

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) ON TIKTOK'S SOCIAL MEDIA PLATFORM ON STARBUCKS INDONESIA'S PURCHASE INTENTION

¹Malva Deandra Perkasa Putri, ²Osa Omar Sharif

^{1,2}Fakultas Ekonomi dan Bisnis Universitas Telkom

ARTICLE INFO

Keywords:

Electronic Word of Mouth (e-WOM),
Social Media,
Purchase Intention.

E-mail:

malvadeandra1110@gmail.com

ABSTRACT

Currently, of the many industries that are experiencing development, the coffee retail industry is one of the many industries that has rapid development. Of the many coffee shops, Starbucks is one of the most well-liked among teenagers in Indonesia. Starbucks Indonesia experienced a decrease in revenue in 2020, therefore important for Starbucks to communicate through social media or Electronic Word of Mouth (e-WOM) to support consumers in receiving quality and credible information related to products in order to increase consumer Purchase Intention. This study was conducted by sending online surveys to 400 respondents using the Google Form. The descriptive and causal analysis method was used in this study with quantitative methods and data collection through questionnaires. Multiple Linear Regression is the method that used for data analysis in this study and SPSS 25 for windows is used to analyze the data. Based on the data's outcome data analysis that has been obtained, it can be concluded that e-WOM Quality, Quantity, and Credibility have an impact on purchasing intent that is both positive and significant. The study's findings are anticipated to be used as evaluation data by Starbucks Indonesia in maintaining and improving the company's performance by providing the best service and meeting the needs of its customers

Copyright © 2023 Jurnal Ekonomi. All rights reserved.

It is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

Currently, of the many industries that are experiencing development, the coffee retail industry is one of the many industries that has rapid development. Coffee consumption in Indonesia is one of the highest in the world (Databoks, 2018). Of the many coffee shops in Indonesia, Starbucks is one of the most preferred coffee by teenagers. This can be strengthened by the many Starbucks outlets in Indonesia. According to the Top Brand Award, Starbucks Indonesia ranks first as the most popular coffee café brand from 2017 to 2022.

On 2020, Starbucks experienced a decrease in revenue caused by the pandemic that hit around the world. Starbucks was significantly affected due to the temporary closure of shopping centers and social restrictions which caused losses due to reduced demand and consumer buying interest due to the Covid-19 pandemic. In its efforts to increase resale, Starbucks seeks to maximize the performance of its digital platforms. According to (Alfanur & Kadono, 2019) the expansion of the internet in Indonesia, which is a developing nation, has boosted customers' willingness to shop on e-commerce websites and make purchases online.

Electronic Word of Mouth has become part of every individual in determining and deciding to make a purchase. At this time social media plays a major role in influencing the reputation of a brand both positively and negatively and online reviews given by consumers are one of the main components in determining business performance, the tendency of consumers to recommend a product or brand, predicting or predicting buying interest, product sales, marketing strategies, and consumer decisions in making purchases (Indrawati et al., 2022).

WrongOne social media that has been popular since 2020 is TikTok. TikTok is now the most used and downloaded application in the world. Starbucks Indonesia has a TikTok account with the account name @starbucksindonesia. Video content distributed by Starbucks Indonesia is in the form of information about Starbucks products, information about promos, best seller menu recommendations, secret recipes, as well as re-uploading video content made by consumers or content creators.

Consumer considerations in choosing a coffee shop are caused by recommendations made by social media users. Recommendations and reviews circulating online or on social media are information that can

The Influence Of Electronic Word Of Mouth (E-Wom) On Tiktok's Social Media Platform On Starbucks Indonesia's Purchase Intention. Malva Deandra Perkasa Putri, et al

be useful to help influence consumers who are interested in buying Starbucks products (Matute et al., 2016).

2. LITERATURE REVIEW

Marketing

Marketing is a process used to analyze and understand the needs, wants and behavior of consumers to meet those needs by providing appropriate products or services and delivering value to customers in an effective and efficient manner (Almas, 2016).

Marketing Communications

Marketing communication is the process of delivering messages through various means such as advertising, sales promotion, public relations, or direct marketing from companies to target markets with the aim of influencing consumer behavior and increasing sales (Kotler & Keller, 2012).

Social media

Social media is an online platform that allows people to use the internet to interact and communicate with others. Social media provides facilities for users to create, share and discover content and establish communication with other people based on common interests and interests through social networks, blogs, forums and applications for sharing videos and photos (Kotler & Keller, 2012). These days, the rise in popularity of social media may be directly attributed to its capacity to simulate the typical social interactions of humans in their daily lives. According to (Prasetio et al., 2017), the next step that will inevitably be taken is the adoption of utilising social media for activities related to online shopping.

Word of Mouth

Word of Mouth used as a marketing tool because it can drive sales levels effectively because marketing activities are carried out through intermediaries from individual to other individuals through oral, written, communication tools related to user experience, purchasing, and using goods and services (Kotler & Keller, 2009).

Electronic Word of Mouth

Electronic Word of Mouth is a type of marketing communication carried out by potential consumers and former consumers through positive or negative statements about company goods and services on internet social media (Hennig-Thurau et al., 2004).

Consumer Purchase Intentions

The behavior shown by consumers in response to an item or service that encourages them to make a purchase is known as purchase intention (Kotler & Keller, 2009). Convenience, perceived website quality, social influence, enabling circumstances, hedonic motivation, economic reasons, security, variety, and delivery are the nine elements that motivate consumers' buy intention behaviour (Alfanur & Kadono, 2022). These are the nine factors that motivate consumers' purchase intention behaviour.

Conceptual framework

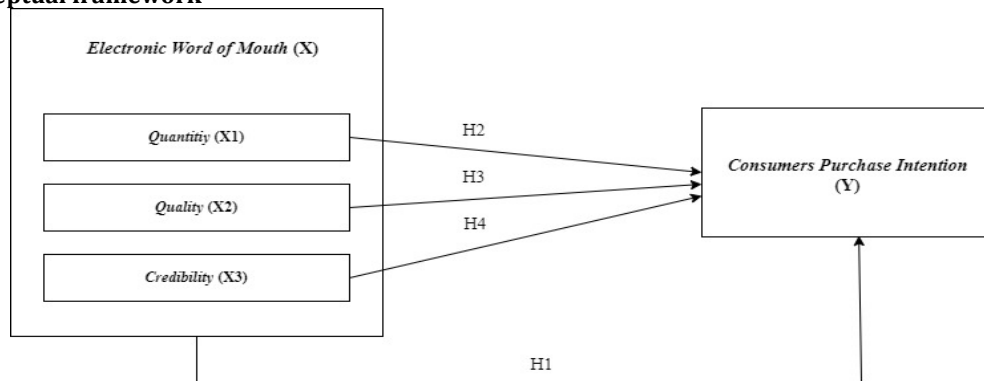


Figure 1. Conceptual Framework
Source: Arora & Sharma (2018)

The Influence Of Electronic Word Of Mouth (E-Wom) On Tiktok's Social Media Platform On Starbucks Indonesia's Purchase Intention. Malva Deandra Perkasa Putri, et.al

3. METHOD

This study use two types of research: descriptive and causal. Therefore, the purpose of this study was to determine the perception and influence of Starbucks Indonesia TikTok followers and the influence of e-WOM on the intention to buy from Starbucks Indonesia TikTok account followers. Because the processed data is in the form of numbers and analyzed statistically, the method used is the quantitative method. This research is used to study a population or sample systematically, objectively, rationally, and empirically (Sugiyono, 2013).

On this research, the measurement scale used is ordinal which is supported by the use of a Likert scale when creating a questionnaire. The Likert scale is a measure used to measure respondents' perceptions or opinions about a concept or question (Sugiyono, 2019). The population involved in this research is followers of the Starbucks TikTok account in Indonesia. Non-probability sampling and purposive sampling were used in this study. The sample in this study involved 400 respondents from followers of the Starbucks Indonesia TikTok account using the Statistical Program for Social Science (SPSS) analysis method.

4. RESULT AND DISCUSSION

Based on the results of the descriptive analysis according to the characteristics of the respondents, it can be concluded that the respondents of this study were followers of accounts Indonesian Starbucks TikToks many as 400 people with most of the information respondents were female with a percentage of 53% and male with a percentage of 47%. Characteristics of respondents by age as many as 189 people or 47.2% of the total respondents aged 21-30 years. R's work respondents, namely most of them are students or students with a percentage 28.5%. Respondents follow the Starbucks Indonesia TikTok account, which is less than 3 months with a percentage of 29.8% and the frequency of purchases of the majority of respondents buying less than three times is 42.5%.

Based on the results of research on "Effect of the Electronic Word ofMouth(e-WOM) on the TikTok Social Media Platform Against Purchase Intention Starbucks Indonesia", the conclusion is as follows:

Electronic Word of Mouth (Quality, Quantity, and Credibility) (X)

Each e-WOM independent variable (Quality, Quantity, and Credibility) is in the "Good" category. This means that the respondents consider e-WOM (Quality, Quantity, and Credibility) on the Starbucks Indonesia TikTok account already well where supported and in accordance with research (Arora & Sharma, 2018), that is e-WOM affects the purchase intention of consumers as indicated by positive comments, posts, or content made by users Social media influences customers to make decisions and purchase intentions them for a product.

Purchase Intentions(Y)

The dependent variable, namely Purchase Intention, is in the "Good" category. This means that many respondents who are followers of the Starbucks Indonesia TikTok account are interested in making purchases after seeing the content on the Starbucks Indonesia TikTok account. This is supported and in accordance with research(Arora & Sharma, 2018), namely buying interest arises after the consumer has received sufficient information about the desired goods or services, consumers have the possibility to consider and are willing to buy these goods or services.

Coefficient of Determination

Table 1. Coefficient of Determination

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.722a	.521	.518	2,198

a. Predictors: (Constant), Credibility, Quantity, Quality

The result of the value of the coefficient of determination is the R square value of 0.521, which is 52.1%. This shows that the independent sub-variables quality, quantity, and credibility contribute and have an effect of 52.1% on the dependent variable, namely purchase intention. As for the remainder, which is equal to 47.9%, is the contribution of the influence of other variables outside of this study. The results of the coefficient of determination are also supported and in accordance with research by (Roza & Jumhur, nd).

Simultaneous Test (Test F)

Based on the test results of the simultaneous hypothesis or F test, it can be stated that in this study e-WOM Quality (X1), Quantity (X2), and Credibility (X3) influence simultaneously and positively influence Purchase Intention or Consumer Purchase Interest because the results of f arithmetic > f table are 143,684 > 2,627 and a significance of 0.000 < 0.05, then H_0 rejected and accepted H_1 .

Partial Test (Y Test)

Based on the results of the T Test, also known as partial test results, stated as follows:

1. e-WOM Quality has an output value t count > t table (4.042 > 1.966) and a significance value of 0.000 < 0.05 this means H_0 rejected and accepted, thus showing the quality of e-WOM (quality) has a positive and significant effect on Purchase Intention H_2 .
2. e-WOM Quantity has an output value t count > t table (2,931 > 1,966) and a significance value of 0.000 < 0.05 this means H_0 rejected and accepted, thus showing the quantity of e-WOM (quantity) has a positive and significant effect on Purchase Intention H_3 .
3. e-WOM Credibility has an output value t count > t table (6.487 > 1.966) and a significance value of 0.000 < 0.05 this means H_0 rejected and accepted, thus showing the credibility of e-WOM (credibility) has a positive and significant effect on Purchase Intention H_4 .

5. CONCLUSION

The quality of e-WOM (Quality) has a positive and significant effect on Purchase Intention. The quantity of e-WOM (Quantity) has a positive and significant effect on Purchase Intention. The credibility of e-WOM (Credibility) has a positive and significant effect on Purchase Intention.

REFERENCES

- [1] Alfanur, F., & Kadono, Y. (2019). Analysis on E-commerce Purchase Intention and Decision in Java and Sumatra. *Proceedings of 2019 International Conference on Information Management and Technology, ICIMTech*, 635–640. <https://doi.org/10.1109/ICIMTech.2019.8843731>
- [2] Alfanur, F., & Kadono, Y. (2022). The effects of gender and age on factors that influence purchase intentions and behaviours of e-commerce consumers in Indonesia. *International Journal of Innovation and Learning*, 474–505. <https://doi.org/10.1504/IJIL.2022.123178>
- [3] Alma, B. (2016). *Marketing Management and Service Marketing*. Alfabeta.
- [4] Arora, L., & Sharma, BK (2018). Influence of Review Quality, Review Quantity and Review Credibility on Purchase Intention in the context of High Involvement Products. *European Journal of Applied Business Management*, 4(4), 25–40.
- [5] Databox. (2018b, November 12). 10 Countries with the World's Largest Coffee Consumption 2016/2017. Databoks: Indonesian Business and Economic Data Center.
- [6] Hennig-Thurau, T., Gwinner, KP, Walsh, G., & Gremler, DD (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 39.
- [7] Kotler, P., & Keller, KL (2009). *Marketing Management*. Erlangga.
- [8] Kotler, P., & Keller, KL (2012). *Marketing Management* (14th ed.). Pearson Education.
- [9] Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review*, 40(7), 1090–1110. <https://doi.org/10.1108/OIR-11-2015-0373>
- [10] Kotler, P., & Keller, KL (2012). *Marketing Management* (14th ed.). Pearson Education.
- [11] Prasetio, A., Hurriyati, R., Sari, P. K., & Sary, F. P. (2017). Social capital and electronic word-of-mouth (eWOM) effect toward online purchase intention. *Advance Science Letters*, 23(11), 108. <https://doi.org/10.1166/asl.2017.10161>
- [12] Roza, AS, & Jumhur, HM (nd). THE EFFECT OF ELECTRONIC WORD OF MOUTH (eWOM) ON CONSUMER'S PURCHASE INTENTION ON AVOSKIN BEAUTY INSTAGRAM ACCOUNT FOLLOWERS.
- [13] Sugiyono. (2013). *Quantitative Research Methods, Qualitative, and R&D*. Alfabeta.
- [14] Sugiyono. (2019). *Educational Research Methods (Quantitative, Qualitative, R&D, and Educational Research)* Alfabeta.
- [15] Top Brand Awards. (2022). Top Brand Index. Top Brand Awards.