

Brand Commitment Analysis in Improving Electronic Word of Mouth

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ABSTRACT

This study aims to determine the effect of brand commitment on electronic word of mouth on music streaming application users in Indonesia. The research method used is quantitative with as many as 400 respondents who use streaming music applications. The data analysis technique uses path analysis. The results showed that brand commitment had an effect on electronic word of mouth. The dimension of continuance commitment in brand commitment gives the greatest contribution to electronic word of mouth.

Keywords: Brand Commitment, Electronic Word of Mouth, eWOM, Streaming Music App

1. INTRODUCTION

Good marketing will have a good impact on the company [1]. When customers buy products online, customers are always required to write reviews and that's when the role of word of mouth (WOM) is used [2]. Not a few marketers have a skeptical view and look down on this WOM promotion because often this promotion requires opinion leaders who are difficult to find [2]. In addition, word of mouth (WOM) tends to be more difficult to control. Word of mouth (WOM) can be more effective than advertising. WOM is a promotional activity whose level of control by marketers is very low [3]. Every company is interested in using the concept of WOM promotion but does not improve its quality so that public reviews are not good, therefore WOM can be a boomerang for companies [4].

In the current digitalization era, WOM has changed its name to eWOM (Electronic Word Of Mouth) if the communication is done on social media or the internet [5]. As technology develops, the influence of consumer communication is accelerated through the internet [6]. eWOM is a positive or negative statement made by potential, actual, or former consumers about a product or company via the internet [7]. Social networks, such as Instagram, Twitter, and Facebook, are becoming an important force in both business-to-consumer marketing and business-to-business marketing [8].

eWOM has been studied in various industries such as manufacturing and online transportation [9][10]; platforms [11]; tourism (TripAdvisor app) [12]; e-commerce [13]; services [14] and streaming music [15]. The music streaming industry is greatly affected by the rapid developments in the field of information technology which has resulted in the way people listen to music experiencing significant changes because the current digital generation prefers to listen to music online through their digital devices [15].

The competition for music streaming media in Indonesia continues to increase, with billions of users worldwide enjoying music streaming services on various applications [16]. Many companies engaged in the music streaming media industry are starting to penetrate the Asian market, especially in Indonesia. The emergence of music streaming has brought many changes as well as becoming a new medium in the development of technology in the field of music [16].

Table 1 Playstore Ratings for Music Streaming Applications for 2018 – 2020, where the Spotify, Joox, Soundcloud, Langit Musik, and Google play music applications are the most popular applications in Indonesia, these music streaming applications have different ratings based on the accumulation of users who wrote reviews on them. This shows that the rating on the Play Store is taken into consideration by the community

in downloading the desired application because people do not want to take risks with poor application performance.

Table 1. Rating of Music Streaming Application Playstore in 2018 - 2020

APPLICATION	2018	2019	2020
SOUNDCLOUD	4,6	4,6	4,5
SPOTIFY	4,5	4,5	4,5
JOOX	4,3	4,4	4,4
LANGITMUSIK	4,1	4,2	4,2
GOOGLE PLAY MUSIC	4,0	4,1	4,1

Source: data was adopted from Google Playstore on January 31, 2020, at 08.22 am

People, in general, do not want to take the risk of downloading applications with poor application performance, so users will also see application reviews to see other users' experiences with the application. The application rating will decrease if it has many shortcomings and the impact of application users gives a small rating. Good reviews are common in the industry and are valued as a reward for satisfied users for the quality of the application. But bad reviews will be the focus of users in the decision to download the application because users can measure what other users' complaints are potentially also experienced when using the application [17]. A bad review will also have an impact on the image of the application because from the bad review the user will judge the quality of the application as good or bad. Table 2 shows what bad reviews are in the music streaming application on the Playstore, all applications have shortcomings and bad reviews, every bad review will be used as a lesson for updating the application to be even better. However, every application update has a new bad review [17].

Table 2. Bad Reviews of Music Streaming Applications on Playstore

NO.	APPLICATION	REVIEW
1.	SPOTIFY	Song Sometimes Lost (2017) App crash (2018) Only a few songs are available in the free version (2018) There are some features that sometimes don't work (2019)
2.	JOOX	Difficult to access VIP features (2018) The application sometimes restarts when playing songs (2018) The application will deteriorate if it is not updated (2019)
3.	SOUND CLOUD	Connection is sometimes bad when using the app (2017) Application crashes sometimes (2017) Too many ads (2018) Music sometimes won't play or freezes (2018) When updating the application it becomes corrupted (2019)
4.	LANGIT MUSIK	Slow operator service (2017) Songs often can't be played (2017)

NO.	APPLICATION	REVIEW
		Frequent connection interruptions (2018) Slow song update (2019)
5.	GOOGLE PLAY MUSIC	App crashes sometimes (2017) Songs are incomplete and difficult to find songs (2017) Boring look (2018) Songs sometimes disappear from playlist (2019)

Source: data was adopted from [23], on January 31, 2020, at 22:10 pm

Various reviews given by users, the company can respond to bad reviews in the form of solutions for users. The company's response to customer complaints is important because it will positively and negatively affect the eWOM products that will be spread [28]. Only a few music streaming companies in Indonesia are responsive in responding to complaints from users. As described in Table 3 are the results of company responsive research processed through the Playstore.

Table 3. Company Responses to Music Streaming Applications on Playstore

NO.	APPLICATION	REVIEW
1.	SPOTIFY	Not responding to complaints
2.	JOOX	Always respond and provide solutions in dealing with complaints
3.	SOUNDCLOUD	Not responding
4.	LANGITMUSIK	Always respond to both good (thank you) and bad (providing solutions) comments
5.	GOOGLE PLAY MUSIC	Not responding

Source: data was adopted from Google Playstore, on January 31 at 22.31 pm

The above phenomenon, it can be seen that eWOM in music streaming applications is not optimal and is still a problem because the good and bad reviews of the application will have a major impact on the rating given, the customer's decision to download the application depends on the rating and review on the application. In addition, the response rate of application companies when handling complaints also has an impact on application quality and user satisfaction [18]. Low eWOM can also have an impact on many factors including lack of interest in goods/services [19], declining company reputation [20], and decreased customer attention [21].

Based on previous research, several factors that can influence eWOM include user experience [22], behavioral intentions of application users on the internet that encourage users to spread eWOM [18], quality of goods/services [10], brand commitment [23] and brand credibility [24]. Several studies also discuss brand

credibility and brand commitment which have a large effect on positive eWOM [25].

The continuity of purchasing and using applications continuously can be called brand commitment [26]. Users who subscribe continuously will affect the success of the company, therefore the higher the customer's brand commitment, the more successful a company will be [26][27]. Commitment to the application begins with the level of customer confidence in downloading the application. Customer confidence is supported by the level of customer needs, the level of benefits obtained, and the level of customer satisfaction when using the application [28]. The brand commitment of application users supported by the trust will result in the extent of positive eWOM.

Spotify and Joox create premium features for their subscribers so that customers who have subscribed to a premium (paid) subscription tend to use the application more often. Meanwhile, LangitMusik, Google play music, and SoundCloud do not provide premium features but by holding music events, collaborating with other companies or singers, and participating in promoting new songs [18].

Thus, the purpose of this study is to find out how much influence Brand Commitment has on Electronic Word of Mouth on music streaming application users in Indonesia.

2. METHODS

The independent variable in this study is brand commitment (X) and the dependent variable is the electronic word of mouth (Y). This research was conducted from February – to June 2020. The research method is quantitative with an explanatory survey approach. An explanatory survey was conducted to explore the problem situation, namely to get ideas and insights into the problems faced by the management or the researchers [29], as well as a cross-sectional study, because it takes less than one year because a cross-sectional study is a study that can be done where data is collected only once, over a period of days or weeks or months, to answer the research question.

Respondents in this study were reviewers of music streaming application users on Playstore as many as 27,706,739 people on April 24, 2020, at 08.00 pm with a sample of 400 respondents. The data collection techniques used include literature studies, observation, and questionnaires. Technical analysis of the data used to determine the correlation relationship in this study is the technical path analysis (path analysis). Figure 1 Research paradigm

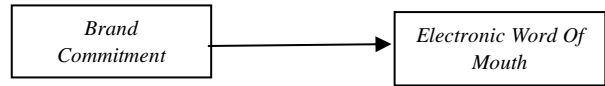


Figure 1 Research paradigm

Statistically, the hypothesis to be tested in order to make a decision to accept or reject the hypothesis can be formulated as follows:

Ho: 0 means that there is no positive effect of brand commitment on electronic word of mouth

Ha: > 0 means that there is a positive influence of brand commitment on electronic word of mouth

3. RESULTS AND DISCUSSION

The normality test was conducted to determine whether the data obtained from the results of the field research were normally distributed or not so that the data could be used or not in the path analysis model. The way to know this can be done through statistical test analysis. The results of the Kolmogrov Smirnov test can be seen in Table 4 as follows:

Table 4. Kolmogrov Smirnov Test

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		<i>Unstandardized Residual</i>
N		400
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	1.89403438
<i>Most Extreme Differences</i>	<i>Absolute</i>	.054
	<i>Positive</i>	.050
	<i>Negative</i>	-.054
<i>Test Statistic</i>		.054
<i>Asymp. Sig. (2-tailed)</i>		.006 ^c

Based on Table 4, it can be seen that the significance value of the normality test of the research data is 0.006. This value is > 0.05 so that the research variable data is declared to have a normal distribution of data. Table 5 Coefficient of Determination of Total X Against Y

Table 5. Coefficient of Determination of Total X Against Y

<i>Model Summary</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	0.724 ^a	0.524	0.523	1.32079
<i>a. Predictors: (Constant), Brand Commitment (X₂)</i>				

Based on table 5, it can be seen that the total coefficient of determination or the effect of the endogenous sub variable partially from brand commitment (X) to electronic word of mouth (Y) is 0.524 or if it is a percentage of 52.4%, it means that the influence of brand commitment (X) on electronic word of mouth (Y) is in the medium category [46]. Table 6

Testing the Effect of Brand Commitment (X) on Electronic Word Of Mouth (Y)

Table 6. Testing the Effect of Brand Commitment (X) on Electronic Word Of Mouth (Y)

Hypothesis	Path Coefficient	t count	t table	Decision
X has a positive effect on Y	0,372	7,140	1,965	HO is not accepted

Based on Table 6, it can be seen that brand commitment got the value of t count (7.140) > t table (1.965), it can be interpreted that brand commitment has a positive effect on electronic word of mouth. This result is in line with several previous studies regarding brand commitment which has a large effect on positive eWOM [25]. Brand commitment is closely related and will be interconnected. Positive eWOM communication is created with satisfied customers with a brand. If the customer is satisfied, the customer will make a commitment to the brand because it is supported by strong brand credibility [30][31].

Thus, electronic word of mouth (eWOM) is an order of interpersonal communication and group communication [20]. eWOM has greater power than advertising or direct selling because the strength of eWOM lies in its ability to provide honest referrals (honest review) [32]. eWOM in marketing is included in the concept of promotion carried out by word of mouth through social media or other electronic media [20].

4. CONCLUSIONS

Based on the results of research that has been done, it shows that the influence of brand commitment on electronic word of mouth on music streaming application users in Indonesia is positive and significant. This means that the assessment of brand commitment according to music streaming application users is considered quite good. Especially on the dimension of continuance commitment or how much customers want to stay subscribed on an ongoing basis in a company/brand. The dimension that has the lowest influence is the dimension of affective commitment or the dimension that describes the emotional bond attached to a customer to identify and involve himself with the company.

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