



The Influence of Electronic Word of Mouth on Twitter Social Media on Emina's Cosmetic Product Purchase Decision

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Abstract. This study aims to determine the effect of Electronic Word of Mouth on Twitter social media on purchasing decisions for Emina cosmetic products. Variable X used is Electronic Word of Mouth and variable Y used is purchasing decision. This research uses explanatory survey research using a quantitative approach. The sample used in this study amounted to 98 respondents who use Emina cosmetic products. The sampling technique used was simple random sampling technique and the data collection technique was using a questionnaire through google forms. The data analysis technique used is instrument test (validity test and reliability test, correlation test, normality test and simple linear regression analysis. The results of this study were tested based on the analysis of the coefficient of determination used to calculate the influence of the independent variable on the dependent variable. From the results of data analysis, the R square result is 0,591, this indicates that 59,1% electronic word of mouth (X) affects purchasing decisions (Y).

Keywords: electronic word of mouth · purchase decision · social media

1 Introduction

Social media is a place to show one's existence, but as a place to get various kinds of information. Along with the development of increasingly sophisticated technology so that the internet provides many ways to interact with one another. In carrying out the communication process there are media/means that help the process of delivering messages. One form of communication is word of mouth, or commonly called word of mouth. Word of mouth is a form of promotion in the form of word-of-mouth recommendations about a product. So, word of mouth is communication made by consumers after making a purchase and telling their experiences after buying a product or service.

Electronic Word of Mouth has a great influence on consumer purchasing decisions because Electronic Word of Mouth has advantages when compared to Word of mouth. According to Christy [1], the internet can create Electronic Word of Mouth opportunities through various online media such as blogs, Facebook, Twitter and so on [1]. The more information that Twitters users want is one factor in the emergence of various kinds of accounts. One of them is Twitter accounts that have an auto base feature, where

each member can send messages or information that will be delivered automatically and anonymously contained in the profile account of the auto base account. Messages sent by anonymous (commonly called senders) will appear on the timeline and can be responded to by followers. One such autobase account is @yourbaeutybase. With the various posts about Emina's cosmetic products on the autobase, it will be possible to make purchasing decisions by several people who have communicated through Electronic Word of Mouth. Here are some posts on Twitter that discuss about Emina's cosmetic products on the @yourbaeutybase account.

1.1 Electronic Word of Mouth

According to Alexandru [2] Word of Mouth (e-WOM) is an informal information exchange process between consumers about a product and service. In this case the consumer is a company that has the power to make decisions in the buying process.

1.2 Purchase Decision

The purchase decision is a consumer's decision about the preference for brands that are in the collection of choices [3]. In other words, the decision is a reaction from several alternative solutions that are carried out consciously by analysing the possibilities of the alternative according to the consequences, because every decision will make a final choice in the form of an action or opinion.

2 Research Objective(s)

The object in this study is the influence of electronic word of mouth on Twitter social media on the purchasing decisions of Emina cosmetic products made on followers of the Twitter account @yourbaeutybase.

3 Conclusion

There have been several studies that examine electronic word of mouth and purchasing decision:

Febriana and Yulianto [4] with the title The Influence of Online Consumer Reviews by Beauty Vloggers on Purchase Decisions (Survey of Students of the Faculty of Administrative Sciences, Brawijaya University Batch 2014/2015 and 2015/2016 Who Purchased and Used Purbasari Matte Lipstick. This research was conducted using the method quantitative research results show that there is a partial effect of the independent variables Attractiveness (X1), Trustworthiness (X2), and Expertise (X3) on Purbasari Matte Lipstick Purchase Decisions (Y). The equation in this study is the same as examining whether or not there is a decision influence purchasing and this research have a different number of targets and respondents.

Novita Sari et al. [5] with the title The Effect of Electronic Word of Mouth on Purchase Decisions at Bukalapak.Com Online Stores. The results of this study are the influence of electronic word of mouth on purchasing decisions at Bukalapak.com. The similarities in this study are the same as discussing the effect of an electronic word of mouth while the difference lies in the object of research.

4 Methodology

The type of research used in this study is an explanatory survey method with a quantitative approach. The method used is because this research focuses on the relationships or influences between research variables.

1. Research Object

The object of this research is the influence of electronic word of mouth on Twitter social media on purchasing decisions for Emina cosmetic products which are carried out on followers of the Twitter account @yourbaeutybase.

2. Research Time

The time used by researchers to carry out this research was six months.

3. Data Collection Method

Data collection is an important thing in research to obtain reliable information, information or facts.

Data collection can be done in various ways.

Research data taken in this study using primary data collection techniques and secondary data as follows:

a. Primary data

Primary data is data received directly from the data source. Primary data used in this study through interviews and questionnaires.

1) Interview

Interview is data collection which is done through question and answer. According to Narimawati [6], the interview is a collection of data through questioning and interviewing between the interviewer (data collector) and the respondent (data source). Interviews were used by researchers to find out things related to the Twitter account @yourbaeutybase through Twitter direct messages.

2) Questionnaire

Questionnaire is a way of collecting data by using a list of questions or statements about a variable that has been compiled based on measurement rules, so as to produce answers that can describe the actual state of the variables. The purposes of using questionnaires in research are: (1) to obtain relevant information in accordance with the research objectives; (b) collect information with high reliability and validity.

The questionnaire in this study consisted of statement items related to electronic word of mouth variables and purchasing decisions. The type of questionnaire used by researchers is to use google forms. The answer items to the statements used in this study consist of; strongly agree, agree, disagree, disagree, and strongly disagree.

5 Results

This research was conducted by distributing questionnaires to 98 respondents who follow the Twitter account @yourbaeutybase with 100% female gender. Vulnerable age of respondents ranging from 15–30 years with the average percentage of respondents are 21–25 years old which is equal to 48%. This questionnaire was distributed to Twitter users and followers of the Twitter account @yourbaeutybase, which is 100%.

According to Cooper in Narimawati [6], explaining the definition of validity is a characteristic of a measure related to the level of measurement of a test instrument (questionnaire) in measuring correctly what the researcher wants to measure. Based on the results of the validity test above, the variables x and y are declared valid because r count $>$ r table (0.2347). r table is obtained from the number of respondents ($df = N - 2$). The number of N in this study is 98 so that the number of df is 96.)

Sugiyono [7] means that reliability is an instrument that is used several times to measure the same object so that it will produce the same data. To test the reliability in this study, the researcher used the Cornbach Alpha formula. Based on the results of the calculations above, all items of the statement of variables x and y are declared reliable because the Cornbach Alpha values are 0,699 and 0,914 where the value is more than 0,6. The results of the t-test in this study show the t-count value of 11,778 $>$ t-table 0,234 with sig. 0,000, which is smaller than 0,005, so that electronic word of mouth on Twitter social media affects the purchasing decision of Emina's cosmetic products. So that the hypothesis in this study is accepted.

The requirements for the simple linear regression test must be valid and reliable and the data obtained must pass the basic assumption test, namely the normality test and linearity test. The basis for decision making in a simple linear regression test can be in two ways obtained from the results of the hypothesis test (t test) the first compares the significant value with a probability value of 0,05 which from the results of research conducted by researchers shows a significant value of 0,000 which value it is smaller than 0,05 which means that the electronic word of mouth variable affects purchasing decisions. Then the second way is to compare the value of t count with t table. If the t count is greater than the t table, it indicates the X variable is effective against the Y variable. In this study, the t count value is 11,778. The data above shows a linear relationship between variable X and variable Y.

6 Discussion

A. Respondent's Description

1. Gender

Based on the gender data above, it shows that the number of research respondents is 98 people or 100% are women who follow the Twitter account @yourbeautybase.

2. Respondent's age

Based on the data above, it was concluded that the age of the respondents in this study was grouped into 3 categories, namely the age of 15 – 20 years, 21 – 25 years and 26 – 30 years. Judging from the age grouping table above, the age group of 21-25 years is the most in the list of respondents, namely 47 respondents with

a percentage of 48%. Meanwhile, the age with the least number of respondents is respondents aged 26-30 years, totalling 7 respondents with a percentage of 7%. And the youngest age group, namely 15-20 years, amounted to 44 respondents with a percentage of 45%. This shows that the age of the respondents is 21-25 years which dominates in this study.

B. Data Validity Test

1. Effectiveness of e-WOM

Validity test is a measurement that shows the validity of an instrument. The instrument can be said to be valid if it can be used to measure what is being measured [7]. Then the results of validity testing are obtained as follows:

Based on the Table 1, the results obtained which state that all e-WOM variables are valid or accurate as many as 7 items because the value of t count > t table (0.2347).

Based on the Table 2, the results obtained which state that all decision variables are valid or accurate as many as 16 items because the value of t count > t table (0.1671).

Table 1. WOM validity test results. Source: Processed by researchers (processed using SPSS 25)

Items	t count	sig	r table	Decision
1	.504**	.000	0.2347	Valid
2	.706**	.000	0.234	Valid
3	.579**	.000	0.2347	Valid
4	.735**	.000	0.2347	Valid
5	.672**	.000	0.2347	Valid
6	.322**	.000	0.2347	Valid
7	.548**	.000	0.2347	Valid

Table 2. Purchase Decision Scale Test Results

Items	t count	sig	t table	Decision
1	.525**	.000	0.2347	Valid
2	.539**	.000	0.2347	Valid
3	.709**	.000	0.2347	Valid
4	.734**	.000	0.2347	Valid
5	.724**	.000	0.2347	Valid
6	.741**	.000	0.2347	Valid
7	.435**	.000	0.2347	Valid
8	.337**	.000	0.2347	Valid

(continued)

Table 2. (continued)

Items	t count	sig	t table	Decision
9	.728**	.000	0.2347	Valid
10	.541**	.000	0.2347	Valid
11	.527**	.000	0.2347	Valid
12	.444**	.000	0.2347	Valid
13	.393**	.000	0.2347	Valid
14	.761**	.000	0.2347	Valid
15	.728**	.000	0.2347	Valid
16	.782**	.000	0.2347	Valid

Source: Processed by researchers (processed using SPSS 25)

C. Data Analysis Test

1. Normality test

Purwanto [8] says that the analysis of normality test data is used to measure whether the data has a normal or abnormal distribution. This study uses the One-Sample Kolmogorov Smirnov Test with a significance level of 0.05 in this study, it can be seen in the following table:

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		98
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.32795351
	Most Extreme Differences	
	Absolute	.072
	Positive	.071
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Processed by researchers
(Processed using SPSS 25)

Based on the calculation above, it shows that the significance value (p) on Asymp. Sig of 0.200 where the value is greater than 0.5 so that the data is said to be normally distributed

2. Simple linear regression test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.173	4.357		2.794	.006
	e-WOM	1.894	.161	.769	11.778	.000

Source: Processed by researchers (processed using SPSS 25)

Based on the output above, it is known that the linear regression equation is as follows:

$$\begin{aligned}
 Y &= a + bX \\
 &= 12,173 + 1,894X
 \end{aligned}$$

From these equations produce the following data:

- a. Then the constant of 12,173 means that the consistent value of the participation variable is 12,173
- b. The regression coefficient of X is 1,894 which states that for every 1% addition, the participation value increases by 1,894. the regression coefficient will be positive, so it is said that X has an effect on Y.

Based on the significance value of the coefficient table, obtained a significance value of 0.000 greater (<) 0.05 (probability) or the t-count value of 11,778 > t table 0,2347, it can be concluded that electronic word of mouth (X) has an effect on purchasing decisions (Y).

Uji Regresi Linear Sederhana

Model		Unstandardized Coefficients		Standardize	t	Sig.
		B	Std. Error	d Coefficients		
1	(Constant)	12.173	4.357		2.794	.006
	e-WOM	1.894	.161	.769	11.778	.000

Source: Processed by researchers
(processed using SPSS 25)

Based on the above calculation, the t-count value is 11,778 > t-table 0,2347 with a significance value of 0,000, which is smaller than 0,005 so that electronic word of mouth on Twitter social media affects purchasing decisions for Emina cosmetic products. So that the hypothesis in this study is accepted.

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7 Conclusion

1. There is an influence between electronic word of mouth on social media Twitter on purchasing decisions for Emina cosmetic product by 59,1%, so the hypothesis in this study is accepted.
2. After conducting research on the effect of electronic word of mouth on purchasing decisions for Emina cosmetic products using the Spearman's Rho method, the dependent variable and the dependent variable have a strong relationship, which is 0,794 and has a linear relationship (unidirectional).
3. The decision to purchase Emina's cosmetic products is also influenced by several other factors apart from posts or reviews on the @yourbaeutybase account. Based on the results of questions given by researchers, some answered that there were other social media that became their reference in finding information about Emina's cosmetic products, such as reviews of beauty vloggers on Youtube.

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