The Effect of E-Word of Mouth on Purchase Decisions on Hilal Herbal

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A B S T R A C T	A R T I C L E I N F O
The purpose of this research was to confirm the effect of e-word of mouth on purchase decisions on herbal hilal honey. The approach in this study is a quantitative approach, the data source used is primary data obtained directly from respondents via google form, secondary data is information from research objects and literature studies as well as various journals and research reports related to the research topic. The results of this study are E-Word of Mouth has a positive and significant effect on Purchase Decisions on Herbal Hilal Honey. 	

1. INTRODUCTION

According to the Internet Service Provider (APJII), the number of internet users continues to increase every year (Fahlevi et al., 2019). Only with the ease and sophistication of the internet, everyone or even millions of people around the world can buy and sell to get the desired item. This is used by business people to develop their business online because it affects the purchasing decisions of potential consumers to buy products. Active users of social media have reached 77% of Indonesia's population (Ioanas, 2020). This increase occurred during the COVID-19 pandemic, previously the number of internet users in Indonesia was 175 million people. While the latest data from APJII, in 2022 internet users in Indonesia will reach around 210 million people. This should be an opportunity for the sale of Hilal Herbs. In 2020, amid the Covid-19 pandemic, Hilal Herbal experienced a significant decrease in revenue, Hilal Herbal suffered a considerable loss from the previous year. Of course, this will limit potential consumers who live far from the Hilal Herbal location

to be able to buy products. This causes Hilah Herbal to be unable to expand market segments and carry out promotional strategies through the internet. The internet is considered an important tool for implementing company marketing activities because it has the opportunity to reach a wider target customer and is more cost-effective in marketing, thus maximizing the e-WOM promotion strategy is very easy for business people to use, in addition to being more efficient. cost, promotion is also more effective and easy to use. Because satisfied consumers will tell others about a good experience about the product (Altamira et al., 2023).

2. METHOD

The method used in this research is descriptive quantitative verification method. Descriptive quantitative method aims to determine the value of variables, either one or more variables (independent) without making comparisons, or connecting with other variables, in this study the descriptive method aims to determine the general description of e-word of mouth and purchasing decisions on Hilal Herbal. While the verification method aims to explain the relationship between the variables studied by collecting data, processing, analyzing and interpreting, in this study the verification method aims to determine the effect of e-word of mouth on purchasing decisions of Hilal Herbal. Sources of data used are primary data through questionnaires, secondary data by reading existing literature and books. In addition, the data obtained from written sources that exist in the object of research (Nurittamont, 2021).

2.1 Buying Decision

The purchasing decision process is a process where consumers will go through five stages carried out before making a purchase, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior, which have a significant impact. long after the process occurs. The buying process begins long before the actual purchase is made and has the same impact after that (Ilham et al., 2020).

2.2 E-Word of Mouth

Thao & Shurong (2020) defines electronic word of mouth as an informal communication directed at consumers through the use of internet-based technology related to the use or good characteristics of certain services or sellers. A similar statement also confirms that Electronic Word of Mouth (eWOM) as a system has become an inseparable and always necessary part of electronic commerce and has developed into an information-rich environment containing communication elements. According to the dimensions of E-WOM are reflected through three indicators, namely Concern for Others, Expressing positive feelings, and Helping the company (Jeong & Jang, 2012).

3. RESULTS AND DISCUSSION

3.1 Validity Test

The results of the validity test in this study were declared valid, because they had an count > 0.148. Based on these results, it can be concluded that all statement items are declared valid (Kusumah & Lee, 2020).

3.2 Reliability Test

The value of Cronbach ALpha the e-word of mouth variable is >0,70 and the f value of Cronbach's Alpha on the buying interest variable is >0,70. It can be concluded that

the reliability test on both variables is said to be reliable.

3.3 Classic Assumption Test

3.3.1 Normality Test

The results of the normality test using the Kolmogorov-Smirnov, obtained a significance value of 0.088 > 0.05, so it can be concluded that the residual value in this study is normally distributed (Chandra & Sholihi, 2022).

3.3.2 Multicollinearity Test

A tolerance value of 0.1000 is obtained, so in this case, the value of 0.1000> 0.10 means that there is no multicollinearity. Then, the VIF value in this study was 0.1000 < 10.00 then there was no multicollinearity.

3.4 Hypothesis Testing

3.4.1 Simple Linear Regression Test

Simple linear regression analysis in this study was used to test the effect of one independent variable on the dependent variable.

3.4.2 t Test

The significance value of e-word of mouth is 0.000 <0.05 and the table value = 0.148. This means that the value of count > table (18.959 > 1.65392), Ha is accepted and Ho is rejected. So it can be said that the hypothesis of a real (significant) The influence between the e-word of mouth variable (X) and the purchasing decision variable (Y) is accepted (Amsah, 2022).

3.4.3 R^2 Test

The ability of the E-WOM variable in explaining the purchasing decision variable is 0.680 or 68% which indicates that the

effect of e-word of mouth (X) can influence purchasing decisions (Y).

4. CONCLUSION

Based on the results of the study, several conclusions were produced, namely a general description of the e-word of mouth variable, consumers considered that e-word of mouth was in the effective category. Then the general description of the purchasing decision variables is categorized as high. This certainly affects purchasing decisions on Hilal Herbal consumers. If the marketing strategy is effective, the consumer's impulse to make purchasing decisions will be higher. In addition, there is a positive influence between e-word of mouth on purchasing decisions.

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