

The Influence of Electronic Word of Mouth on Purchasing Decisions with Attractive Streamers as a Moderating Variable

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ABSTRACT

Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori yang memiliki misi untuk menciptakan hipotesis baru, memodifikasi hipotesis, dan membuktikan hipotesis dengan mengandalkan penelitian-penelitian sebelumnya. Data yang digunakan dalam penelitian ini adalah data sekunder yang diperoleh dari berbagai sumber yang kredibel, seperti buku, artikel ilmiah, majalah, dan sebagainya. Hasil dalam artikel ini menunjukkan bahwa variabel Electronic Word of Mouth dapat memiliki hubungan yang positif dan pengaruh yang signifikan terhadap Keputusan Pembelian. Hal ini dikarenakan P-Values pada tabel bernilai positif dan berada di bawah taraf signifikansi 0,05 yaitu 0,012. Hasil ini sejalan dengan beberapa penelitian sebelumnya yaitu penelitian (I Gusti dkk. 2022); (Triwisnu Ronoprasetyo 2018) & (Alrwashdeh 2019). Hasil ini menunjukkan bahwa peningkatan Electronic Word of Mouth yang dilakukan perusahaan dapat meningkatkan pangsa pasar produk, meningkatkan pengakuan publik, dan pada akhirnya meningkatkan jumlah konsumen yang melakukan keputusan pembelian. Selanjutnya, variabel Attractive Streamer juga dapat memoderasi pengaruh variabel Electronic Word of Mouth terhadap Keputusan Pembelian karena nilai P-nya positif dan berada di bawah tingkat signifikansi 0,05, yaitu 0,000.

This research is a quantitative study with an explanatory approach that has the mission to create new hypotheses, modify hypotheses, and prove hypotheses by relying on previous studies. The data used in this study is secondary data obtained from various credible sources, such as books, scientific articles, magazines, and so on. The result in this article show that the Electronic Word of Mouth variable can have a positive relationship and a significant influence on Purchasing Decisions. This is because the P-Values in the table are positive and below the 0.05 significance level, namely 0.012. These results are in line with several previous studies, namely the research of (I Gusti et al. 2022); (Triwisnu Ronoprasetyo 2018) & (Alrwashdeh 2019). These results mean that better Electronic Word of Mouth by a company can increase the product's market share, increase public recognition, and ultimately increase the number of consumers who make purchasing decisions. In the next row, the Attractive Streamer variable can also moderate the influence of the Electronic Word of Mouth variable on Purchasing Decisions because the P-Values are positive and below the 0.05 significance level, namely 0.000.



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INTRODUCTION

According to (Elza 2021), a decision is a selection of two or more alternative choices. In other words, alternative choices must be available to someone when making a decision. A purchasing decision is something related to a consumer's plan to purchase a particular product, as well as how many units of the product are needed in a certain period (Keller 2016). It can be concluded from this definition that a purchasing decision is an alternative choice stage in making a selection. After that, consumers make plans when making a decision to buy a product. Various factors influence consumers in purchasing a product or service, usually consumers always consider quality, price, and product familiarity with the community. (P. T. Kotler 2017) & (P. Kotler 2008) suggest that consumer behavior will determine the decision-making process in their purchases, the process is a problem adjustment approach consisting of five stages carried out by consumers. Below will be further explained the stages of the purchasing decision process, namely: 1) Need recognition: This is the first stage of the buyer decision process, where consumers recognize a problem or need. 2) Information search: This is the stage of the buyer decision process, where consumers want to seek more information. Consumers may only increase their attention or conduct an active information search. 3) Alternative evaluation Is the stage of the buyer decision process, where consumers use information to evaluate alternative brands in a choice set. 4) Purchase decision The buyer's decision about which brand to buy. But there are two factors that can influence purchase intentions and purchase decisions. The first factor is the attitude of others and the second factor is unforeseen circumstantial factors. 5) Post-purchase behavior. The stage of the purchase decision process where consumers take further action after purchase, based on their satisfaction or dissatisfaction.

(Margareth 2017) distinguishes four types of consumer buying behavior based on the level of buyer involvement and the degree of brand differences. The following is an illustration of the types of buying decision making (FERDIAN DWI PUTRA 2021): 1) Complex Buying Decision Making: Complex buying behavior consists of a three-step process. First, the buyer develops beliefs about the product. Second, the buyer forms an attitude about the product. Third, the buyer makes a careful purchase choice. Consumers engage in complex buying behavior when they are highly involved in the purchase and aware of significant differences among brands. Complex buying behavior often occurs when the product is expensive, purchased infrequently, risky, and highly expressive. In this type of consumer, the hierarchy of influence is: beliefs, evaluation, and behavior. Consumers who make their purchases involve decision making (a need arises, search for information and evaluate brands, and then decide to purchase), and the purchase requires high involvement. These two interactions result in a type of complex buying behavior (Complex Decision Making). Consumers become more involved in the buying activity when the product to be purchased is expensive, purchased infrequently, risky, and highly memorable. Consumers typically have little knowledge of product classification and little knowledge of the product itself. For example, someone might buy a personal computer without knowing what features to look for. 2) Discomfort-Reducing Buying Behavior (Brand Loyalty): Sometimes consumers are highly involved in a purchase but see little difference between brands. This high involvement stems from the fact that the purchase is expensive, infrequent, and risky. In this case, the buyer will shop around to learn what's available but will purchase fairly quickly, perhaps because they are highly price-sensitive or convenience-sensitive. The hierarchy of influence for this type of consumer is: behavior. This type of consumer behavior involves repeatedly purchasing a particular brand and is highly involved in the purchasing process. This type of purchasing behavior results in a type of consumer that is brand loyal. For example, consider someone shopping for a rug. Purchasing a rug is an involvement decision because it is expensive and relates to self-identification, but the buyer is likely to believe that rugs of similar price are of similar quality. 3) Limited Decision-Making: Many products are purchased under conditions of low consumer involvement and no significant brand differences. They go to the store and pick a particular brand. If they stick with the same brand, it is out of habit, not strong brand loyalty. There is ample evidence that consumers have low involvement in the purchase of most low-cost, frequently purchased products. The hierarchy of influence for this type of consumer is belief, behavior, and evaluation. This type of consumer makes purchases through decision-making, and the consumer feels little involvement in the purchase process. This type of buying behavior results in a limited decision-making type of consumer behavior. This type of consumer will look for a store that offers low prices,

large quantities, coupons, free samples, and advertises product features as a basis or reason for consumers to try something new. 4) Inertia: Some buying situations are characterized by low consumer involvement but significant brand differences. In such situations, consumers often switch brands. The hierarchy of influence for this type of consumer is belief, then behavior. These consumers don't evaluate, so they purchase a brand based solely on habit, and they lack involvement at the time of purchase. This behavior results in inertia-type consumer behavior. For example, consider the purchase of salt. Consumers have little involvement in purchasing this type of product. They go to the store and immediately choose a brand. If they choose the same brand, say, Morton salt, it's because of habit, not brand loyalty. However, there's ample evidence that consumers don't engage in in-depth decision-making when purchasing something inexpensive or a product they've already purchased frequently (Adawiyah 2018) & (Nuryanti et al. 2023).

Based on the explanation above, researchers believe that purchasing decisions can be influenced by electronic word of mouth. Electronic word of mouth is the main informal communication channel for consumers. This influences consumers' short-term and long-term decisions to purchase a product. Thus, word of mouth plays an important role in consumer behavior. Word of mouth can influence several conditions such as awareness, perception, attitude, intention, and behavior. This explains that word of mouth communication can influence several types of conditions, namely awareness, expectations, perceptions, attitudes, desires to act, and behavior. The behavior referred to here is consumer behavior in making purchasing decisions that begin with consumer interest in a product or service (Eriza, 2017). There are a number of previous (I Gusti et al. 2022); (Triwisnu Ronoprasetyo 2018) & (Alrwashdeh 2019). In contrast to the research (I Gusti et al. 2022); (Triwisnu Ronoprasetyo 2018) & (Alrwashdeh 2019), this article adds the Streamer Artakctive variable as a moderating variable which is believed to strengthen the influence of Electronic-Word Of Mouth on Purchasing Decisions.

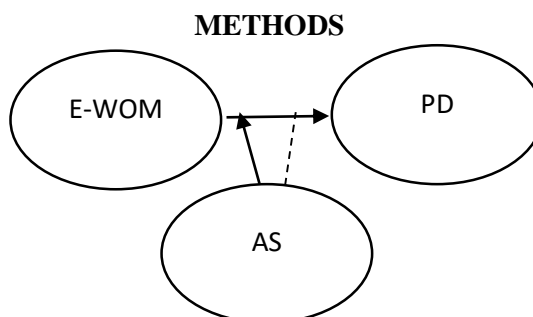


Figure 1. Model

Noted:

E-WOM: Electronic Word Of Mouth

PD: Purchasing Decisions

AS: Attractive Streamers

The first figure above shows that this article has the aim and objective to analyze the influence of the Electronic Word of Mouth variable on the Purchase Decision variable, moderated by the Attractive Streamer variable. The aim and objective of this study are in line with a number of previous studies, namely (I Gusti et al. 2022); (Triwisnu Ronoprasetyo 2018) & (Alrwashdeh 2019). The only difference lies in the addition of a moderating variable that the researcher believes can strengthen the influence of the Independent variable on the dependent variable (Sugiyono 2019). The Independent variable is the Electronic Word of Mouth variable, the Dependent variable is the Purchase Decision, and the Moderating variable is the Attractive Streamer (Jonathan Sarwono 2016). This research is a quantitative study with an explanatory approach that has the mission to create new hypotheses, modify hypotheses, and prove hypotheses by relying on previous studies (Oktavianti, Priharsari, and Purnomo 2023). The data used in this study is secondary data obtained from various credible sources, such as books, scientific articles, magazines, and so on (Rozi 2018). The data obtained was analyzed using the PLS 4.0 analysis tool, with the following hypothesis in mind.

Hypothesis:

H1: The Influence of Electronic Word Of Mouth on Purchasing Decisions

H2: Atractive Streamers Can Moderates The Influence of Electronic Word Of Mouth on Purchasing Decisions

RESULT AND DISCUSSION

Background Analysis

According to (Elza 2021), a decision is a selection of two or more alternative choices. In other words, alternative choices must be available to someone when making a decision. A purchasing decision is something related to a consumer's plan to purchase a particular product, as well as how many units of the product are needed in a certain period (Keller 2016). It can be concluded from this definition that a purchasing decision is an alternative choice stage in making a selection. After that, consumers make plans when making a decision to buy a product. Various factors influence consumers in purchasing a product or service, usually consumers always consider quality, price, and product familiarity with the community. (P. T. Kotler 2017) & (P. Kotler 2008) suggest that consumer behavior will determine the decision-making process in their purchases, the process is a problem adjustment approach consisting of five stages carried out by consumers. Below will be further explained the stages of the purchasing decision process, namely: 1) Need recognition: This is the first stage of the buyer decision process, where consumers recognize a problem or need. 2) Information search: This is the stage of the buyer decision process, where consumers want to seek more information. Consumers may only increase their attention or conduct an active information search. 3) Alternative evaluation Is the stage of the buyer decision process, where consumers use information to evaluate alternative brands in a choice set. 4) Purchase decision The buyer's decision about which brand to buy. But there are two factors that can influence purchase intentions and purchase decisions. The first factor is the attitude of others and the second factor is unforeseen circumstantial factors. 5) Post-purchase behavior. The stage of the purchase decision process where consumers take further action after purchase, based on their satisfaction or dissatisfaction.

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Validity Test

The first step was to open the door to data obtained by the researcher from 235 Mandala Finance employees across Indonesia. The data obtained was considered valid if the loading factor value for each question was above the minimum value of 0.70. Based on this, the validity test values in this article can be concluded as follows (Ghozali 2016):

Table 1. Validity Test

Variable	Question Item	Loading Factor
Electronic Word Of Mouth (X)	Electronics can increase customer interest in a product	0.896
	Electronic Word of Mouth can influence Purchasing Decisions	0.918
	Electronic Word of Mouth can increase customer curiosity about the product being marketed	0.899
	Electronic Word of Mouth can expand a product's market share	0.925
Purchasing Decisions (Y)	Purchasing Decisions can be influenced by Electronic Word of Mouth	0.944
	Purchasing Decisions can be influenced by a larger product market share	0.965
	Purchasing Decisions can be influenced by a wider customer curiosity	0.978
	Purchasing Decisions can be influenced by the increasing number of customers who recognize the product	0.983
Attractive Streamers (Z)	Attractive Streamers can influence Electronic Word of Mouth	0.992
	Attractive Streamers can influence Purchasing Decisions	0.989

Valid > 0.70

Reliability Test

The next stage is the reliability test, which is the second step after the researcher successfully passes the validity test. Based on the results of the first validity test table above, each question in this study has been tested for validity and the results are declared valid. The next stage is the reliability test. The following reliability test results are presented in this article (Sarstedt et al. 2014).

Table 2. Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Electronic Word Of Mouth	0.952	0.915	Reliable
Purchasing Decisions	0.978	0.925	Reliable
Attractive Streamer	0.996	0.945	Reliable

Reliable > 0.70

Path Coefisien

The third stage, and the gateway to determining whether the hypothesis used in this article can be proven or not, is the Path Coefficient stage. This stage can be passed after the researcher has passed the validity and reliability tests. The results of the two reliability test tables above indicate that the Electronic Word of Mouth, Purchase Decision, and Streamer Attractive variables are reliable because the Composite Reliability and Cronbach's Alpha values for each are above the minimum value of 0.70. To understand this, the Path Coefficient results in this article are as follows (Hair 2010):

Table 3. Path Coefisien

	Variable	P-Values	Noted
Direct Influence	E-WOM->PD	0.012	Accepted
Indirect Influence	AS* E-WOM->PD	0.000	Accepted

Significant Level < 0.05

The third table above shows that the Electronic Word of Mouth variable can have a positive relationship and a significant influence on Purchasing Decisions. This is because the P-Values in the table are positive and below the 0.05 significance level, namely 0.012. These results are in line with several previous studies, namely the research of (I Gusti et al. 2022); (Triwisnu Ronoprasetyo 2018) & (Alrwashdeh 2019). These results mean that better Electronic Word of Mouth by a company can increase the product's market share, increase public recognition, and ultimately increase the number of consumers who make purchasing decisions. In the next row, the Attractive Streamer variable can also moderate the influence of the Electronic Word of Mouth variable on Purchasing Decisions because the P-Values are positive and below the 0.05 significance level, namely 0.000. Thus, it can be concluded that the first and second hypotheses in this article can be accepted and proven.

CONCLUSION

The third table above shows that the Electronic Word of Mouth variable can have a positive relationship and a significant influence on Purchasing Decisions. This is because the P-Values in the table are positive and below the 0.05 significance level, namely 0.012. These results are in line with several previous studies, namely the research of (I Gusti et al. 2022); (Triwisnu Ronoprasetyo 2018) & (Alrwashdeh 2019). These results mean that better Electronic Word of Mouth by a company can increase the product's market share, increase public recognition, and ultimately increase the number of consumers who make purchasing decisions. In the next row, the Attractive Streamer variable can also moderate the influence of the Electronic Word of Mouth variable on Purchasing Decisions because the P-Values are positive and below the 0.05 significance level, namely 0.000. Thus, it can be concluded that the first and second hypotheses in this article can be accepted and proven.

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