently, to maintain marketing activities, MSMEs need a digital market as a strategy in customer engagement and purchase intentions(Bismo et al., 2019).

    Business actors must be able to understand the dimensions of Social media marketing that have the most direct influence on consumers' purchase intentions(Moslehpour et al., 2020), Strong marketing through Social Media strategy and Perceived Value has a strong impact on Purchase Intention(Hansopaheluwakan & Kristiyanto, 2020), with SMMA activities a positive influence on purchase intention will be very influential(Zhang et al., 2019), Marketing activities carried out through social media will significantly affect the purchase intention and brand loyalty for customers(Admiral, 2018).
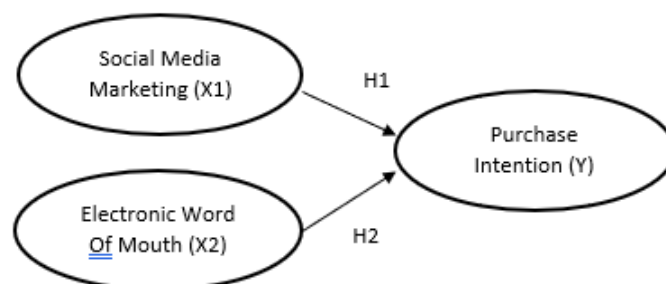
    H1: Social Media Marketing effect on Purchase Intention

2. **Effect of EWom on Purchase Intention**

    A study (Pradesh, 2018)states that EWom places the highest impact on purchase intention, therefore marketers should not avoid the impact of EWom because what consumers feel will have an impact on other buying intentions. EWOM, such as fashion involvement, sense of belonging, trust, bond strength, and the influence of information, have a positive relationship with buying interest so that what is conveyed by consumers becomes a valuable record to always be followed up. (Bilal et al., 2021). The pandemic conditions have caused many consumers to switch to online purchasing systems, EWom is one way for others to assess products during the pandemic and its role in predicting purchase intentions is quite high ((Meng et al., 2021)).

    H2: EWom berdampak effect on Purchase Intention

Based on the description above, the framework of the influence between variables in this study can be described as follows:

Figure 2. Conceptual Framework

RESEARCH METHOD

   This study aims to analyze the effect of social media marketing and EWom on purchase intention at the sweet black coffee cafe in Balikpapan. The method in this study

uses data test instruments and multiple linear analyses. population in this study were all customers with the classification having used Black Sweet Coffee Shop products at least three times and having followed the Instagram Coffee Shop. The sample used is 120 which is distributed in the form of an online questionnaire which is distributed through social media in the form of Google Forms.

This questionnaire uses a Likert scale of 1 to 5 consisting of strongly disagree, disagree, moderately, agree, and strongly agree. Questionnaire validity test analysis is item validity which is intended to measure the accuracy of an item in the questionnaire and whether it is correct in measuring what is being measured. To determine whether or not an item is feasible, namely by testing the correlation coefficient of significance at a significance level of 0.05, it means that an item is said to be valid if it is significantly correlated with the total score of the item. The reliability test is used to determine the resistance of the measuring instrument, whether the measuring instrument used is reliable, and remains consistent if the measurement is repeated. The reliability method that is often used is Cronbach's alpha. To determine whether the instrument is reliable or not, certain limitations can be used. A construct or variable is said to be reliable if it gives Cronbach's alpha > 0.60.

RESULT AND DISCUSSION

Based on the research that has been done, the data presented is based on data processing with the SPSS 22 application.

Table 1. Gender, Age and Occupation

			Frequency	Percent	Valid Percent	Cumulative Percent
Gender		Male	41	34	34	34
	Valid	Woman	79	66	66	100
		Total	120	120	120	
			Frequency	Percent	Valid Percent	Cumulative Percent
		Other	27	23	23	23
		Student/i	63	52	52	75
Work		Student	4	4	4	79
	Valid	civil servant	2	1	1	80
		Private	24	20	20	100
		Total	120	120	120	
			Frequency	Percent	Valid Percent	Cumulative Percent
		> 50	2	1.2	1.2	1.2
Age		15-25	114	95	95	96.2
	Valid	26-35	3	3	3	99.2
		36-50	1	0.8	1.4	100
		Total	120	120	120	

From the data above, it is known that this research is dominated by 79% of women aged 15-25 years 95% of student work 52%.

Table 2. Reliability Statistics SMM

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.891	.893	4

Tabel 3. Reliability Statistics EWom

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.761	.852	4

The variable gives a value > 0.70 which is 0.9 so it is declared RELIABLE

Tabel 4. Validity Statistics

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	447.667	26.500	.656	.669	.892
X1.2	447.250	25.932	.646	.611	.891
X1.3	447.583	25.966	.659	.674	.891
X1.4	447.000	26.111	.641	.684	.892
X2.1	450.167	24.336	.810	.777	.883
X2.2	450.250	24.159	.778	.757	.884
X2.3	448.667	25.226	.756	.702	.886
X2.4	457.500	23.130	.388	.358	.936
Y1.1	448.750	26.060	.671	.671	.891
Y1.2	448.583	25.770	.766	.700	.888
Y1.3	449.250	25.112	.710	.624	.888
Y1.4	448.250	25.658	.780	.709	.887

Looking at the results of the calculated r in the Corrected Item-Total Correlation with n = 12 , we get df = 12 – 2 = 10 -> r table of 0.5760. The average r count > r table then it is said to be VALID. To know The influence of social media marketing and EWom on purchase intention used a linear regression equation that was processed in the SPSS 22

program with the following results:

Table 5. Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.213	1.028		4,1	.000	2.178	6.248
	X1	.424	.070	.416	6.077	.000	.286	.562
	X2	.331	.048	.472	6.889	.000	.236	.427
a. Dependent Variable: Y								

Based on table 2 above, the regression equation can be arranged as Y = 4.213 + 0.424X1 + 0.331X2. The explanation for this equation is that the constant value is 4.213 which is not interpreted because the smallest number on the Likert scale is 1, there is no 0 on the Likert scale. The social media marketing coefficient score (X1) of 0.424 states that if social media marketing increases, purchase intention will increase with the assumption that the X2 variable is constant. The value of the EWom coefficient (X2) is 0.331 and is positive, indicating that EWom has a direct relationship with purchase intention. This implies that every increase in EWom affects increasing purchase intention.

Table 6. Results of the magnitude of the influence of variables X1 and X2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.776a	.601	.595	117.851	.601	88.273	2	117	.000
a. Predictors: (Constant), X1, X2									

Based on the table above, Social Media Marketing and EWom have an effect of 77.6% on Purchase Intention.

Test F

The variables of Social Media Marketing and EWom simultaneously or together affect the purchase intention, namely F calculate > F table (88,273 >3.07), H1 and H2 Accepted

T-test

T test, used to test the influence of partial, social media marketing (X1), EWom (X2) on purchase intention (Y) or bound variables. This test was carried out by looking at the significance of each independent variable (free) with a significance level of < 0.05. In addition, it can also be expressed as significant if the t count which can be seen in the t column, is greater than the t of the table. The social media marketing variable partially

affects the purchase intention, namely T count > T table (6,077 > 1,657) and the EWom variable partially affects the purchase intention, namely T calculate > T table (6,889 > 1,657) So the variable that affects it the most part is the EWom.

CONCLUSION

A company or a business utilizes social networks in marketing its products and services. The goal is none other than to help customers understand the business brand better. The benefit of social media marketing for businesses is increasing customer loyalty. Some companies that target their customers as millennials, must know that social media marketing is an effort to make them tied to the brand. This is what Kopi Hitam Manis has done in disseminating its product information and providing opportunities for consumers to interact directly online. This can be seen in the simultaneous influence or together with social media marketing and EWom affecting Purchase intention by 77.6% and the variable that affects purchase intention partially is the variable EWom, namely T count > T table (6,889 > 1,657).

Social media is a tool or way for consumers to share information in the form of text, images, audio, and video with others. Purchase intent is a consumer behavior that arises in response to objects that indicate the customer's desire to make a purchase. Purchase Intention is a possibility for consumers to buy or behave the opposite so Social Media through the Instagram platform is used by HITMAN Coffee Shop as a promotional medium to get customers, Consumers, especially the younger generation, are easily get product information from Instagram that they follow, thus Coffee Shop HITMAN more easily attracts consumers' buying intentions by posting their products and their programs on Instagram.

Social Media Marketing with the Instagram platform can provide understanding, and change consumer attitudes, opinions, or behavior according to what HITMAN cafes expect. Where the interaction between consumers in building their respective experiences, knowledge, and abilities to be better, more efficient, and effective in the information conveyed on Instagram. HITMAN Cafe is also able to create relationships and maintain them to remain sustainable with consumers on Instagram so that users feel closer and encourage consumers' purchase intentions at HITMAN Cafes.

The development of the internet is very rapid, currently, word-of-mouth has increased the method, namely with electronic word-of-mouth, commonly referred to as EWom. Without realizing it, in everyday life people often do EWom. For example, when communicating with family or friends using chat, then consumers among them post interesting coffee drink products, and one of the others will ask where he enjoys the coffee and what the brand is, without realizing it, the individual who answers has done EWom, This will cause the purchase intention of the product HITMAN Coffee Shop because of the desire to have the goods that have been seen.

EWom conducted by consumers through word of mouth can support the marketing goals of Black Sweet cafes, where the large number of opinions written by consumers on a social networking site related to HITMAN Cafe products will increase purchase intentions on HITMAN Café products.

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