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RESEARCH ARTICLE

The Influence Of Electronic Word Of Mouth (E-Wom) And Social Media Marketing On Buying Interest In Jiniso Fashion Products

Diva Trinata Putri[1*] | **Alhapen Ruslin Chandra**[2] | **Gustina**[3]

[1,2,3]Department of Business Administration, Politeknik Negeri Padang, Padang, Indonesia

*Correspondence
Diva Trinata Putri, [3]Department of Business Administration, Politeknik Negeri Padang, Padang, Indonesia: divatrinata1604@gmail.com

Summary
The development of increasingly advanced information technology and the use of the internet in the marketing process makes it easier for users to interact with each other. This allows for electronic word of mouth (e-WOM) promotion. The development of information technology can also be used by companies to market their products through social media. This study aims to determine the effect of electronic word of mouth and social media marketing on the interest in buying Jiniso fashion products. Data collection was carried out by distributing questionnaires to 156 respondents who had used Jiniso fashion products in Padang City, using the Accidental Sampling Technique. Data were analyzed using PLS-SEM. The results of the study showed that electronic word of mouth had a positive and significant effect on the interest in buying Jiniso fashion products. In addition, social media marketing also had a positive and significant effect on the interest in buying Jiniso fashion products.

Keywords
Electronic Word Of Mouth, Social Media Marketing, Purchase Intention

1 | INTRODUCTION

The increasingly advanced development of technology and the use of the internet in the marketing process make it easier for users to interact with each other. The emergence of internet service providers has brought great benefits to the people of Indonesia. The convenience offered by online services has changed people's perspectives and lives (Strover et al., 2020). Now people can easily obtain complete and diverse information about writing, computer programs, databases, images, music, videos, films and much more on the Internet. People can even buy the desired goods just by opening a computer anywhere and making transactions online (Djakasaputra et al., 2021). Consumers' desire to buy and understand consumer behavior has many influences behind a person's decision to buy a product (Nuttavuthisit & Thøgersen, 2017). This platform opens up new possibilities for electronic word of mouth (e-WOM) promotion, which allows users to engage with their network of followers and friends, share opinions and experiences.

E-WOM is a positive or negative statement made by a consumer about a company's products or services that is shared with other consumers through online media. The existence of e-WOM helps consumers avoid difficulties in finding information about a product (Sulthana & Vasantha, 2019). According to Poturak & Turkyilmaz (2018) in Romadhoni et al (2021), consumers are interested in reading good and bad experiences about a product in online media, where consumers consider recommendations that lead to their purchase intentions. This statement is supported by research by Sa'ait et al (2016) in Romadhoni et al (2021), that e-WoM has a strong positive influence on purchase intentions. E-WOM can make it easier for consumers or potential consumers to find information about a product. With the existence of Riview from consumers in the form of positive reviews about a product they buy so that there is an interest in buying from consumers or potential consumers. Social media marketing is one of the most effective marketing tools for a brand, it can drive purchase intention (Maslim & Pasaribu, 2021). Social media marketing also has strong content power as a consumer reference for product information. Social media marketing can be through-

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Instagram, WhatsApp, Facebook, etc. The power of content and conversation in social media marketing encourages many businesses to use social media marketing as a communication and marketing tool (Farook & Abeysekara, 2016). In addition, efforts need to be made to stimulate consumer interest in the products produced and productive and generate positive feedback so that it becomes one of the factors that influence interest and purchasing decisions (Mathwick & Mosteller, 2017). Social media marketing with Instagram is a medium used to share photos and short videos that can also be shared on Facebook. Some people use this feature to upload images of online store products along with product classifications and product prices (Aljukhadar et al., 2020). Thus, anyone who uses Instagram can immediately see the products sold on social media, as well as the prices and ratings of the products. This makes it easier for consumers to choose the desired product (Duarte et al., 2018).

The variety of products available on Instagram makes it easier for someone to find the goods or products they want. In addition, articles posted on Instagram can also convince users about Instagram, because there is a detailed classification of goods or products. This allows consumers to immediately see the quality of the products posted on Instagram (Habibie et al., 2021). Meanwhile, the products that are widely sold in online stores are actually fashion products that consumers often search for or buy from online stores. This is reinforced by the idEA (Indonesian E-Commerce Association) report in June 2022 which shows that fashion products are the second most purchased products online with a market share of 17.3 percent compared to other products.

Nowadays, fashion has become an important thing in all circles, including young people with modern and attractive fashion. This directly supports the fashion industry in Indonesia, one of which is Jiniso. Jiniso is a fashion brand that focuses on jeans with various sizes, so that people with any weight and body size can order and wear jeans from the Jiniso brand. Its specialty makes Jiniso rank third as a popular fashion brand on social media and rank first in e-commerce with the number of followers on its official shop account as many as 3,100,000 accounts. Popularity ranking of local fashion brands on social media and e-commerce. Although more and more local fashion brands are emerging, each brand has its own characteristics and style, such as Jiniso, which provides pants production from sizes 27 to 34. Jiniso is also a local brand that is in great demand by young Indonesians because of the quality of the material and the comfortable cuts but has a more affordable price. From this, consumers become confident and interested, thus creating interest in buying Jiniso fashion products. Based on the explanation that has been presented above, the researcher is interested in conducting research by raising the title of the final assignment "The Influence of Electronic Word Of Mouth (E-Wom) and Social Media Marketing on Purchase Interest of Jiniso Fashion Products".

2 | LITERATUR REVIEW

2.1 | Social Media Marketing

Social media marketing is an online media, with its users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world (Liedfray et al., 2022). According to Maslim & Pasaribu (2021) Social media marketing is one way to promote a website, brand, or business by interacting or attracting the attention of customers and potential customers through social media channels. Based on several opinions of the experts above, it can be concluded that social media is a place to socialize in the form of activities to share information, text, images, videos and others. In this way, people socialize with other people on social media that are connected with the help of the internet. Factors influencing social media according to Pratama and Parmadi (2019) in (Hasdiana, 2018).

According to Pratama (2019) there are several factors that influence social media marketing, namely; 1) Needs Factor, namely a factor from within the individual where the individual has a desire to find his identity, 2) Social Motive Factor, namely the individual's need to fulfill the emotional aspect where the individual has a desire to get information from other individuals, 3) Hobby Factor, also known as a hobby where the individual feels like repeating activities continuously, 4) Opportunity Factor, namely the individual has the opportunity or chance to do activities.

According to Indriyani and Suri (2020), effective social media marketing must meet the following requirements: First, there is interesting and entertaining content. Interesting and entertaining information can encourage people to view, follow or even buy a product. Second, there is interaction between consumers and buyers, social media allows for two-way communication and the exchange of information quickly and directly, sellers can provide honest information about products, on the other hand consumers can provide input about the products offered. Third, there is interaction between consumers and other consumers. Consumers can interact with each other by exchanging information they have, including reading reviews or asking each other questions. Therefore, the opinions of other consumers can influence purchasing decisions. Ease of searching for product information Various information presented on social media makes it easier for consumers to find out all the information about a product they are looking for. Fourth, Ease of searching for product information Various information presented on social media

makes it easier for consumers to find out all the information about a product they are looking for. Fifth, ease of communicating information to the public. Social media makes it easier for sellers to introduce and promote their products without having to spend a lot of money compared to using other promotional media, such as television and print media. Sixth, the level of trust in social media. Because of its easily accessible nature, social media is an effective place to convey a message, where the information provided is able to represent the latest information and is based on facts and can be accounted for, this is what makes social media trustworthy.

2.2 | Electronic Word of Mouth (e-WOM)

Electronic Word Of Mouth or often abbreviated as E-WOM is the latest form of word of mouth (WOM). WOM is the entire communication from person to person about a particular product, service, or company at a certain time. Word of Mouth (WOM) is also a promotional activity carried out by consumers who offer products voluntarily, where they tell about the product and advise others to consume or use the product. Word of Mouth (WOM) can also be interpreted as a communication process in the form of providing reviews or recommendations both individually and in groups for a product or service whose purpose is to provide personal information (Kotler, 2016) in (Sari et al., 2022). WOM has evolved into E-WOM which is moving towards the electronic media communication process, which used to be delivered face to face or by word of mouth, now communication can be done on the internet network. This is what gave rise to the term electronic word of mouth (E-WOM).

According to Maslim & Pasaribu (2021) Electronic Word of Mouth is a positive or negative statement from customers or potential customers about a particular product or service that is available to many people and other entities via the internet. With Electronic Word of Mouth, it can make it easier for someone to communicate and share information about a product directly with people who have experience without having to meet face to face (Arsyalan, 2019). From the explanation above, it can be concluded that electronic word of mouth is a positive and negative statement about a product or service and makes it easier in terms of saving time and saving costs.

According to Cheung and Lee (2012) in Prastyo (2020) there are several driving factors for electronic word of mouth, namely: sense of belonging, reputation, availability to help. Electronic-Word of Mouth is very important for consumers who want to shop online because consumers can provide opinions about products and are considered more effective than Word of Mouth because of its wider level of access and reach. According to Immanuel (2020), electronic word of mouth can be in the form of positive reviews related to a particular product or brand, recommendations for a particular product or brand, often reading online reviews about other people's impressions of a product, being confident in buying a product when seeing positive online reviews from other people. Meanwhile, according to Maslim & Pasaribu (2021), it can be in the form of reading reviews, collecting reviews, changing opinions after seeing reviews, and recommending products.

2.3 | Purchase intention

Purchase interest is an activity carried out by consumers before making a purchasing decision on a product, stating in his research that purchase interest arises due to a positive stimulus regarding an object so that it raises consumer motivation towards a good or service that is seen (Pratiwi et al 2023). Consumer purchase interest is the stage where consumers form their choices among several brands that are included in the choice set, then finally make a purchase on an alternative that they like the most or the process that consumers go through to buy a good or service based on various considerations (Pramono, 2012). From the opinions above, it can be concluded that purchase interest is the sincerity of the heart to have something sacrifice where purchase interest arises because consumers are satisfied with the quality of the products provided by the company. A person's behavior is very dependent on their interests, while behavioral interest is very dependent on attitudes and subjective norms of behavior. Beliefs about the consequences of behavior greatly influence attitudes and subjective norms. An individual's attitude is formed from a combination of beliefs and evaluations about a consumer's important beliefs. while subjective norms are determined by beliefs and motivation.

According to Kotler and Keller (2012:137), purchasing interest can be influenced by motivation, process perception, knowledge and confidence. A consumer does not make a decision to purchase goods or services by themselves. Consumers first seek information from people close to them or people they truly trust to help them make decisions. According to Kotler and Keller, (2010), purchasing interest can be identified into 4 levels, namely; 1) Transactional interest, which is a person's tendency to buy a product, 2) Referential interest, which is a person's tendency to recommend a product to others, 3) Preferential interest, which shows the behavior of a person who has a primary preference for a product, 4) Exploratory interest, which is an interest that describes the behavior of a person who is always looking for information about the product they are interested in and looking for information to support the positive qualities of the product.

2.4 | The influence of social media marketing on purchase Intention

Chu & Chen (2019) examined the relationship between advertising on social media marketing and purchase intention, and the results showed that there was a significant positive relationship between advertising on social media marketing and consumer purchase intention. Based on the results of the analysis, it shows that Social Media Marketing has a positive effect on Purchase Intention. This shows that the first hypothesis is proven that social media has a positive effect on purchase intention. From these results, it shows similarities with previous research conducted by Owen (2021) which obtained the results that there was a positive and significant influence between social media on the purchase interest of Duta Garden residents on Ngai Soya Beancurd products.

According to (Gst. Ayu Atun Luviana et al., 2022) Based on the results of the analysis and discussion of the Influence of Instagram Social Media Advertisements (Instagram advertisement) and Electronic Word Of Mouth on Purchase Interest at Ayrin Moms & Baby Care, it can be concluded that Instagram social media advertisements (Instagram advertisement) have a positive and significant effect on purchase interest at Ayrin Moms & Baby Care. This can be seen from the results of the t-test of 2.408 with a sig value of 0.016 <0.05; it is concluded that H0 is rejected. This means that the Instagram social media advertisement variable has a positive and significant effect on purchase interest at Ayrin Moms & Baby Care and Electronic word of mouth has a positive and significant effect on purchase interest at Ayrin Moms & Baby Care. This can be seen from the results of the t-test of 5.243 with a sig value of 0.000 <0.05; it is concluded that H0 is rejected. This means that the electronic word of mouth (eWOM) variable has a positive and significant effect on purchasing interest at Ayrin Moms & Baby Care. According to (Lomi et al., 2016) Based on the results of the analysis and discussion of the Influence of Electronic Word Of Mouth on Facebook Social Media on Consumer Purchase Interest (Study on Tebing Bar & Café) Electronic Word Of Mouth has a simultaneous effect on consumer purchase interest, so it is expected that Tebing Bar & Café will continue to explore the use of Facebook social media as a medium of interaction and promotion to consumers, which also becomes a media (e-WOM) that benefits Tebing Bar & Café. The results of the study showed that the variables Platform Assistance, Concern for Others, Expressing Positive Feelings and Helping the Company have a significant partial effect on Consumer Purchase Interest, so it is expected that Tebing Bar & Café will always maximize Facebook as a medium of interaction and communication with consumers so as to attract consumers' attention to be able to visit Tebing Bar & Café. Based on the description above, the following hypothesis can be proposed:

Hypothesis 1: Social media marketing has a positive and significant influence on consumer purchase intentions for Jiniso fashion products.

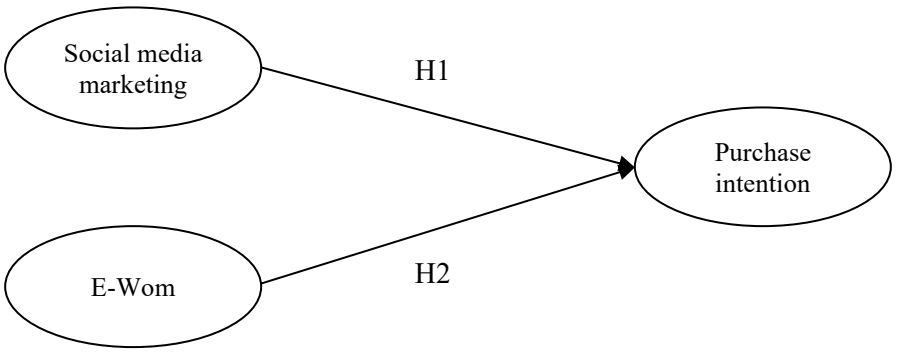


Figure 1 Conceptual model

2.4 | The influence of electronic word of mouth on purchase intention

According to Poturak & Turkyilmaz (2018) in Romadhoni et al (2021), consumers are interested in reading good and bad experiences about a product in online media, where consumers consider recommendations that lead to their purchase intentions. This statement is supported by research by Sa'ait et al (2016) in Romadhoni et al (2021), that e-WoM has a strong positive influence on purchase intentions. Desi Lestari & Gunawan's (2021) research states that the influence of electronic word of mouth variables on purchasing interest is indicated by a path coefficient (β) of 0.246, with a probability of 0.002 (p <0.05). The results of the study show that purchasing interest is influenced by recommendations, suggestions and reviews received by respondents or prospective consumers. The more often

prospective consumers collect information with high credibility and good quality information, the more likely they are to increase their tendency towards purchasing interest. Based on the description above, the following hypothesis can be proposed:

Hypothesis 2: Electronic word of mouth has a positive and significant influence on consumer purchase intentions for Jiniso fashion products.

3 | METHOD

3.1 | Data collection

This study employed a survey method for data collection. The instrument used was a questionnaire. We managed to collect 113 valid questionnaires. Data collection was conducted by distributing the questionnaire online. The online questionnaire was distributed through social media platforms such as WhatsApp. This research questionnaire consisted of two parts. The first part contained the respondent profile, including name, gender, age, and monthly income. The second part contained the research section, which included e-WOM, social media, and purchasing intentions.

A total of 156 respondents were collected. 6% of respondents were aged under 15, 33.3% were aged 15-20, 61.5% were aged 21-25, 1.9% were aged 26-30, and 2.6% were aged over 30. From the above data, it can be concluded that the majority of respondents were aged 21-25. Female respondents accounted for 85% and male respondents for 14.1%. Length of use of Jinisi products by respondents. For under one year with a percentage of 62.8%, then use of one year to five years with a percentage of 34% and above 5 years 32%. From the data above, it can be concluded that the length of use of Jiniso fashion products is under one year.

3.1 | Measures

Researchers utilized a questionnaire as a fundamental tool to gather the necessary data for analyzing the correlation between research variables. We evaluated the responses using a five-point Likert scale, spanning from 1 (strongly disagree) to 5 (strongly agree). The measurement of E-Wom is adopted a questionnaire from Goyette, et al. (2010). This questionnaire comprised of 4 items that were designed to evaluate e-wom perceptions. The measurement of social media marketing conducted using a 5-item scale developed by Achen (2017). The evaluation of purchase intention utilized a 5-item scale derived from the work of Spears, & Singh (2004).

3.1 | Data Analysis

This data analysis method uses Partial Least Squares (PLS), a Structural Equating Model (SEM) model. PLS can be used for small sample sizes and can be used for formative and reflective constructs (Qumalasari, 2021). According to Musyaffi et al., (2022), a measurement model is a description of the reflection of latent variables. The measurement model also confirms the validity and reliability values of the model proposed in the study (Harahap (2020) in Musyaffi et al., 2022). Meanwhile, the structural model helps explain a linear causal relationship between latent variables in the study (Musyaffi et al., 2022). PLS analysis consists of two sub-models: the structural model, often called the inner model, and the measurement model, often called the outer model. The structural model, or inner model, shows the strength of the estimates between constructs, while the measurement model, or outer model, shows how indicators represent the latent variables to be measured.

4 | RESULT

4.1 | Measurement Fit/Validity & Reliability

Construct validity testing in PLS uses two forms of testing, namely Convergent Validity and Discriminant Validity. Loading factor shows the magnitude of the correlation between indicators and latent variables. Kline (2011) in (Idris, 2013) suggests that a standard factor loading of 0.60 and above provides further evidence for the convergent validity of a construct. The results show that the loading factor value that is included is > 0.6. Discriminant Validity is carried out to ensure that each concept of each latent variable is different from other variables. Discriminant Validity can be seen from the reflective model evaluated through cross loading. Then compared with the AVE value with the square

of the correlation value between constructs (or comparing the square root of AVE with the correlation between constructs). The results show that the cross loading of the electronic word of mouth variable has a value greater than the value of the social media marketing and purchase interest variable indicators, social media has a value greater than the electronic word of mouth and purchase interest variable indicators, and purchase interest has a value greater than the electronic word of mouth and social media marketing indicators. The table above shows that the composite reliability and Cronbach's alpha calculations for all constructs are >0.6, with some exceeding 0.7. This indicates that respondents consistently answered the questions, concluding that all constructs have a good level of reliability.

Tabel 1. Descriptive statistics and correlations of constructs

Constructs	Mean	AVE	Composite reliability
1. Ewom	4,10	0,625	0,869
2. Pemasaran Media Sosial	4,31	0,679	0,913
3. Minat Beli	4,15	0,730	0,931

Notes: n = 113. Figures shown in italic are square root of AVE and the composite reliability values which is range from 0.88 to 0.89 and are greater than 0.7

4.1 | Hypotheses testing

The purpose of the influence test is to determine the existence of a significant influence between research constructs. The influence test can be seen from the values in the t-table and the t-statistics generated from the bootstrapping procedure in the smartPLS software. The influence test can be proven by observing the t-statistic value having a value greater than the t-table and the path coefficient.

Table 2. Hypothesis evaluation

Relationship	Path Coeficient	T statistic	P values	Decision
Direct relationship				
Ewom - > Purchase intention	0,380	5,308	0,000	Supported
Social media marketing - > Purchase intention	6,871	8,476	0,000	Supported

The influence test shows that electronic word of mouth influences purchase intention. This is evident in the coefficient value of electronic word of mouth on purchase intention of 0.380, the t-statistic of 5.308 is greater than the t-table of 1.654, and the p-value is less than 0.05. Therefore, it can be concluded that electronic word of mouth has a positive and significant effect on purchase intention. This means that positive reviews obtained by consumers from electronic sources can stimulate purchase interest in Jiniso fashion products.

The influence test shows that social media marketing influences purchase intention. This is evident in the coefficient value of social media on purchase intention of 0.557, the t-statistic of 8.476 is greater than the t-table of 1.654, and the p-value is less than 0.05. Therefore, it can be concluded that social media has a positive and significant effect on purchase intention. This means that the presence of interesting and up-to-date content on social media can stimulate consumer purchase interest in Jiniso fashion products.

5 | DISCUSSION

Data processing concluded that electronic word of mouth influences purchase intention. These results align with previous research conducted by Poturak & Turkyilmaz (2018) in Romadhoni et al. (2021), which found that consumers are interested in reading about both positive and negative experiences about a product online, where consumers consider recommendations that lead to their purchase intention. This statement is supported by research by Sa'ait et al. (2016) in Romadhoni et al. (2021), which found that electronic word of mouth has a strong positive influence on purchase intention. Research by Desi Lestari & Gunawan (2021) stated that the influence of electronic word of mouth on purchase intention is shown to be influenced by recommendations, suggestions, and reviews received by respondents or potential consumers. The more frequently potential consumers gather information with high credibility and quality, the greater their likelihood of purchasing intention.

Data processing of social media marketing concluded that it influences purchase intention. These results align with previous research conducted by Chu & Chen (2019) that examined the relationship between social media marketing advertising and purchase intention, and found a significant positive relationship between social media

marketing advertising and consumer purchase intention. Owen's (2021) research demonstrated that social media has a positive and significant influence on Duta Garden residents' purchase interest in Ngai Soya Beancurd.

5.1 | Practical implication

Based on the results of the research that has been conducted, namely analyzing the variables of electronic word of mouth, social media on purchasing interest in Jiniso fashion can be described in the conclusion above. However, in this case the researcher has suggestions to obtain a more in-depth picture of the research, including the following. The suggestions given after conducting a study that will be considered by Jiniso. It is hoped that Jiniso will always maintain the ease of sharing review information about Jiniso products, it can influence consumers and recommend Jiniso products, so that consumer purchasing interest occurs due to communication between consumers through electronic word of mouth.

5.2 | Limitations and Future research

It is recommended that future research include variables beyond those already studied to obtain more varied results that could influence purchasing interest. Furthermore, future researchers could expand the sample size and expand the study's reach beyond Padang City.

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