

CONSUMER PURCHASE INTEREST BASED ON SOCIAL, ELECTRONIC WORD OF MOUTH AND IMAGE

MINAT BELI KONSUMEN BERDASARKAN SOSIAL, PROMOSI DARI MULUT KE MULUT DAN CITRA

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ABSTRACT

This study examines social media, electronic word of mouth (eWOM) and brand image both simultaneously and partially on consumer buying interest. The sampling technique used non probability sampling technique with purposive sampling method. The research sample was 100 respondents using the Lemeshow formula. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique uses descriptive verification analysis, validity and reliability tests, multiple linear tests and classical assumption tests. The results showed that both simultaneously and partially there was a positive and significant effect of social media, electronic word of mouth (eWOM), and brand image on purchase intention.

Keywords: Purchase Interest; Brand Image; Electronic Word of Mouth (eWOM); Social Media.

ABSTRAK

Penelitian ini menguji media sosial, electronic word of mouth (eWOM) dan citra merek baik secara simultan maupun parsial terhadap minat beli konsumen. Teknik pengambilan sampel menggunakan teknik non probability sampling dengan metode purposive sampling. Sampel penelitian sebanyak 100 responden dengan menggunakan rumus Lemeshow. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data menggunakan analisis deskriptif verifikatif, uji validitas dan reliabilitas, uji linier berganda dan uji asumsi klasik. Hasil penelitian menunjukkan bahwa baik secara simultan maupun parsial terdapat pengaruh positif dan signifikan dari media sosial, electronic word of mouth (eWOM), dan citra merek terhadap minat beli.

Kata kunci: Minat Beli; Citra Merek; Electronic Word of Mouth (eWOM); Media Sosial.

INTRODUCTION

Instant noodles are a popular fast food in the world. The price of instant noodles is very easy to get, because almost all minimarkets and even supermarkets sell instant noodle brands. Based on the World Instant Noodles Association (2023), Indonesia is the second largest instant noodle consuming country in the world after China. Although the total global

instant noodle consumption in 2023 decreased from the previous year by 0.81%, in Indonesia itself the total noodle continues to increase by 9.57% compared to the previous year (<https://databoks.katadata.co.id/>,2024).

This increase is an opportunity for business actors to compete in increasing purchasing interest so that it has an impact on purchasing decisions. Purchasing interest is the tendency or desire of consumers to buy

product or service in the future (Wibisono et al., 2021). Consumer purchasing interest is generated through information searches, including social media. Social media serves as a platform that enhances user collaboration and activity. Thus, social media functions as an online facilitator that fortifies user relationships and social connections (Ningsih & Suginam, 2024). Furthermore, electronic word of mouth (eWOM) significantly impacts consumer purchasing interest. define Electronic Word of Mouth (eWOM). Muhammad et al., (2021) as information sent electronically, such as via email, online forums, blogs, or social media, which contains opinions, experiences, or information about product or service. In addition to social media, eWOM, purchasing interest is also influenced by brand image. According to Kotler and Keller (2019) brand image is the consumer's perception of brand as a reflection of the associations in the consumer's mind. This opinion is in accordance with the results of research conducted by Yani et al., (2022), (Pratiwi & Pandjaitan (2023), Muhammad et al., (2021), Meisye & Hid (2023). The results of the study showed that social media marketing, electronic word of mouth and brand image have a positive and significant effect on consumer purchasing interest. However, conflicting results were obtained from Utami et al., (2021), Muhammad Edy Supriyadi & Sumadi (2022), Muhammad Edy Supriyadi (2023) who stated the opposite.

The importance of social media variables, eWOM and brand image to increase purchasing interest, therefore business actors must have a commitment so that it is expected to have an impact on consumer purchasing decisions. One of the business actors who has this commitment is Ramen Ramie. Ramen Ramie is located in Kemanggisan, West Jakarta, which provides various variations of ramen dishes. For Ramen Ramie, measuring the success of purchasing interest can be seen from the achievement of revenue targets. According

to the company, the average achievement of the 2023 target is 96%. The ineffective utilization of promotional media, including social media, eWOM, and brand image, is believed to hinder success. Preliminary survey findings indicate that consumers rate social media, eWOM, and brand image suboptimally. This raises the inquiry of whether purchasing interest is affected both simultaneously and individually by these variables. The aim of this study is to evaluate the enhancement of purchasing interest influenced by social media, eWOM, and brand image variables.

MATERIALS AND METHODS

Purchase Interest

Purchase interest is the tendency or desire of consumers to buy a product or service in the future (Wibisono et al., 2021). While the indicators are attention, interest, desire to try, and confidence to buy (Wibisono et al., 2021).

Social Media

Social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond (Ningsih & Suginam, 2024). The indicators according to (Ningsih & Suginam, 2024) are as follows: the existence of interesting and entertaining content, interaction between consumers and sellers, interaction between consumers and consumers, ease of communicating information to the public, and the level of trust in social media

Electronic Word of Mouth (eWOM)

According to (Muhammad et al., 2021) defines Electronic Word of Mouth (eWOM) as information sent electronically, such as via email, online forums, blogs, or social media, which contains opinions, experiences, or information about a product or service. eWOM has 7 indicators according to Muhammad et al., (2021) including: platform assistance, expressions

of dissatisfaction, caring for other consumers, expressions of satisfaction, economic benefits or rewards, helping the company, and the desire to seek other people's opinions

Brand Image

According to (Kotler & Keller, 2019) brand image is a consumer's perception of a brand as a reflection of the associations in the consumer's mind. Indicators of brand image include: already recognizing a brand, a trusted brand, the quality of a brand, giving a sense of pleasure, giving a positive impression, being known by people, and a reasonable and affordable price (Kotler & Keller, 2019).

The results of research conducted by (Yani et al., 2022); (Pratiwi & Pandjaitan, 2023) ; (Muhammad et al., 2021); (Meisye & Hid, 2023) The results of the study showed that social media marketing, electronic word of mouth and brand image have a positive and significant effect on consumer purchasing interest. However, conflicting results were obtained from (Utami et al., 2021); (Muhammad Edy Supriyadi & Sumadi, 2022); who stated the opposite. Therefore, further research is needed regarding social media, electronic word of mouth (eWOM), and brand image on purchasing interest.

Framework of Thought

The framework of thought in this research can be seen in the following image

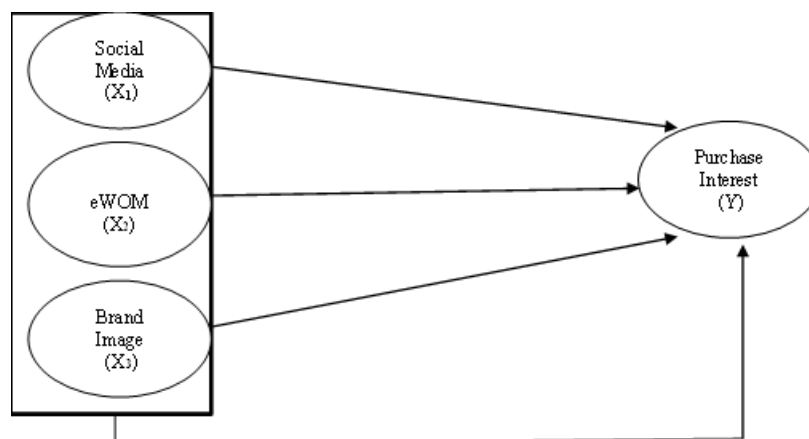


Figure 1. Questionnaire Recapitulation Graph

RESEARCH METHODS

The object of this study is social media, electronic word of mouth (eWOM), and brand image. The form of research used is descriptive and verification methods. Sugiyono (2019) explains that descriptive research is conducted to determine the existence of independent variables, either only in one variable or more without making a comparison of the variables themselves and looking for relationships with other variables. While verification can be interpreted as research conducted on a certain population or sample with the aim of testing the hypothesis that has been set by Sugiyono (2018). The population in this study were consumers of Ramen Ramie. The determination of the sample used is the probability sampling technique with a purposive sampling procedure. This sample determination technique uses the Lamenshow Sugiyono formula (2019). The number of samples is 100 people with the criteria 1) have made a purchase at least 1 time and 2) are over 17 years old. The sampling error rate is 10%. This study uses primary data obtained from questionnaires or answers. Before being distributed, the questionnaire was tested using validity and reliability tests. Data analysis used multiple linear regression with classical assumption tests, with hypothesis tests, F tests and t tests.

RESEARCH RESULTS AND DISCUSSION

The characteristics of Ramen Ramie consumers are mostly female (53%), aged 17 to 25 years (71%), highest education is high school (56%), student or college student occupation (44%), income 0 to Rp. 500,000 (30%), frequency of purchases made 1 to 3 times (55%), often visit at 12.00 WIB to 17.00 WIB (36%), including active Instagram followers (99%), and the average consumer has seen Ramen Ramie advertisements (78%), and the types of food and additional toppings that

are often ordered are Curry Beef Katsu (25%) and Gyoza (31%).

Multiple Linear Regression Analysis

The form of the equation in this study is calculated using multiple linear regression analysis. The equation shows the influence of social media, electronic word of mouth (eWOM), and brand image on purchase interest. The calculation results were obtained using the help of IBM SPSS 25, so the results of the multiple linear regression analysis can be seen as follows:

Table 1. Recapitulation Results of Social Media Calculations, Electronic Word Of Mouth (eWOM), and Brand Image on Purchase Interest

Model	Unstandardized		Standardize	t	Sig.
	Coefficients		d		
	B	Std. Error	Beta		
(Constant)	3,778	2,367		1,596	,114
Media Sosial (X ₁)	,264	,113	,246	2,337	,021
e-WOM (X ₂)	,240	,092	,241	2,597	,011
Citra Merek (X ₃)	,392	,114	,369	3,455	,001
t-tabel	1,984				
F-hitung	45,938				
Sig	0,200				
F tabel	2,70				
R	,768				
R ²	,589				
Adjusted R ²	,577				
Alpha (α)	5%				

Source: Processed Data, 2024

Based on Table 1, the multiple linear regression formula is as follows:

$$Y = 3,778 + 0,264X_1 + 0,240X_2 + 0,392X_3 + \epsilon$$

Based on the test results, all independent variables are proven positive in the regression equation. This means that the social media regression coefficient

(X₁) = 0.264 is positive, this shows that every increase in social media will be followed by an increase in competitive interest (Y) assuming the eWOM variable (X₂) and the brand image variable (X₃) remain constant, while the eWOM regression coefficient (X₂) = 0.240 is positive, this shows that every increase in e-WOM will be followed by an increase in purchasing interest (Y) assuming the social media variable

(X₁) and the brand image variable (X₃) remain constant. The brand image regression coefficient (X₃) = 0.392 is positive, this shows that every increase in brand image will be followed by an increase in purchasing interest (Y) assuming the social media variable (X₁) and the eWOM variable (X₂) remain constant.

The results of the Correlation Coefficient analysis show that R has a value of 0.768, which indicates that the correlation between the independent variable and the dependent variable has a strong correlation, meaning that when the independent variable increases, it will be followed by an increase in the value of the dependent variable (Sugiyono, 2019). This statement illustrates that if social media (X₁), electronic word of mouth (eWOM) (X₂), and brand image (X₃) increase, it will have a

positive influence on the purchasing interest (Y) of Ramen Ramie Kemanggisan consumers.

The calculation results show that the R square value is 0.589 or 59%. This shows that the percentage contribution of the influence of social media variables (X_1), eWOM (X_2), brand image (X_3) on the purchase interest variable (Y) is 59% while the remaining 41% is the contribution of other variables that were not studied (trust variables, location variables, cultural variables, and risk variables).

The Influence of Social Media, Electronic Word Of Mouth (eWOM), and Brand Image on Purchase Interest

This test was conducted to determine the simultaneous influence of social media variables (X_1), electronic word of mouth (eWOM) (X_2), and brand image (X_3) on the purchase interest variable (Y). Based on the test results, it is known that F count is 45.938 and F table for $\alpha = 0.05$ through the probability level (df-nk) or $100-3-1 = 96$ by looking at the effects of the probability level, the F table value is 2.706 which shows that F count is greater than F table shows that ($52.389 > 2.706$) then it can be concluded that H_0 is rejected and H_a is accepted which means that social media (X_1), eWOM (X_2), brand image (X_3) have a positive and significant effect simultaneously on purchase interest (Y).

The Influence of Social Media on Purchase Interest

Based on the results of testing social media on purchasing interest, the t-value obtained for the social media variable is 2.337. This result is greater than the t-table value of 1.984 ($2.337 > 1.984$) with a significant value of 0.021 which is smaller than 0.05 ($0.021 < 0.05$). So it can be stated that H_a is accepted and H_0 is rejected, which means that partially social media has a positive and significant effect on purchasing interest. This is also supported by research conducted by Nur, et al. (2024), and Johan, et al. (2022) which states that social media has a positive and significant effect on purchasing interest.

The Influence of Electronic Word Of Mouth (e-WOM) on Purchase Interest

Based on the results of the electronic word of mouth (eWOM) test on purchase interest, the calculated t value for the electronic word of mouth (eWOM) variable was 2.597. This result

is greater than the t-table value of 1.984 ($2.597 > 1.984$) with a significant value of 0.011, which is smaller than 0.05 ($0.011 < 0.05$). So it can be stated that H_a is accepted and H_0 is rejected, which means that partially electronic word of mouth (eWOM) has a positive and significant effect on purchase interest. This is also supported by research conducted by Pandelaki, et al. (2023), Astuti and Kurnia (2020), which states that electronic word of mouth (eWOM) has a positive and significant effect on purchase interest.

The Influence of Brand Image on Purchase Interest

Based on the results of testing brand image on purchase interest, the t-value obtained for the social media variable is 3.455. This result is greater than the t-table value of 1.984 ($3.455 > 1.984$) with a significant value of 0.001 which is less than 0.05 ($0.001 < 0.05$). So it can be stated that H_a is accepted and H_0 is rejected, which means that partially brand image has a positive and significant effect on purchase interest. This is also supported by research conducted by Reza, et al. (2024), Saputro, and Irawati (2023) which states that brand image has a positive and significant effect on purchase interest.

CONCLUSION AND IMPLICATIONS

Based on the results of the research that have been obtained, the following conclusions can be drawn:

1. Based on the responses of Ramen Ramie consumers to the variables of social media, electronic word of mouth (e-WOM), and brand image, it can be concluded that:
 - a. Social media on Ramen Ramie based on indicators of interesting and entertaining content, interaction between consumers and sellers. Interaction between consumers and consumers, ease of communicating information to the public, and level of trust in social media. The average is included in the agree category, with the highest score being on the statement of liking the ease of getting information related to

- Ramen Ramie from other users on social media (Instagram and TikTok).
- b. Electronic word of mouth (eWOM) on Ramen Ramie based on the platform assistance indicators, venting negative feelings, concern for other consumers, extraversion/positive self-enhancement, economic incentives, helping the company, and advice seeking are included in the high category. With the highest score in the statement being able to easily get information about the advantages of Ramen Ramie obtained through reviews and comments on social media (Instagram, TikTok, and Google Maps).
 - c. Brand image of Ramen Ramie based on indicators already recognize a brand, trusted brand, quality of a brand, gives a sense of pleasure, gives a positive impression, is known by people, reasonable and affordable price. The average is included in the agree category, with the highest score being on the statement of trust in Ramen Ramie because the taste is delicious.
 - d. Purchase interest in Ramen Ramie based on the indicators of attention, interest, desire, and action is in the high category. With the highest score on the statement of desire and interest to find out more about Ramen Ramie products after watching advertisements on social media platforms (Instagram and Tiktok)
2. The influence of social media, electronic word of mouth (eWOM), and brand image simultaneously have a positive and significant influence on purchasing interest in Ramen Ramie Kemanggisan.
 3. Based on partial testing, it is concluded as follows:

- a. Social media has a positive and significant influence on consumer purchasing interest in Ramen Ramie.
- b. electronic word of mouth (eWOM) has a positive and significant influence on consumer purchasing interest in Ramen Ramie.
- c. Brand image has a positive and significant influence on consumer purchasing interest in Ramen Ramie.

Implications

The implications of this study are to enrich empirical evidence related to the role of social media, electronic word of mouth (eWOM), and brand image in influencing consumer interest in buying Ramen Ramie, and can be a stepping stone for the Company to improve product marketing in the future.

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