

The Effect of E-WOM on Social Media Marketing on Purchase Intention (Case Study: Gallery Vinna)

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Abstract.

This study aims to determine the effect of social media marketing through online word of mouth on purchase intention on the Tiktok Gallery Vinna platform as the object of research. The research method used is quantitative method, using an online survey by collecting 155 respondents. The data collected was analyzed with Smart PLS software to test the research hypothesis. The results showed that respondents' responses to Tiktok Gallery Vinna's social media received a good response, and respondents felt that the uploaded content could provide interesting and easy-to-understand information. Then, e-WOM has a significant effect on buying interest, and social media has the most influence on buying interest. The results also show that providing the latest information by utilizing social media can expand the network to attract buying interest in consumers. Therefore, this study examines the Tiktok platform which expands knowledge about the factors that influence attitudes and purchase intentions towards consumers through e-WOM, as well as the use of social media that have an impact on consumer purchase intentions. This research provides insight for SMEs who want to improve marketing strategies using social media.

Keywords: Social Media Marketing, E-WOM and Consumer Purchase Intention.

I. INTRODUCTION

Business competition in the fashion sector is growing rapidly, this can be seen from the increasing number of clothing sellers that continue to emerge. In fact, nowadays clothes are easier to find online and can be directly shopped without having to visit the store directly. There are many models of clothing sold with a wide selection of colors, sizes, and prices that vary according to consumer needs. In Indonesia, 58% prefer to shop for clothes online. This is supported by a recent report from datadoks.id where the use of social media is a means to make transactions and have a wide business network. Consumers do not need to come to the store directly to shop, but they only need to visit the website on the intended internet network and search for the items needed. (Mulyati & Gesitera, 2020) In fact, making clothes can now also be done online. One of the Small and Medium Enterprises (SMEs) that provides shirt sewing services is Gallery Vinna with a custom made system or can make clothes according to consumer wishes. Gallery Vinna uses social media on the Tiktok platform in promoting its services with the aim of attracting new consumers and reaching a wider range of consumers. Vinna utilizes Tiktok as a marketing medium by presenting contemporary content to attract the attention of new consumers and want to find out more about Vinna.

Social media has many benefits for increasing productivity and marketing. In addition, social media also has the potential to connect many people easily and for free (Mulyati & Gesitera, 2020). Not only that, social media also plays an important role in facilitating social interaction and online word-of-mouth, expanding the reach and accelerating the spread of information about a product (Souiden et al., 2019). This led Gallery Vinna to upload video content on social media in order to attract buying interest in consumers. When someone finds out information about a product through social media, and a sense of interest arises, there will be a purchase intention in consumers (Rosdiana & Haris, 2018). The content uploaded by

Gallery Vinna is able to form an attraction that can foster buying intentions in consumers. Therefore, this study examines the effect of e-WOM information on social media on consumer purchase intention.

II. METHODS

This research uses quantitative methods by distributing questionnaires online. To obtain the necessary data, use an online survey by distributing questionnaires. The population taken is followers of Gallery Vinna's Tiktok social media account, and who have used Gallery Vinna's sewing services, with a sample of 155 respondents. At the beginning of the questionnaire, there are several questions about the characteristics of the respondents such as gender and age, then questions with Yes or No answers are given about the characteristics of the respondents as Tiktok social media users and following Gallery Vinna's social media accounts. Then proceed to the core part of the questionnaire, namely statements with answer choices in the form of a linkert scale with five scale points (1 = strongly disagree, and 5 = strongly agree) which can be selected based on the respondent's perception of the variables (social media marketing, e-WOM, and purchase intention).

The filling technique was carried out by respondents filling out the questionnaire independently. Furthermore, the data that has been obtained will be analyzed using the SEM (Structural Equation Modeling) method and processed using SmartPLS software. After testing the suitability of the model, proceed with testing the research hypothesis through a structural model. The hypotheses used in this study are: (1) H1: there is a positive and significant influence between social media marketing and e-WOM on Gallery Vinna, (2) H2: there is a positive and significant influence between social media marketing and e-WOM on Gallery Vinna.

III. RESULT AND DISCUSSION

3.1 Data Collection

The target respondents who have been determined in this study are 100 respondents. After the questionnaire was distributed, 155 respondents were obtained who were suitable and met the criteria. Furthermore, it was analyzed using SEM.

3.2 Respondent Characteristics Analysis

Based on the respondent data obtained, the majority of respondents are women as many as 136 respondents, and men as many as 19 respondents. When viewed by age, it is dominated by respondents aged 26-30 years as many as 66 respondents. Then those over 30 years old were 23 respondents. Then for those who follow Gallery Vinna's social media, there are 141 respondents, and those who do not follow are 14 respondents. This explains that some respondents do not follow Gallery Vinna's social media, but still look for information about Gallery Vinna.

Table of Respondents by Age

| Age | Frequency | Percentage |
|-----------|-----------|------------|
| 17-20 y.o | 22 | 14,2% |
| 21-25 y.o | 44 | 28,4% |
| 26-30 y.o | 66 | 42,6% |
| > 30 y.o | 23 | 14,8% |

Table of Respondents by Gender

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Male | 19 | 12,3% |
| Female | 136 | 87,7% |

3.3 Measurement Model Result

At this stage, a measurement is made based on the cross loading value to measure the extent to which a construct is different from empirical and other constructs in the structural model (Hair et al., 2014). Based on the results of data processing, it can be seen that the indicators in this study have a high correlation with their constructs. So it can be concluded that each item has good discriminant validity and is fulfilled.

The following are the results of discriminant validity from the cross loading value between indicators and each item. Based on the estimation results using the SmartPLS software, the following output is obtained. Figure Measurement Model from Testing on SmartPLS.

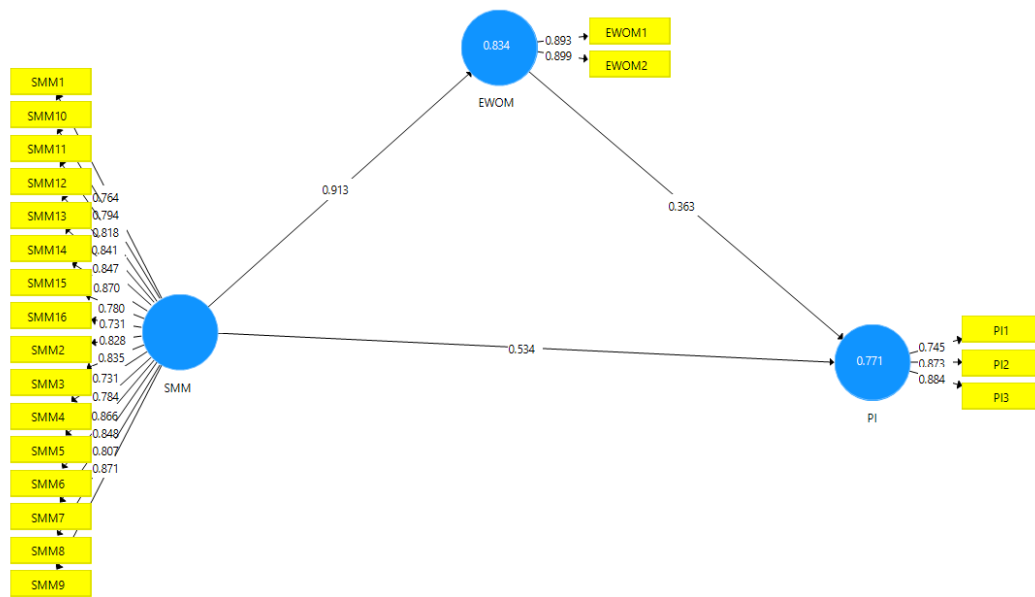


Table of cross loading values for each item

| Item | Social Marketing | Media | Electronic Mouth | Word of | Purchase Intention |
|-------|------------------|-------|------------------|---------|--------------------|
| SMM1 | 0,764 | | 0,699 | | 0,661 |
| SMM2 | 0,828 | | 0,749 | | 0,712 |
| SMM3 | 0,835 | | 0,757 | | 0,736 |
| SMM4 | 0,731 | | 0,650 | | 0,642 |
| SMM5 | 0,784 | | 0,769 | | 0,728 |
| SMM6 | 0,866 | | 0,811 | | 0,750 |
| SMM7 | 0,848 | | 0,772 | | 0,717 |
| SMM8 | 0,807 | | 0,699 | | 0,697 |
| SMM9 | 0,871 | | 0,806 | | 0,759 |
| SMM10 | 0,794 | | 0,678 | | 0,683 |
| SMM11 | 0,818 | | 0,790 | | 0,703 |
| SMM12 | 0,814 | | 0,767 | | 0,751 |
| SMM13 | 0,847 | | 0,735 | | 0,757 |
| SMM14 | 0,870 | | 0,841 | | 0,737 |
| SMM15 | 0,780 | | 0,715 | | 0,644 |
| SMM16 | 0,731 | | 0,624 | | 0,576 |
| EWOM1 | 0,810 | | 0,893 | | 0,750 |
| EWOM2 | 0,827 | | 0,899 | | 0,774 |
| PI1 | 0,601 | | 0,573 | | 0,745 |
| PI2 | 0,763 | | 0,740 | | 0,873 |
| PI3 | 0,791 | | 0,800 | | 0,884 |

The validity test in the SamrtPLS (Hair et al., 2014) software is used to see the results of testing the convergent validity of the research instrument, which in the study used a questionnaire distributed online to respondents. Based on the results of the data that has been obtained, it can be seen that the average variance extracted (AVE) value of all variables in this study is above the value of 0.5, which indicates that all variables in this study can be declared to meet the AVE test criteria because they have a value > 0.5. Then the reliability test can be seen through the Cronbach's Alpha and Composite Realibility values. Where a construct can be said to have a good level of reliability if the Cronbach's alpha value is > 0.6 and the composite reliability value is said to have good reliability if the value is > 0.7. The following table shows that the variables studied have values above the minimum limit.

Validity and reliability test table

| Variabel | Average Extracted (AVE) | Variance | Cronbach's Alpha | Composite Reliability | Description |
|--------------------------|------------------------------------|-----------------|-----------------------------|----------------------------------|--------------------|
| Social Media Marketing | 0.664 | | 0.966 | 0.969 | Valid |
| Electronic Word of Mouth | 0.803 | | 0.755 | 0.891 | Valid |
| Purchase Intention | 0.700 | | 0.784 | 0.874 | Valid |

3.4 Result of the Structure Model

Structural Equation Modeling (SEM) in this study is to assess the correlation between model components. To evaluate the structure model with the coefficient of determination, it can be seen from the R-square value. Where this R-square value can be said to be strong if it is at 0.75 and the R-square value is said to be weak if it is at a value of 0.25. The results of the data obtained, the electronic word of mouth variable has an R-square value of 0.833 where this value can be said to be a strong category. Then for the purchase intention variable, the R-square value is 0.771 and this value can be said to be in the strong category. The results of the R-square test are in the following table.

Table of R-square Test Result Values

| Variable | R-Square | R-Square adjusted |
|--------------------------|-----------------|--------------------------|
| Electronic word of mouth | 0,834 | 0,833 |
| Purchase intention | 0,771 | 0,768 |

3.5 Hypothesis Testing

This test is used to determine the direction of the variable relationship. Based on the test results, it is found that SMM on EWOM has a p-value of 0.000. Then EWOM on PI has a p-value of 0.013, and SMM on PI has a p-value of 0.000. From these results, it is found that each variable has a positive and significant influence between variables because the p-value obtained is at a value of <0.05.

It was said by (Indrawati et al., 2023) who stated that the Tiktok algorithm works to display video recommendations based on the audience. Viewers usually like the beauty of content videos on Tiktok will be shown the same content more often by Tiktok. Tiktok videos about Gallery Vinna have also become a trend, and often appear on many people's Tiktok pages.

IV. CONCLUSION

The findings show that respondents' responses to each variable can be categorized as good. Then social media marketing has a positive and significant effect on e-WOM, then e-WOM has a positive and significant effect on purchase intention, and finally social media marketing can have a significant effect on purchase intention. Based on the results of the data that has been described, it can be concluded that the most influential on purchase intention is social media marketing where social media can provide convenience in communicating directly between sellers and their consumers. There are various variables that have the potential to influence purchasing decisions, so future researchers can consider adding other variables that might affect purchase intention.

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