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Effect of Electronic Word Of Mouth, Product Quality, and Price on Purchase Intention

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Abstract

This study was conducted to analyze the effect of Electronic Word Of Mouth, Product Quality, and Price on purchase intention. This research was conducted on the Imokey.Id Brand on the Instagram Platform with a sample of 100 respondents from imokey.id followers. This study uses a verification research model with an explanatory survey method, namely the research method for collecting sample data using slovin calculations. This study has the result that electronic word of mouth has an influence on purchase intention while product quality does not have a direct influence on purchase intention and price has an influence on purchase intention.

I. Introduction

Social media is an effective means of public relations because it can be accessed by everyone and disseminated. Changing habits of people today prefer communication on social networks over face-to-face meetings where each individual is pinned to their device, rather than communication between people around them. Use the internet to be digital or holistic. According to CNN data, Instagram is one of the most popular social media in the world. Since then, Instagram users in Indonesia reached 69.2 million between January and May 2020, according to data published by Napoleon Cat. Instagram itself, the current strategy of entrepreneurs who use social networks such as Instagram, is an effective choice for interacting with potential consumers. The features offered by Instagram make it easier for business people to sell the products they offer. eWOM is communication between individuals with other individuals, based on the individual's experience with the product. eWOM is an abbreviation of word of mouth through social media or electronic media. Since 2016 until now, imokey Instagram has reached 180,000 Instagram users who actively follow imokey accounts in the imokey product marketing system. Based on the data obtained, not all imokey followers will try to buy products sold by imokey. In this case, researchers can increase consumer buying interest in imokey products, for example by studying whether eWOM, product quality and price can affect consumers' purchase intention variables. In this study, the authors will study the impact of eWOM quality on the Instagram platform, focusing on the impact of product quality and price on purchase intention product and price on purchase intention?

II. Review of Literature

2.1 Electronic Word of Mouth

Electronic word of mouth is a form of marketing communication that contains positive or negative statements from potential customers about a product or company. Many people or organizations can get a product or company through the internet (Akbar, Mohammad Aldrin, Khotimah, Khusnul, Pasolo, Fachruddin, Labo, 2019). Information dissemination through ewom is done through social media or on the internet, for example via email, blogs, chat rooms, facebook, twitter, and various other types that can lead to other consumer interactions, there is an online communication network that can automatically help other consumers to share their experiences regarding products or services they get during the buying process (Z et al., 2016). Another opinion states that electronic word of mouth is a form of informal communication which is partly directed to customers through internet-based technology related to the use or characteristics of products or services (Widyanto et al., 2017). EWOM is divided into three dimensions, namely intensity, valance of opinion and content (Goyette I. et al., 2010). he indicators in intensity are divided into 3 parts, namely the frequency of accessing information from social networking sites, the frequency of interaction with users of social networking sites, and the number of reviews written by users of social networking sites (Goyette I. et al., 2010). While the valance of opinion has two characteristics, namely negative and positive, namely positive comments from users of social networking sites and recommendations from users of social networking sites.(Goyette I. et al., 2010). And finally, the content dimension has three indicators, including information on product or service variations, product or service quality information and information on product or service prices (Goyette I. et al., 2010).

2.2 Product Quality

Product quality is a description of how a product is assessed, both from the material of manufacture, the product's shelf life and the product's use fulness for its users (Maurencia et al. 2021) According to Kotler and Keller (2016: 167), product quality is the ability of an item to provide results or performance that match even exceeds what the customer wants. Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs (Sutrisno & Haryani, 2017). According to Orville et. Al. (2005:422) product quality is divided into seven dimensions, namely Performance, Durability, Conformance to Specifications, Features, Reability, Aesthetics and Perceived Quality (Nasution et al., 2020). Of the seven dimensions, performance relates to the basic operating characteristics of a product (Nasution et al., 2020). Durability means the product life that lasts until the product is replaced. The more often consumers use the product, the longer the product will last. In accordance with specifications, namely the basic operating characteristics of the product meet certain consumer specifications or no defects are found in the product. A feature is when the functionality of the product is designed to increase the functionality of the product or to increase consumer interest in the product. Reliability is the probability that a product will behave satisfactorily or dissatisfied over a certain period of time. The less likely it is to break, the more reliable the product will be. Aesthetics is about how you can see the appearance of a product in its shape, taste, smell and shape. In the end, perceived quality is often regarded as the result of indirect measurement, because consumers may not understand or lack information about the product. So, consumer perceptions of products are obtained from price, brand, advertising, reputation, and country of origin (Nasution et al., 2020).

2.3 Price

Price is a value agreement that is a condition for exchange in a buying transaction. Price can also be understood as the amount the buyer has to pay to receive the product (Harjanto 2009:29). Pricing is the only part of the marketing mix that generates revenue for the organization. In short, price can be defined as an amount or other aspect, including the particular use or use from which the product can be obtained (Nasution et al., 2020). According to Kotler and Armstrong (2015: 52), there are several dimensions of price formation, including price affordability, price conformity with product quality, price suitability with benefits, and price according to ability or price competitiveness. The definition of the price dimension includes the first, namely price affordability, consumers can reach the price set by the company. Products and services often have different brands. Prices also vary from brand to brand. Prices range from the cheapest to the highest. Price quality with service quality, Price is often used as an indicator of quality for consumers, and people often choose the higher price between the two products to see the difference in quality. People tend to think that they are expensive and that the quality is also good. And the suitability of price with benefits, namely Consumers often compare prices. In this case, consumers are very interested in the ups and downs of using the service (Darmansah & Yosepha, 2020).

2.4 Purchase Intention

Consumer interest in making a purchase is a step where consumers choose among several brands that are included in the choice set. Then, finally, the alternative choices and the buying process consumers buy goods and services based on different considerations. Purchase intention Consumer behavior indicates the level of commitment to purchase. Cong and Zheng (2017: 544) describe a customer's purchasing preference as "a volitional decision expressed by the consumer during the actual buying process". Purchase rates may fluctuate from time to time under the influence of external factors such as customer experience information when purchasing products and internal factors such as financial situation (Keni, 2019). Purchase intention is the stage of evaluating the information received by consumers (Rismawan & Purnami, 2017). The dimensions of purchase intention consist of four, namely exploratory interest, preferential interest, and referential interest tractional interest and developed into four indicators, namely consumer curiosity about the product of interest, consumer's picture of preferences regarding the product, consumer's tendency to reference the product and consumer's tendency to buy the product.
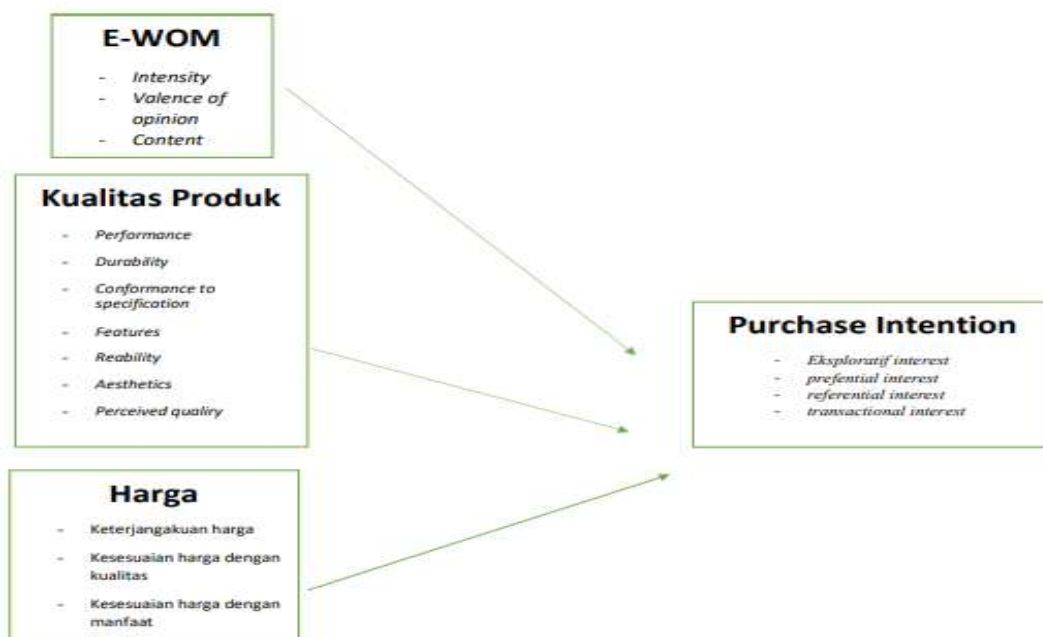
Figure 1. *Reasearch Framework Model*

III. Research Methods

The method used in this study is an explanatory survey research method, which is a research method to collect data or information from a part of the population which aims to find out the opinion of some of the population of the object being studied. The data collection procedure used a questionnaire to obtain primary data regarding respondents' opinions on the Ewom variable, product quality, price and purchase intention. Questionnaire method is one method to obtain data or collect data by sending questions to respondents or research subjects. The survey used in this study uses a Likert scale model, 1 strongly disagree, 5 strongly agree, and this survey uses Google Forms for online surveys that are distributed to respondents. Sampling using the Slovin formula with an error rate of 0.1 and a population of 183,000 resulted in 100 respondents for sampling using the Slovin formula. Hypothesis testing and covariate effects were carried out based on data collected using the PLS-SEM method and supported by the SmartPLS application.

IV. Results and Discussion

Validity and reliability testing can be indicated by looking at the loading factor value which is above 0.7 on each instrument for an indication of validity and reliability can be seen at the Conbach's alpha value which is more than 0.7 from the extracted mean variance (AVE) value. A score of 0.5 or more for each survey variable. This study has data, namely the value of the loading factor owned by each measuring instrument used already has a value above 0.7, in electronic word of mouth it has three dimensions, namely intensity, value of opinion and content. From these three dimensions, seven indicators are produced, namely (EW 1) has a value of 0.758 and is declared valid (EW 2) in eWOM has a value of 0.850, then (EW 3) has a value of 0.782, (EW 4) in the EWOM indicator produces a value of 0.745, in (EW 5) has a value of 0.763 , then the indicator (EW 6) produces a value of 0.875 and finally the indicator (EW 7) produces a value of 0.819. From the data presented,

it shows that each loading factor owned by the indicator in electronic word of mouth has been proven valid and can be used as a research measuring tool and for the variable electronic word of mouth has a Conbach's alpha value of 0.926 and an AVE value of 0.640 which proves that these variables reliable because the value of Conbach's alpha is above 0.7 and AVE is above 0.5. The product quality variable has seven dimensions including performance, durability, confermance to specification, features, reliability, aesthetics and perceived quality from the seven dimensions resulting in seven indicators, namely (KP 1), namely the basic operating characteristics of the product have a value of 0.821, then the second indicator or (KP 1) 2) the durability of a product produces a value of 0.806 , then the next indicator (KP 3) product characteristics has a value of 0.739, then in the next product quality indicator (KP 4) increases consumer interest in the product has a value of 0.852 , then the next indicator is (KP) 5) the probability that the product will work satisfactorily or not increase the attractiveness of imokey.id consumers produces a value of 0.884, the next indicator (KP 6) product appearance, namely the appearance of imokey.id products produces a value of 0.829, and in the last indicator (KP 7) consumer perceptions to the product yields a value of 0.793. From the data presented, it is known that the indicator in quality that makes a large contribution is the fifth indicator of product quality or (KP 5). And if you look at the indicator data as a measuring tool for product quality, it shows that the value of each indicator on Conbach's alpha is 0.901 and the AVE value is 0.694 and proves that these variables are valid and reliable. Furthermore, the price variable has four measuring indicators, namely (HP 1) has a value of 0.881, the next indicator (HP 2) produces a value of 0.888, then the third counter indicator or (HP 3) produces a value of 0.774 and the last indicator is (HP 4) yields a value of 0.856. the data shows that each loading factor owned by the indicator is above 0.7 which can be concluded that each indicator has been proven valid and can be used as a research measuring tool and for the price variable it produces Conbach's alpha values of 0.934 and AVE of 0.671 which proves that these variables reliable because the value of Conbach's alpha is above 0.7 and AVE is above 0.5. And the last variable, namely purchase intention, has four indicators, namely (PI 1) has a value of 0.755 , then the other measuring indicator (PI 2) produces a value of 0.852 , while the third indicator or (PI 3) produces a value of 0.829 , and for the last indicator, namely (PI 4) has a value of 0.793. the data shows that each loading factor owned by the indicator is above 0.7 which can be concluded that each indicator has been proven valid and can be used as a research measuring tool. And the purchase intention variable has a Conbach's alpha value of 0.885 and an AVE of 0.660 which proves that the purchase intention variable is reliable. With the presentation of the data, it can be concluded that each indicator can be used as a measuring tool in conducting research and it can be concluded that each questionnaire used is a measuring tool in conducting research and it can be concluded that the questionnaire used is a reliable questionnaire.

Hypothesis testing using the T test and P value, seen from the T statistic and P values data shows that the T statistic and P value on the Ewom variable show the numbers 6.508 and 0.000, it shows that there is a relationship or influence between the Ewom variable and purchase intention , this can also be seen from the influence of ewom on the purchase intention of prospective imokey.id customers, the majority of which are imokey.id followers can change. Electronic word of mouth involves several dimensions, namely intensity, valence of opinion and also content, the largest contribution of this dimension to the Purcahse intention variable is given to the content dimension of 0.875 or 87.5%. This means that the content from Instagram imokey.id has an effect on purchase intention. Therefore, it can be concluded that to test the hypothesis on the variable Ewom's influence on purchase intention, H1 is accepted, which shows that there is a significant effect of

Ewom on purchase intention and H0 is rejected because there is no significant effect of Ewom on purchase intention. Hypothesis testing using the T test and P value seen from the attached data that the T statistic and P value indicate that the T statistic and P value on the product quality variable show numbers 0.925 and 0.355, it shows that there is no significant relationship between product quality variables and purchase intention by imokey.id followers product quality involves several dimensions, namely performance, durability, conferance to specification, features, reliability, aesthetics, and perceived quality. The biggest contribution of product quality indicators is reliability of 0.884 or 8.84%, this means that from every indicator that becomes a number or calculation value in the product quality variable does not meet the requirements, therefore in the hypothesis the effect of product quality on purchase intention has no significant effect in other words, H1 is rejected and H0 is accepted or there is no significant effect between production quality and a purchase intention. the dimensions that make up the magnitude of the contribution are supported by four indicators and also variables from the dimensions that have been analyzed and which have a very large effect, namely 0.888 or 88.8% given to the dimensions of price conformity with service quality, this means that the T statistic and P the value shows that the T statistic and P value in the product price variable show a value of 5.288 and 0.000, it shows that there is a significant influence on the product price variable with purchase intention by followers of the imokey.id Instagram account. Product prices involve several dimensions, namely price affordability, price conformity with service quality, price suitability with benefits and price according to ability or price competitiveness. The biggest contribution of these dimensions is price suitability with service quality of 0.884 or 88.4%, this proves that The biggest influence of product prices is the quality of service according to followers of the imokey.id Instagram account, in this case it can be seen that the quality of service is indeed one of the important things that must be maintained by a business entrepreneur, both online and offline systems, this can affect buying interest to consumers. Therefore, in the product price variable on purchase intention, there is a significant effect between product price and purchase intention or in this hypothesis test, H0 is plotted because there is no significant effect, while H1 product price has a significant influence between product price and purchase intention. So in the hypothesis test the relationship between product price and purchase intention H1 is accepted.
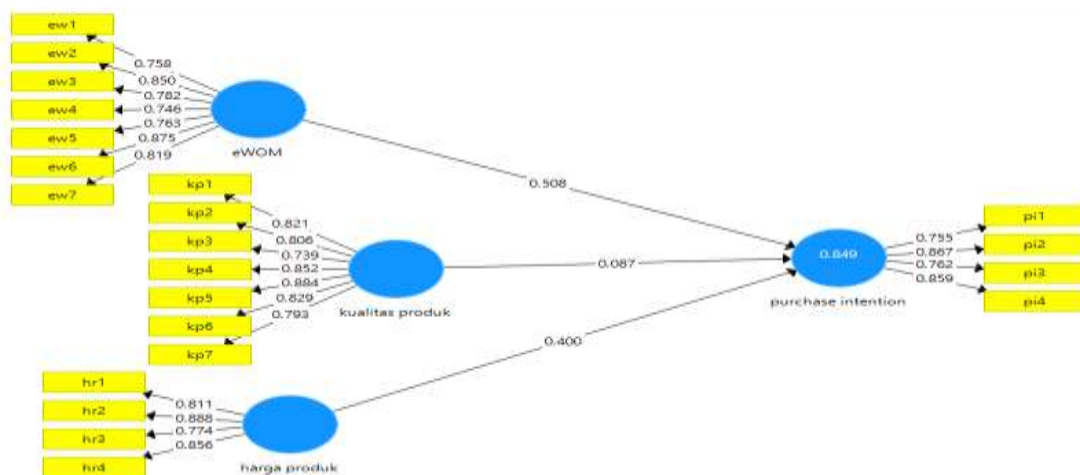

Figure 2. Hybrid Model (Basic Model) & Structural Model

In the model picture presented, it states that the eWOM variable shows the numbers 6.508 and 0.000, it shows that there is a relationship or influence between the electronic word of mouth variable and purchase intention, this can also be seen from the effect of EWOM on the purchase intention of prospective consumers imokey.id the majority of followers from imokey,id can change. This electronic word of mouth involves several dimensions, namely intensity, valence of opinion and also the content of the three dimensions which are built into seven indicators as measuring tools, the largest contribution of the electronic word of mouth dimension to the purchase intention variable is given to the content dimension of 0.875 or 87, 5%. Then on the product quality variable, it is known that the dimensions that make up the magnitude of the contribution are supported by seven dimensions, namely performance, durability, conformance to specifications, features, reliability, aesthetics and perceived quality of the seven product quality dimensions built into seven product quality test indicators from the seven dimensions that have been developed. the indicator that gives the biggest contribution is 0.884 or 88.4% which is given to the reliability dimension. This means that. The product quality variable shows the numbers 0.925 and 0.355, it shows that there is no significant relationship between product quality variables and purchase intention by imokey.id followers. Product quality involves several dimensions, namely performance, durability, conformance to specification, features, reliability, aesthetics, and perceived quality, the biggest contribution of product quality indicators, namely reliability of 0.884 or 8.84%. the dimensions that make up the magnitude of the contribution are supported by four indicators and also variables from the dimensions that have been analyzed and which have a very large effect, namely 0.888 or 88.8% which is given to the dimensions of price conformity with service quality, the product price variable shows values of 5.288 and 0.000 it shows that there is a significant influence on the product price variable with purchase intention by followers of the imokey.id Instagram account. product prices involve several dimensions, namely price affordability, price suitability with service quality, price suitability with benefits and price according to ability or price competitiveness. The biggest contribution of these dimensions is price suitability with service quality of 0.884 or 88.4% this proves that The biggest influence of product prices is the quality of service according to followers of the imokey.id Instagram account. So if it is concluded from the structure model, the variable that has a major influence on purchase intention is eWOM of 0.508 or 50.8%. The table is presented in the table below.

Table 1. Results of the eWOM . Instrument Measurement Test

Path	Estimate	Conclusion
EW 1 > EW	0,756	Data supported
EW 2 > EW	0,850	Data supported
EW 3 > EW	0,782	Data supported
EW 4 > EW	0,746	Data supported
EW 5 > EW	0,763	Data supported
EW 6 > EW	0,875	Data supported
EW 7 > EW	0,819	Data supported

(Source: Data Processing Results, 2021)

The eWOM variable shows that the eWOM variable is built on three indicators, namely intensity, valance of opinion, and also the content of the three indicators is built into seven dimensions, namely the frequency of accessing information from social networking sites, interaction with users on social networking sites, reviews written by

users. social networks, positive comments from social media users, recommendations from social network users, information about service products, product quality information, and also information about product prices. The indicator with the greatest influence on electronic word of mouth which is explained by the statement (EW 6) which comes from the content indicator, which is about uploading photos on Instagram feeds, has an influence of 87.5%. It can be concluded that content is important in electronic word of mouth because if the content we upload continues, it will attract the attention of potential consumers with various attractive product photos. Content is a photo or video that is uploaded on social media platforms to give the impression of attracting consumers to see and marketers must really understand how to make digital marketing tools so that they can relate to the results of research.

This product quality variable is built from 7 indicators, namely performance, durability, conformance to specification, features, reliability, aesthetics, and perceived quality and of the seven variables built into 7 dimensions, namely the durability of a product, the basic operating characteristics of the product, increasing consumer interest. of the product and the probability that the product will work satisfactorily or not within a certain period of time. Product appearance and also consumer perception of the product. The data will be attached in the form of a table as follows.

Table 2. Product Quality Instrument Measurement Test Results

Path	Estimate	Conclusion
KP 1 > KP	0,821	Data supported
KP 2 > KP	0,806	Data supported
KP 3 > KP	0,739	Data supported
KP 4 > KP	0,852	Data supported
KP 5 > KP	0,884	Data supported
KP 6 > KP	0,829	Data supported
KP 7 > KP	0,793	Data supported

(Source: Data Processing Results, 2021)

From the data presented, it can be seen that the dimensions that make up the magnitude of the contribution are supported by seven dimensions that make up the quality of the product. From the seven dimensions that have been described, the dimensions that provide the largest contribution are (KP 5) of 0.884 or 88.4% which is given to the reliability dimension. this means that the dimensions of product quality have an effect. The results of the trial data analysis of the measurement of the product price variable show that the product price variable or HR is built by 4 dimensions, namely price affordability, price suitability with service quality, price suitability with benefits and price according to ability or price competitiveness of the 4 dimensions that are built into 4 indicators of the calculation of the data that has been analyzed there are the following data.

Table 3. Test Results of Price Instrument Measurement

Path	Estimate	Conclusion
HP 1 > HP	0,811	Data supported
HP 2 > HP	0,888	Data supported
HP 3 > HP	0,774	Data supported
HP 4 > HP	0,856	Data supported

(Source: Data Processing Results, 2021)

From the attached data, it can be seen that the dimensions that make up the magnitude of the contribution are supported by four indicators and also variables from the dimensions that have been analyzed and which have a very large effect, namely HP 2 of 0.888 or 88.8% which is given to the dimensions of price suitability with service quality, product prices involve several dimensions, namely price affordability, price suitability with service quality, price suitability with benefits and price according to ability or price competitiveness. The biggest contribution of these dimensions is price suitability with service quality of 0.884 or 88.4% this proves that the biggest influence of product prices is the quality of service according to followers of the imokey.id Instagram account, in this case it can be seen that the quality of service is indeed.

The results of the trial data analysis of the purchase intention variable measurement show that the purchase intention or PI variable is built by four dimensions, namely explorative interest, preferential interest, referential interest, and transactional interest. These four dimensions are built into four measuring indicators or calculations, namely consumer curiosity about the product. of interest, consumer descriptions of product preferences, consumer tendencies to refer products, and consumer tendencies to buy products. The measurement results on the purchase intention instrument are presented in the form of a table as follows.

Table 4. Test Results Of Purchase Intention Instrument Measurement

Path	Estimate	Conclusion
PI 1 > PI	0,755	Data supported
PI 2 > PI	0,852	Data supported
PI 3 > PI	0,829	Data supported
PI 4 > PI	0,793	Data supported

(Source: Data Processing Results, 2021)

From the attached data, it can be seen that the dimensions that make up the contribution are supported by four indicators, namely explorative interest, preferential interest, referential interest, and transactional interest. The results of the analysis show that the indicator that has the most influence is (PI 2) of 85.2% or 0.852 which is given to the preferential interest dimension. Preferential interest is a picture of consumers regarding product preferences, imokey.id followers give the opinion that consumer preferences regarding imokey.id have been formed like imokey.id marketed their products with 90s themed so consumer preferences have been formed and proven from the results of the analysis prove that among other dimensions that provide the influence is spread from the dimension of preferential interest.

V. Conclusion

This study shows the results that eWOM contributes 5.08% to purchase intention. The contribution of the content aspect is 87.5% so ewom has a significant influence on purchase intention on imokey.id followers. For the product quality variable, it contributes 8.7% to purchase intention. The biggest contribution of 88.4% is given to the reliability dimension, so product quality has no significant effect on purchase intention on imokey.id followers. Product price contributes 40% to purchase intention. A contribution of 88% is given to the dimensions of price suitability with service quality, so the price has a significant influence on purchase intention on imokey.id followers. Aspects of Preferential interest provide the largest contribution to purchase intention of 0.867 or 86.7%.

The advice that will be given after looking at the data analysis described in previous chapters for the object of research online shop imokey.id on the Instagram platform is to continue to improve ewom or digital marketing because ewom is the largest contribution compared to other variables and from ewom indicators that The most influencing is content where imokey.id must regularly post content on social media or social platforms used by imokey.id. The suggestion is also that imokey.id can use celebrity endorsements to increase consumer interest as well as from the content created by the endorser.

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