

THE INFLUENCE OF INFLUENCER MARKETING AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE INTENTIONS (A SURVEY OF SEBLAK TEHBETTY FOLLOWERS AT WIDYATAMA UNIVERSITY)

Margaretha Leni Martini¹⁾, Ineuke Puspa Sari²⁾

^{1,2)}Widyatama University, Bandung, Indonesia

Corresponding author: margaretha.leni@widyatama.ac.id

Abstract

This study aims to examine how influencer marketing and electronic word of mouth affect consumer purchase intentions toward Seblak Tehbetty products. The research employs a quantitative methodology utilizing survey techniques. The study implements purposive sampling to select 100 respondents, specifically targeting Widyatama University students who follow Seblak Tehbetty's social media accounts. Multiple linear regression analysis serves as the primary analytical tool for data examination. The findings reveal that simultaneous testing (F-test) demonstrates significant influence of both influencer marketing (X1) and electronic word of mouth (X2) on purchase intention (Y). Individual testing (t-test) confirms that influencer marketing (X1) significantly impacts purchase intention (Y), while electronic word of mouth (X2) also shows significant influence on purchase intention (Y). The determination coefficient indicates that 86.4% of purchase intention variation for Seblak Tehbetty products stems from influencer marketing and electronic word of mouth activities, with the remaining 13.6% attributed to unexamined variables.

Keywords: Influencer marketing, Electronic word of mouth, Purchase intention

INTRODUCTION

Social media platforms represent the most widely consumed internet content, achieving the highest engagement rates among online users. Statistical data indicates that 89.15% of internet users prioritize social media access over alternative internet content categories. The highly competitive landscape of the culinary sector, particularly in ready-to-consume food segments like seblak, compels business owners to implement diverse promotional strategies for their offerings. The food and beverage sector demonstrates intense competitiveness, with market projections estimating \$4.4 trillion value by 2028, suggesting even fiercer competition ahead.

While these projections appear favorable for restaurant proprietors and indicate substantial growth opportunities, there exists a concerning reality: approximately 80% of restaurants cease operations before completing their fifth operational year (Savoreat, 2022).

Social media facilitates diverse information distribution formats, encompassing visual content and video materials. Various video formats populate social media platforms, including video blogs or vlogs. The accessibility of food product information through food vlogger reviews has generated new patterns in consumer purchasing behavior. Food vloggers typically function as marketing influencers due to their active participation in disseminating product information within specialized categories or domains (Olmedilla et al., 2016).

This investigation centers on Seblak Tehbetty, a culinary enterprise owned by food vlogger Betty Augustina. Betty Augustina maintains prominence as a recognized food vlogger across Indonesian TikTok and Instagram platforms, consistently engaging viewers with her video content. Seblak Tehbetty receives promotional support from multiple influencers including Aa' Juju, Felix AK (@anakkuliner), and Imas Fahriaty (@imasfahriaty_), each commanding substantial follower bases.

Given this context, several phenomena emerge as research concerns: Betty Augustina's potential to establish Seblak Tehbetty as Indonesia's pioneering grilled seblak brand may not have achieved expected realization. Seblak Tehbetty's current ratings remain below competitor benchmarks. Additionally, the competitive nature of the culinary industry necessitates extensive promotional efforts from entrepreneurs targeting consumers. Current promotional activities include influencer marketing strategies implemented across TikTok and Instagram platforms, featuring influencer Betty Augustina as Seblak Tehbetty's proprietor. However, the extent to which influencer marketing and electronic word of mouth (e-WoM) influence purchasing interest in Seblak Tehbetty, particularly among Widyatama University students, remains

unclear. Influencer marketing constitutes a promotional strategy leveraging individuals possessing social media influence capabilities to affect opinions, behaviors, and purchasing decisions (Fathurrahman et al., 2021).

E-WoM encompasses communication processes between individuals through electronic platforms including social media, online forums, blogs, and product reviews for sharing experiences, recommendations, and information regarding products, services, or brands (Priambodo & Subyanto, 2017). E-WoM characteristics have demonstrated significant importance in product sales and business revenue generation (Nilashi et al., 2022).

To maintain focused discussion, the researcher formulates specific research questions:

1. What are respondents' perceptions regarding influencer marketing, electronic word of mouth (e-WoM), and purchasing interest among Seblak Tehbetty followers at Widyatama University?
2. Does influencer marketing influence purchasing interest among Seblak Tehbetty followers at Widyatama University?
3. Does electronic word of mouth (e-WoM) influence purchasing interest among Seblak Tehbetty followers at Widyatama University?
4. Do influencer marketing and electronic word of mouth (e-WoM) collectively influence purchasing interest among Seblak Tehbetty followers at Widyatama University?

METHODS

This investigation employs quantitative research methodology. Sugiyono (2019) characterizes quantitative research as grounded in positivist philosophy, utilized for examining specific populations or samples through generally random sampling techniques. Data collection utilizes research instruments, with quantitative/statistical data analysis aimed at testing predetermined hypotheses. Data collection employs research tools with statistical analysis procedures.

The research methodology implements a survey approach by collecting samples from the Seblak Tehbetty follower population using questionnaire instruments. Data acquisition occurs through primary sources (direct information) and secondary sources (previously established sources). The research population encompasses Widyatama University students, while the sample comprises 100 respondents selected using Cochran's formula. The sampling technique employs non-probability sampling with purposive sampling methods. Data analysis utilizes multiple linear regression analysis and hypothesis testing procedures.

RESULTS AND DISCUSSIONS

Analysis of correlation data reveals that the correlation coefficient between influencer marketing (X1) and electronic word of mouth (X2) with Seblak Tehbetty purchase intention (Y) equals 0.929, indicating exceptionally strong relationships as this value falls within the 0.8-1.000 range. To establish the impact of influencer marketing (X1) and electronic word of mouth (X2) on Seblak Tehbetty purchase intention (Y), the multiple correlation coefficient or determination coefficient measures 0.864 or 86.4%. This indicates that Seblak Tehbetty purchase intention is explained by influencer marketing (X1) and electronic word of mouth (X2) variables by 86.4%, while the remaining 13.6% results from unexamined factors. At 5% significance level (α), t-test results demonstrate the following: Statistical t-test calculations show that the calculated t-value (4.793) exceeds the t-table value (1.984), resulting in H_0 rejection and H_a acceptance. This confirms that influencer marketing (X1) and electronic word of mouth (X2) significantly affect purchase intention (Y).

Tabel 4.31 Tabel Uji t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.686	.600		-1.144	.255
	Influencer Marketing	.246	.051	.464	4.793	.000
	E-Word of Mouth	.206	.041	.484	4.993	.000

a. Dependent Variable: Minat Beli

Sumber : Olah Data SPSS (2024)

The analysis indicates an F-calculated value of 307.414 with a significance value of 0.00. Using the F-table value from F-test tables (k ; $n-k$), where $df = n-k$ or $100-3 = 97$, the F-table value equals 2.70. Since the F-calculated value of 307.414 exceeds the F-table value of 2.70 and the significance value of 0.00 remains below 0.05, following Mulyono's guidelines (2018:113), H_0 is rejected and H_a is accepted. This confirms that

influencer marketing and electronic word of mouth variables simultaneously affect the purchase intention variable.

Tabel 4.30 Tabel Uji F Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	328.672	2	164.336	307.414	.000b
	Residual	51.854	97	.535		
	Total	380.526	99			
a. Dependent Variable: Minat Beli						
b. Predictors: (Constant), E-Word of Mouth, Influencer Marketing						

Sumber : Olah Data SPSS (2024)

Research and Conlusions

1. Variable Assessment Research conducted among Widyatama University students demonstrates that the influencer marketing variable received exceptionally positive evaluations from respondents, while responses regarding the electronic word of mouth variable also achieved very high ratings. This occurs because Betty Augustina successfully captured follower attention, making her vlogs informational sources when learning about Seblak Tehbetty.
2. Influencer Marketing Impact Hypothesis testing results for the influencer marketing variable show H_0 rejection and H_a acceptance, confirming that influencer marketing affects Seblak Tehbetty purchase intention.
3. Electronic Word of Mouth Impact Hypothesis testing results for the electronic word of mouth variable demonstrate H_0 rejection and H_a acceptance, confirming that electronic word of mouth affects Seblak Tehbetty purchase intention
4. Combined Variable Impact Hypothesis testing results for influencer marketing and electronic word of mouth variables on purchase intention simultaneously show H_0 rejection and H_a acceptance, confirming that influencer marketing and electronic word of mouth exert simultaneous or joint effects on purchase intention.

Strategic Recommendations

1. Influencer Marketing Enhancement The variable requiring evaluation involves Teh Betty's expertise in content creation skills and content development experience. The researcher recommends that Teh Betty develop more engaging content to ensure conveyed information creates lasting impressions in consumer minds. Teh Betty should focus on maintaining attractive appearances and increasingly comprehensive content so that influencer messages can attract consumers to presented content, establishing Betty Augustina as possessing appropriate competence and knowledge as an influencer.
2. Electronic Word of Mouth (e-WoM) Optimization Regarding electronic word of mouth variables, evaluation should focus on how each influencer maintains effective communication with followers. This involves engaging in direct interactions through live sessions and responding to follower comments on social media using courteous and accurate language. This approach will help both influencers and reviewed products receive more positive feedback and information.
3. Purchase Intention Development Seblak Tehbetty must prioritize the purchase intention variable, particularly regarding the desire dimension—consumer desire or intention to purchase or try products. By addressing this aspect, the researcher anticipates increased consumer buying interest in Seblak Tehbetty products. This can be supported by improving influencer marketing and electronic word of mouth variables, ensuring that Widyatama University students, as primary content targets, are effectively reached.

The evolution of marketing practices has undergone significant transformation with the advent of digital technologies, fundamentally altering how organizations approach consumer engagement and brand communication. Sudarsono (2020:2) conceptualizes marketing management as the systematic process of planning, executing (encompassing organizing, directing, and coordinating), and controlling marketing operations within organizational frameworks to achieve institutional objectives efficiently and effectively. This comprehensive approach necessitates the strategic integration of various marketing elements, which Buchari Alma (2017:205) describes through the marketing mix framework—an integrated plan combining sales activities to achieve optimal combinations that produce products meeting consumer expectations through the fundamental elements of Product, Price, Place, and Promotion.

Central to contemporary marketing success is effective communication strategy, as marketing communication serves as the bridge between organizations and their target audiences. Mulyati (2022:35) characterizes marketing communication as strategic message delivery to consumers through direct or mediated channels, emphasizing the critical role of message transmission in achieving marketing objectives. This

communication paradigm has been revolutionized by the emergence of social media platforms, which have created new opportunities for brands to engage with consumers. Social media marketing represents a specialized marketing approach utilizing these platforms for targeted product or service promotion, where strategically designed content presentation can attract website visitors and generate interest in featured products and services (Novila in Taan et al., 2021:319).

Within the social media marketing landscape, influencer marketing has emerged as a particularly powerful promotional strategy that leverages the credibility and reach of influential individuals. Bryne et al. (2017) conceptualize influencer marketing as a promotional approach focused on utilizing influencers to communicate brand messages to broader market segments, defining influencers as individuals possessing substantial influence and robust personal branding. This definition aligns with Brown and Fiorella's (2013) broader conceptualization of influencers as individuals capable of impacting others within specific communities or industries, encouraging product and service trials based on their recommendations and guidance. De Veriman et al. (2017) further specify that influencer marketing involves individuals who have established substantial followings across social media platforms such as Instagram, YouTube, TikTok, and similar channels, where they are perceived as credible sources by their audiences.

The effectiveness of influencer marketing can be evaluated through multiple dimensions that contribute to its overall impact on consumer behavior. According to Li and Peng (2021) in Mebariz (2022), influencer marketing assessment encompasses three critical dimensions: attractiveness, expertise, and trustworthiness. Attractiveness relates to an influencer's visual and aesthetic appeal to target audiences, measured through indicators including attractive-unattractive, classy-not classy, beautiful-ugly, elegant-plain, and sexy-not sexy perceptions. Expertise concerns an influencer's capability to provide relevant and effective knowledge or experience to target audiences, evaluated through expert-not expert, experienced-inexperienced, knowledgeable-unknowledgeable, qualified-unqualified, and skilled-unskilled assessments. Trustworthiness encompasses dignity, trust, and honesty attributes demonstrated by influencers as perceived by target audiences, measured through dependable-undependable, honest-dishonest, reliable-unreliable, sincere-insincere, and trustworthy-untrustworthy evaluations.

The proliferation of digital marketing strategies has simultaneously given rise to electronic word-of-mouth (E-WoM) communication, which represents a fundamental shift in how consumer opinions and experiences are shared and accessed. Henning-Tharau et al. (2008) in Priansa (2017:351) define electronic word-of-mouth as positive or negative statements made by actual, potential, or former consumers regarding products or companies, with this information accessible to individuals or institutions via internet platforms. This communication form has evolved into a dependable information source about companies, products, or brands due to internet outlet development (Huete-Alcoer, 2017). Unlike traditional word-of-mouth communication, E-WoM transcends verbal or face-to-face requirements, utilizing multimedia communication including photographs, text, video, audio, and internet tools in aggregate or individual formats (Al Gasawneh, 2022).

The measurement and evaluation of E-WoM effectiveness require consideration of multiple dimensions that determine its impact on consumer decision-making processes. Sumangla and Panwar (2014) in Mebariz (2022) identify four critical dimensions for measuring electronic word of mouth: relevance, timeliness, accuracy, and comprehensiveness. Relevance refers to message validity and utility for consumer decision-making processes, emphasizing consumers' need for easily accessible and valid information. Timeliness concerns appropriate message presentation and updating timing, focusing on information delivery at optimal timing and current, up-to-date information provision. Accuracy means conveyed messages should reflect recipients' perceptions of information correctness, ensuring accurate and correct information provision to consumers. Comprehensiveness relates to completeness and detail of messages provided to consumers, encompassing comprehensive detailed information provision and systematic information presentation.

The ultimate objective of these integrated marketing communication strategies is to influence consumer purchase intention, which represents the culmination of various marketing efforts in shaping consumer behavior. Frans Sudiro (2018:15) describes interest as a psychological aspect significantly influencing behavioral attitudes while serving as a motivational source directing individual actions. Consumer purchase intention encompasses the stages where consumers formulate choices among multiple brands within choice sets, eventually purchasing from preferred alternatives, or the processes consumers undergo to purchase goods or services based on various considerations (Sukmawati in Anggit, 2018:25). Kotler and Keller in Randi Saputra (2018:7) further define consumer purchase intention as consumer behavior where consumers desire to buy or select products based on their experiences in selecting, using, consuming, or desiring products.

The measurement of purchase intention can be systematically evaluated through the AIDA model, which provides a structured framework for understanding the consumer journey toward purchase decisions. According to Deru et al. (2017:27), purchase intention measurement utilizes the AIDA model where the Action stage is excluded as a sub-variable since Action represents actual consumer behavior rather than intention. The AIDA model encompasses three critical stages in purchase intention formation: Attention, characterized by

interest in seeking product information; Interest, demonstrated through desire to learn more about products; and Desire, reflected in interest in trying or purchasing products. This framework effectively captures the progressive stages of consumer engagement that ultimately lead to purchase decisions, providing marketers with valuable insights into consumer behavior patterns and the effectiveness of their integrated marketing communication strategies.

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