



The Influence of E-WOM (Electronic-Word of Mouth) on Purchase Decision of Big Bananas Products in Makassar

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Abstract. The presence of the internet proves that human civilization is advancing. The accumulation of these advances is the integrity between humans as entities and the internet as a facility that encourages the formation of interaction between humans and other groups mediated by information devices, such as mobile phones, gadgets, and other tools. A shift has also occurred in WOM communication (word of mouth) due to the presence of the internet hence the presence of e-WOM. Consumers can get information and exchange opinions about products and services on social media. The purpose of this study was to determine the effect of e-WOM on Instagram on @Big.bananas product purchase decisions in Makassar City. The population in this study was Followers of the Instagram account @Big.bananas, with a sample of 346 respondents. This study uses the questionnaire method. The instruments used are correlations test, hypothesis test and R2 coefficient test. Data analysis techniques used is multiple linear regression and analyzed using SPSS 26. This study shows that e-WOM through Instagram has a significant effect on purchasing decisions.

Keywords: Instagram, E-WOM, Big Bananas

1 Introduction

The development of marketing from various sectors is experiencing very rapid development and intense competition. In making decisions a marketing strategy requires careful planning and design in order to achieve the goals that are expected to be realized. By using strategic planning companies are able to reach the consumers they target. Every company has several types of variations of strategies that they will run to improve their business, such as offering relatively affordable product prices, discounts on each product, making attractive product packaging designs, marketing products through advertising on various platforms such as social media and choosing strategic product sales locations.

Social media marketing is a form of marketing that is used to create awareness, recognition, memory and even action against a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking [1]. Due to the creation of marketing activities through social media applications, business can be done through more flexible ways, such as marketing products or services online, creating and introducing new businesses at more affordable prices, and also simple [2].

The main factor that makes it effective is the use of communicative words. Fundamental things that make marketing strategies important because every business person encounters many challenges and problems every day, especially in the current digital era. Business people must be able to formulate innovative strategies in marketing their products in order to

survive and be known by potential customers. Marketing communication is an important aspect in the overall marketing mission as well as a determinant of marketing success [3].

Companies can take advantage of the existence of the internet with all the facilities offered. On social media Instagram various features can be used for promotional means for free, by uploading content about the product it will attract potential consumers to see and be able to increase knowledge of the product. There are many factors that can encourage potential consumers to decide to purchase a product. In addition to promotions carried out directly by business actors, but what is interesting is the promotion of word of mouth based on the product experience of a consumer is also able to encourage other potential consumers to consider making a purchase. Conventionally, word of mouth promotion has been common since time immemorial. Currently the existence of the internet provides an advance, sharing experiences of a product / service is also inevitable on the internet, it can even be easier to share information because of the infinite space and time. e-WOM (electronic-Word of Mouth) is a statement that someone shared on the internet based on what he experienced and his shopping experience both positive and negative statements about a product. e-WOM and WOM are similar because they both disseminate information, the difference is only that e-WOM is done on the internet while WOM is done in real life. The next similarity between the two is that they are both able to influence decision making, in this discussion, namely purchasing decisions. Kotler and Armstrong state that there are five stages that consumers go through in the decision-making process, namely as shown in the following picture, namely recognizing needs, searching for information, evaluating alternatives, purchasing decisions and post-purchase behavior [4].

Electronic-word of mouth is believed to be very relevant today, internet users and massive social media platforms have the potential to receive e-WOM from other consumers who will provide information about the price, perceived quality and consumer value provided by the product, so that it can influence purchasing decisions [5]. The ability of e-WOM to positively impact consumers' decision-making is one of its qualities. It is the responsibility of business actors to comprehend what drives customers to willingly disseminate positive word about a product in order to enhance their performance and business strategy. which in the end may promote the positive reactions' dissemination in the e-WOM setting [6]. Social media users provide online meetings with intrinsic motivation aimed at increasing social capital, which is the trust that comes from other users. Whereas, extrinsic motivation aims to get something that is more tangible, such as money or goods. Marketers can provide extrinsic feedback to opinion leaders to provide positive online word of mouth. On the other hand, extrinsic motivation can reduce social capital for the opinion leader. For this reason, opinion leaders must have a balance between intrinsic and extrinsic motivation [7].

Big Bananas is an MSME located in the city of Makassar, in line with its name Big Bananass producing snacks made from processed bananas. Various processed bananas such as, banana roll, banana bites, banana nuggets and so on, successfully stole the attention from the beginning of its appearance in 2017 until now in 2023 it has 16 branches spread across the city of Makassar. In Instagram, Big Bananass has been able to promote its products through social media, one of which is Instagram, until now in August 2023 Big Bananas has had 80.9 thousand Instagram followers with a total of 2,014 uploads. The use of social media as a promotional Medium is also able to distribute promotional content created by Big Bananass to target the public to be achieved. Big Bananas carefully designs the promotional content created, such as creating quiz content to indirectly involve its social media followers in the content created. Furthermore, create trendy series content and contain stories that are loved by the community. In addition, Big Bananass also sells its products digitally through online transportation services such as Grabfood, Gofood and Shopeefood which use a delivery order system so that customers are not required to come to the outlet directly. The presence of this platform also plays a big role in the continuity of business success for MSME

actors, including Big Bananass. Compared to its competitors who also sell products that are almost similar to Kaku Food, Big Bananas is superior based on the number of followers on Instagram and also the number of outlets spread across the city of Makassar.

Based on the description, then in this study formulated the problem that is how the influence of e-WOM (electronic-Word of Mouth) on the decision to purchase products Big Bananas in Makassar. Its purpose is to analyze and the picture of word of mouth communication via the internet influences a person in decision-making based on the reviews obtained.

Testing the effect of e-WoM (electronic-Word of Mouth) on the purchase decision of Big Bananas products in Makassar city using Sor theory. SOR describes the relationship between the three main elements, namely stimulus (stimulus), organism (organism) and response to stimulus (response or effect). The Sor (Stimulus Organism Response) theory was proposed by Hosland in 1953. This theory suggests suggests that communication is the occurrence of action-reaction process. This Model assumes that the words verbal, non-verbal, certain symbols will stimulate others to respond in a certain way [8].

The elements found in this model are (Hosland et al., in [8]) message (Stimulus: S), communicant (Organism: O) and effect/Impact (Response: R). The relevance of the S-O-R model in this study is: Stimulus is a message conveyed through product reviews. The organism in question is the consumer. The response in question is the effect and exposure of the reviews that sat consumers share with other potential consumers. The linkage model SOR (Stimulus, Organism, Response) in this study is: The Stimulus referred to in this study is product information, content and reviews shared on Instagram @Big.bananas, Instagram followers of @Big.bananas The Response in question is a change in the behavior of @Big's Instagram followers.bananas after reading and viewing product information, social media content and Big Bananas product reviews.

Based on the formulation of the problem that has been prepared, the hypothesis in this study is: H1: There is a positive influence of e-WOM (electronic-Word of Mouth) on the purchase decision of Big Bananas products in Makassar.

H0: There is no positive influence between e-WOM (electronic-Word of mouth) on the purchase decision of Big Bananas products in Makassar.

2 Research Methods

This study uses the type of explanatory research with a quantitative approach. Explanatory research is a type of research by providing an explanation regarding the position and relationship of each variable in this study, the test uses hypotheses that have been previously established [9]. The population in this study was followers of the Instagram account @Big.bananass, with a sample of 346 respondents using simple random sampling method. This study uses the questionnaire method as a data collection instrument.

3 Results and Discussion

3.1 Table 1. Correlation test result

Correlations

		EWOM	Purchase decision
EWOM	Pearson Correlation	1	.821**
	Sig. (2-tailed)		.000
	N	346	346

Keputusan Pembelian	Pearson Correlation	.821**	1
	Sig. (2-tailed)	.000	
	N	346	346

** . Correlation is significant at the 0.01 level (2-tailed).

Based on Table 1, it can be concluded that the value of the correlation coefficient of the two variables is 0.821. This means that between the e-WOM (electronic-Word of Mouth) variable and the purchase decision has a strong degree of correlation or relationship. Thus, if there is an increase or decrease in the value of the variable e-WOM (electronic-Word of Mouth) to the perception of respondents, it can lead to changes in the purchase decision variables.

3.2 Table 2. E-WOM (electronic-Word of Mouth) simple regression test results on purchase decisions

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.448	1.191		9.611	.000
EWOM	ss.749	.028	.821	26.700	.000

a. Dependent Variable: Purchasing decision

Based on Table 2. the value of the correlation coefficient of e-WoM (electronic-Word of Mouth) and the purchase decision is positive, so the higher the reviews shared about big bananas products, the higher the purchase decision by potential customers. All forms of informal communication directed at consumers through technology using the internet that relate to the use or quality of goods and services or their sellers. It can be concluded that e-WOM is a form of word of mouth that is carried out using electronics so that everyone or consumers can find out information about a product. Big bananas uses this power to attract potential customers in a good and right way.

3.3 Table 3. Correlation Coefficient Test Results (R2) e-WOM (electronic-Word of Mouth)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.675	.674	3.261

a. Predictors: (Constant), EWOM

Based on Table 3. Obtained correlation value of determination (R Square) is 0.675. The value of 0.675 can be interpreted as the variable e-WOM (electronic-Word of Mouth) influenced the purchase decision by 67.5% means that e-WOM (electronic-Word of Mouth) in general has a positive effect and is able to improve purchasing decisions for Big Bananas products in Makassar, the remaining 32.5% were explained by other factors which may distribute influence for purchasing decisions, such as brand awareness, discount vouchers, discounts, product life cycles and so on.

3.4 Hypothesis testing (t-test)

Based on calculations from Table 2, it is obtained that the t-count variable e-WOM (electronic-Word of Mouth) is 9.611. As for the value of t-table is sought through df (degree of freedom), so obtained $df = n - 1 = 345$. DF acquisition of 345, then if observed through t one tail using 5% significance will be obtained t Table value with a value of 1.976. So it can be said that the value of t-count $9.611 > t$ table 1.976. The result is that H_0 is rejected and H_a is accepted. So that the question of the hypothesis “there is a positive influence of e-WOM (electronic-Word of Mouth) on the purchase decision” is accepted.

Based on Table 2, a significance value of $0.00 < 0.05$ is obtained, then H_0 is rejected and H_a is accepted. So that the variable e-WOM (electronic-Word of Mouth) has a positive influence on purchasing decision variables. The regression coefficient for the variable e-WOM (electronic-Word of Mouth) is 0.749 with a cost value of 11.448. The purpose of this test is to find out influence of independent variables individually in describes the variation of the dependent variable.

Based on the tests that have been done, it was found that the variable e-WOM (electronic-Word of Mouth) has a positive influence on purchasing decisions Big Bananas products in Makassar. This can be proven from the test results which explain that the relationship between the variable e-WOM (electronic-Word of Mouth) with the purchase decision is strong because it has a correlation coefficient value of 0.851, where this value is in the interval value of 0.800 – 1.000. Furthermore, based on the results of the test of determinant coefficient WOM (electronic-Word of Mouth) with a purchase decision that results in a value of R^2 of 0.675 or concentrated to 67.5% means that there are 67.5% of purchase decision variables contribute to the influence of variables e-WOM (electronic-Word of Mouth), while the remaining 32.5% explained by other variables that are not studied in this study. Then obtained the results of testing t, the results obtained Are t count of $9.611 > t$ Table is 1.976.

From these results, it was concluded that H_0 was rejected and H_a was accepted, so that the hypothesis “there is a positive influence between e-WOM (electronic-Word of Mouth) on purchase decisions)” was accepted. Reviews that are shared based on experience or product information from one consumer to another are a stimulus that will trigger the intention to buy a product. The purchase decision does not take place in the absence of a stimulus that influences it. Indirectly, the reviews shared is also included in one of the marketing messages, this will help the business owners to achieve more other potential consumers. e-WoM (electronic-word of mouth) will be very influential there are several things that must be considered in choosing a particular product. The Internet today has been very trusted by the public to do a variety of information that today can be done easily and as part of a large community can be done through the internet and raise awareness of others through electronic word of mouth.

S-O-R (Stimulus Organism Response) theory proposed by Houland emphasis point on the Communication model S-O-R (Stimulus Organism Response) is more emphasis on the message delivered that can foster passion to the recipient of the message (communicant) so that the recipient of the message can quickly receive the message received, then there is a change in behavior based on the previous explanation, it can be concluded that the involvement of Instagram followers @Big.bananass is very instrumental in improving purchasing decisions. Stimulus from one consumer to another consumer (organism) is really able to cause a negative or positive response and it depends on the reviews given. Reviews posted honestly and without any coercion based on experience consumers of these products, able to influence purchase decision. Based on the previous explanation, it can be concluded that the engagement of Instagram followers @Big.bananas are very instrumental in improving purchasing decisions. Stimulus from one consumer to another consumer

(organism) is really able to cause a negative or positive response and it depends on the reviews given.

5 Conclusion

Purchase decisions can be influenced by reviews that are based on customers' experiences with the product and are provided honestly and freely. Marketing communications also subtly include the shared reviews. This enables business players to connect with more prospective customers. The company should provide the widest possible container for consumers to express their experiences with the products purchased or used, in order to be input or reference materials for other prospective customers to consider a brand. This can also have a positive effect if the experience shared is a good thing so as to increase awareness of a brand for wide circles, especially Instagram is a social media with massive users. In order to gather feedback and serve as a resource for other prospective customers, companies ought to offer as many platforms as possible for customers to discuss their experiences with the goods they have bought or used. If the experience shared is pleasant, this can also have a positive effect by raising brand recognition among the general public, especially because Instagram is a popular social media platform.

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