

INFLUENCE OF ELECTRONIC WORD OF MOUTH AND INFLUENCER IN THE USE OF INSTAGRAM ON PURCHASING INTENTION ON WOMEN'S APPAREL

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ABSTRACT

This research aims to examine the influence of electronic word of mouth and influencers in the use of Instagram account shopee_id on purchasing intention of women's apparel among shopee_id IG followers. Currently, Instagram has become one of the most popular social media for marketing activities, especially during the pandemic period in the past two years. Many people hold online transactions there. The electronic word of mouth and influencers on Instagram, in building the brand images of the products offered by shopee_id, especially women's apparel products, play important roles in strengthening consumers' purchasing intention or buying interest.

This research uses Electronic Word of Mouth and Influencer Research variables on the Instagram account of @shopee_id and Purchasing Intention of women's apparel among female @shopee_id followers. The sampling is carried out using the Non Probability - Convenience / Accidental Sampling technique. The research also uses Quantitative Approach, Postpositive Perspective, and Correlational Survey Method to test three research hypotheses: "Electronic Word of Mouth Influences Purchasing Intention", "Influencers Influences Purchasing Intention", and "Electronic Word of Mouth and Influencers Together Influences Purchasing Intention". Based on data processing and analysis using SPSS, it can be concluded from the first hypothesis testing that there is a significant positive effect of e-WOM on Purchasing Intention. The result of the second hypothesis testing shows that there is a significant positive effect of Influencers on Purchasing Intention. The result of the last hypothesis testing concludes that there is a significant positive effect of e-WOM and Influencers together on Purchasing Intention.

Keywords: e-WOM, Influencer, Purchasing Intention, Reasoned Action

INTRODUCTION

Since the COVID-19 pandemic hit Indonesia in early 2020, the apparel industry has not yet recovered well until now. Creativity, innovation, the use of advanced technology, and marketing strategies are some important factors that decide a company if it can survive during the pandemic or not (Setyawati & Achsa, 2021). Women's apparel industry actors must be careful to develop and adjust the most up-to-date trends with market needs. The trading activities during the covid-19 pandemic are mostly done online so that apparel outlets do not any longer function optimally due to the lockdown policy. Therefore, social media has now become the most crucial marketing channel that entrepreneurs need to use to market their products.

Due to the declining growth rate of the women's apparel industry during a pandemic, the entrepreneurs must think more deeply about cheaper and more effective marketing strategies. E-WOM is where people tend to trust information obtained from fellow consumers more than that provided by the companies (Nieto et al., 2014). Influencers also have become popular trendsetters and have the power to control their audiences or followers. The companies may hire them to promote the consumers purchasing intention. Therefore, this research tries to prove the "Influence of Electronic Word of Mouth & Influencers in the Use of Instagram on the Consumers' Purchasing

Intentions in Women's Apparel", and the women's apparel is the only limitation of the research object.

THEORETICAL FRAMEWORK

Electronic Word Of Mouth

Definition of e-WOM

Lin (2014) defined eWoM as positive or negative claims about a product or business made by potential, current, and former consumers. Many of which are available on the Internet. It has three main dimensions: quality, quantity, and competence of the senders. E-WOM is used to convey purchasing decisions. Online user reviews can influence others' perceptions of a product and this can be grouped as part of electronic word of mouth (Duan et al, 2008). In a study conducted by Pranjal Gupta and Judy Harris (2010), it was found that some researchers consider the electronic word of mouth to have strong and reliable influences on consumers' behavior. Along with the development of technology, the influence of the consumers through oral electronic communication can grow rapidly on the internet. The discussion about a product held online is called electronic word of mouth (eWOM).

Therefore, it can be concluded that eWOM is based on the consumers' experiences who have utilized certain products or services. If they get satisfied with their experiences, they will voluntarily provide a good assessment (reviews) of the products or services. Through eWOM, the consumers receive information about the quality of the products or services that have been used.

Dimensions of e-WOM

The dimensions of e – WOM are : **Quality** : Quality indicates the clarity and transparency level of the reviews that have been made on the services or products, **Quantity** : Quantity means the number of consumers' reviews and conversations about a service or product. This shows that products with a high number of conversations have a high level of popularity as well. **Sender's expertise** : The senders' expertise is the level of expertise and knowledge of the reviewers on the services or products offered. They assume that people who have expertise in a specific field usually provide honest and appropriate reviews.

Influencer

Definition of Influencer

Influencers with huge audiences and positive images can be hired to reach potential buyers in an online store. According to Brown and Hayes (2008), an influencer is someone who has the power to influence the purchase intention of others because of his popularity, authority, knowledge, and position. An influencer must have many fans that are willing to follow his lifestyle. (DoubleClick, 2006) In "Influencing The Influencers: How Online Advertising and Media. Impact Word of Mouth", it is stated that the influencers are specific individuals with the following criteria:

1. They belong to a group of expert individuals in certain fields (i.e hobbies, work, etc).
2. People often ask questions related to the influencers' area of expertise.
3. When they find something new, they will automatically review and even recommend it to others.
4. Influencers have a wide social circle and are active online users.

There are some types of influencers based on the number of their followers: celebrities (more than 1 million followers), macro-influencers (500 thousand – 1 million followers), middle-

influencers (100-500 thousand followers), and micro-Influencers. (1-100 thousand followers) (Purwaningwulan et al, 2018)). The companies which take over their resources to the influencers can later see increasing brand trust and product awareness (Rahmah & Ren, 2019). The Internet provides convenient places to market products and services. It is easy to use and can also be used by all business elements and available at any time, such as electronic commerce (e-commerce) for marketing and selling physical and digital goods.

Dimensions of Influencers

Expertise

According to Shimp (2014), "expertise refers to the knowledge, experience, or skills possessed by an endorser as they relate to the endorser brand". Expertise is the knowledge, ability, expertise, and experience possessed by the influencers in describing the advantages of a product in detail. An influencer is considered to have sufficient expertise related to products that are supported and accepted by the audience. There are some indicators in this dimension, namely knowledge, experience, and expertise.

Trustworthiness

According to Shimp (2014), trustworthiness refers to the honesty, integrity, and believability of a source. Endorser trustworthiness simply reflects the fact that the prospective endorser of a brand varies in the degree to which audience members have faith in what they have to say". Trustworthiness is a natural ability of an influencer that is seen from his/her honesty and integrity that can influence his audiences. It consists of some indicators i.e. honesty, sincerity, and trustworthiness.

Similarity

Shimp (2014) explained similarity as the degree to which an endorser matches an audience in terms of characteristics pertinent to the endorsement relationship-age, gender, ethnicity, and so on. It is the similarity between the influencer and the audience in terms of gender, skin color, demographics, preferences, etc. It invites audiences to do the same with him/her. The similarity indicators include the similarity of quality brands, tastes, and needs.

Purchase Intention

Definition of Purchase intention

According to (Kotler, 2005), interest is described as a condition where consumers do not take any action, which can be used to predict their future behavior or actions. Preference occurs in response to an object that indicates a customer's desire to purchase something. Purchase preference is a statement among consumers that shows their tendency or preference to purchase a product in a certain amount and time that can be used by the marketers to predict customer desires. Purchase interest arises after the replacement assessment process.

During the evaluation process, a consumer will make a series of choices about which products to purchase based on the brands and preferences (Kotler, Bowen & Maken, 1999). Before making a purchase decision, a consumer will usually collect information as much as possible about the product based on his personal experience and from the environment. After the information is collected, he starts to evaluate the product and make purchasing decisions after making some products comparisons products, and calculate the advantages and disadvantages carefully (Kotler, 2012).

Dimensions of Purchase intention

1. Transactional Interest

Transactional interest means consumers' tendency who always purchase a product that they have utilized or used.

2. Referential Interest

It shows consumers' tendency to refer a product they have purchased to their friends/relatives. This of course aims to make other people want to buy the same product based on their personal experiences in using it.

3. Preferential Interest

Preferential interest defines the consumers' desire to have a primary choice in purchasing specific products. They will only switch to others if the product in question is neither affordable nor available.

Reasoned Action Theory

This theory attempts to link belief with attitude and will (intention) as well as behavior. The theory was developed by Littlejohn & Foss (2009). It explains attitudes and behavior at every step or action. Desire is the best predictor of behavior, that is, if we want to know what behaviors someone has, we only need to find out his motives or desires. The intention is built from subjective attitudes and norms (Jogiyanto, 2007). The Theory of Reasoned Action (TRA) suggests that an attitude can affect an action coming firstly from making a decision carefully based on specific motives, and has an impact on three things. First, not much behavior is based on a general attitude; only a certain attitude that is quite specific about something. The second is that behavior can be influenced by subjective norms and not only influenced by attitudes, namely by our belief in something about what other people expect us to do. The last is an attitude to a behavior, along with subjective norms, which can drive intention to do particular actions. (Jogiyanto, 2007)

Social Media Marketing

Rognerud (2008) states that social media marketing aims to achieve the goals of brand marketing and communication through participation in various social media networks. Gradually, social media marketing is implemented and realized from a marketing plan (Nadda et al., 2015). According to Neti (2011), there are some advantages of using social media in marketing. First, it allows the marketers to listen to complaints and suggestions from the consumers. Second, social media marketing makes it easy for the marketers to identify various peer groups or influencers among various groups; and third, social media is zero cost because commonly social networking sites can be accessed for free. Social media marketing is a good strategy that is widely applied by e-commerce, one of which is Instagram. Social media means the online media that is used by almost all levels of users in this modern era for long-distance communication needs, where the interaction process is carried out between one user and another that must be supported by the internet network. Social media is a powerful means of communication to connect users with very large area coverage.

Instagram

Instagram Features

There are some exciting features provided by Instagram such as Reels, Stories, Messenger, IGTV, shopping, and Search & Explore. The reel is a video-making feature completed with the Countdown facility. The Countdown allows the users to record their activities with specific certain

time lags. The Stories provides a kind of status/story in the form of text or images. Messenger is a feature that allows its users to communicate directly with each other. This is especially useful when the users require private communication. IGTV is a live broadcast service from Instagram.

Instagram Ads

Instagram Ads is a service provides advertising service for Instagram users. Instagram provides two options for using this feature; through Stories or Instagram Feeds. There are some steps in making advertisements through Instagram Ads:

- a. Open the Facebook Ads Manager app
There is a feature of Facebook called Facebook Ads Manager, which provides flexibility in creating an ad. Currently, this feature has been integrated with Facebook and Instagram. Therefore, to access advertising services, we must have a Fb and Ig account first.
- b. Select Create Ads
When we first open the application, we can see the ads that have been created or want to create new ads. To create a new one, please click the Create Ad button
- c. Select ad purposes
Set the desired advertising purposes, product identity reach, community movement, video views, etc.
- d. Select ad types
Some of the offered types of ads include split test and budget optimization. Split Test is an ad that splits the ad into two pieces of content. Then, at the end of the ad, there will be a report on which ads are viewed the most. However, the Split Test type costs more than Budget Optimization.
- e. Define ad name and traffic destinations.
Here we are asked to create the name of the ad and the traffic destination that will be used. There are some traffic destinations like website, App, Messenger, and Whatsapp.
- f. Set product promo
If the product is still in the promotion period, we can activate the promo feature.
- g. Determine the ad targets
The ad targets can be adjusted according to specific needs. The targets may be in form of education level, location, ages, and gender.
- h. Set the ad placement
The placement in question is related to the types of devices that will receive the ad. If you choose automatic placement, then your ads can be seen on the Facebook and Instagram platforms automatically.
- i. Set an ad posting schedule
Set a schedule for the ad posting. Make sure to set the start and end dates
- j. Connect with Instagram Account
We recommend you connect your Facebook account with Instagram. It will make it easier to synchronize ads on the Facebook and Instagram platforms
- k. Choose ad format
There are various options of ad formats, such as carousel (image slides), single image, single video, slideshow, and images collection.
- l. Create ad content
Upload the texts, images, or videos that you want to advertise. It is very important to pay attention to the file types, capacity, and pixel size.

- m. **Make payment**
Make payments as needed. If the deposit is lower than the target set by the system, the ad will stop automatically even though the ad date has not yet ended. Meanwhile, if the deposit exceeds the target, the ad will stop without draining the deposit that has been made.

Research Framework

There are two most commonly used types of frameworks, i.e:

- a. **Correlational Research**
The main components in this framework indicate the existence of Independent Variables, Dependent Variables, Measure (indicators of the variables studied), and Level (indicators of the independent variables studied).
- b. **Method Improvement**
The main components of this framework are represented by schemas such as Indicators, Proposed Methods, Objectives, and Measurements. Indicators and measurements are two observed variables and their relationship can be identified in many experiments.

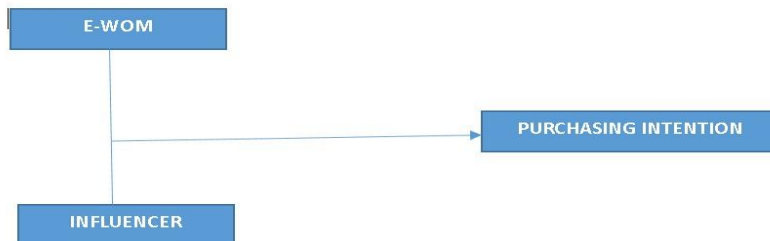
Influence of e-WOM on purchase intention



Influence Influencer on purchase intention



Influence of e-WOM and Influencer on purchase intention



METHODS

This is explanatory research which has the main goal of explaining why an event occurs, building, describing, or testing a theory (Treadwell, 2019). The perspective of this research is "Postpositive". Treadwell explained that postpositive research is based on objective observation and measurement, leaving the view of absolute truth, and using cause-effect logic. The author uses a quantitative approach using survey techniques and questionnaires for collecting the research data. The quantitative approach is a way to test objective theories by examining the

relationship among variables. These variables are usually contained on the instruments and can be measured and analyzed using statistical procedures (Creswell, 2010).

Research Population and Sample

The research population and sample are explained in the following sections:

1. Population

The population in this research is IG Shopee followers who see promotional posts for women's apparel on IG Shopee, either by looking at followers or admin comments and posts from the influencers. The total population in this research is 7.8 million people (number of Shopee_id IG followers).

2. Sample

The sample is Shopee_id's IG followers. The data are taken from respondents using Google Forms and distributed via DM IG (Direct Message Instagram) to IG Shopee_id followers and through the WA (Whatsapp) application, with a filter statement that the questionnaire is intended for female Shopee_id IG followers and they must be active IG users (frequently open and operate Instagram).

Sampling Technique

The sample selection method used is convenience/accidental sampling procedures (Santoso- Tjiptono, 2001). It determines the sample based on chance where the respondent is chosen by anyone who coincidentally meets the researcher as long as the respondent is viewed to be fit with the provisions needed as a data source (Sugiyono, 2011). The number of samples is set using the Slovin formula (Slovin, 1960).

Hypothesis

Hypothesis 1:

H0: EWOM does not influence the Purchase Intention

H1: EWOM positively influences the Purchase Intention

Hypothesis 2:

H0: Influencer does not influence the Purchase Intention

H1: Influencer positively influences the Purchase Intention

Hypothesis 3:

H0: EWOM and Influencer do not influence the Purchase Intention

H1: EWOM and Influencer positively influence the Purchase Intention

DISCUSSION

In this research, the author distributes a set of questionnaires to the 199 respondents. This questionnaire contains some statements representing 3 (three) variables to be examined. The three instruments talk about the Electronic Word of Mouth (E-WOM), Influencer, and Purchasing Intention. The questionnaire of E-WOM consists of nine statement items; the Influencer consists of nine statement items, and the Purchasing intention also contains nine statement items. The results or data obtained from the questionnaire are then analyzed or processed by software SPSS software for windows 25.0.

Based on the analysis results, the e-WOM becomes the most dominant variable, seen from the average mean in the table on the Purchasing Intention of women's apparel. This indicates that the Shopee.id Instagram followers state that e-WOM provides clear, credible, and helpful online reviews. The quantity of e-WOM also influences the Purchasing Intention. The number of reviews and the amount of proper and accurate information also push high ratings and recommendations for the consumers' considerations before purchasing.

Result of Statistical and Descriptive of E-WOM

Item Code	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	199	1	5	4,331	0,725
X1.2	199	2	5	4,643	0,558
X1.3	199	1	5	4,231	0,722
X1.4	199	1	5	4,206	0,889
X1.5	199	1	5	4,412	0,810
X1.6	199	1	5	4,427	0,747
X1.7	199	1	5	3,934	0,847
X1.8	199	1	5	3,663	0,990
X1.9	199	1	5	4,030	0,834
Total Mean Value and Standard Deviation				4,209	0,502

Source: Primary data processed using SPSS

The most dominant dimension of Influencer seen from the average mean in the table is "Expertise". It means that the followers of Instagram Shopee.id want the Influencer to create attractive promotional content for women's apparel, which displays the Influencer's extensive knowledge so that it can attract more fans to purchase the product. Also, "Trustworthiness" is strongly required by the Influencer to influence his/her followers

Result of Statistical and Descriptive of Influencer

Item Code	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	199	1	5	3,140	1,044
X2.2	199	1	5	4,020	0,864
X2.3	199	1	5	3,929	0,843
X2.4	199	1	5	3,351	0,988
X2.5	199	1	5	3,703	0,863
X2.6	199	1	5	3,773	0,861
X2.7	199	1	5	3,326	1,039
X2.8	199	1	5	3,295	1,033

Source: Primary data processed using SPSS

The most dominant dimension of Purchasing Intention viewed from the average mean in table 4.6 as perceived by 199 respondents is transactional interest, followed by preferential interest. This means that the respondents are interested to purchase women's apparel by looking at Shopee.id Instagram account. They also make women's apparel the main choice when they visit Shopee.id Instagram.

Result of Statistical and Descriptive of Purchasing .intention

Item Code	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	199	1	5	4,392	0,795
Y.2	199	1	5	4,321	0,845
Y.3	199	1	5	4,608	0,641
Y.4	199	1	5	4,397	0,809
Y.5	199	1	5	4,356	0,777
Y.6	199	1	5	4,020	0,875
Y.7	199	2	5	4,241	0,773
Y.8	199	1	5	4,201	0,834
Y.9	199	2	5	4,386	0,693
Total Mean Value and Standard Deviation				4,325	0,582

Source: Primary data processed using SPSS

The results of the hypotheses testings show that there is a significant positive effect of e-WOM and Influencer together on Purchasing Intention, and the effect is 29.9%.

Determinant Coefficient Table
Model .Summary

Model	R	R .Square	Adjusted .R .Square	Std. .Error .of .the .Estimate
1	.547 ^a	.299	.292	.49052

Predictors: .(Constant), .Influencer, .EWOM

Source: Primary data processed using SPSS

INFLUENCE OF E-WOM ON PURCHASING INTENTION

Based on the calculation results, the t-statistic value is 5.624, which means > 1.972 , and the value of sig. 0.000 is lower than 0.05, then H_1 is accepted, where E-WOM has a positive and significant influence on Purchasing intention. It can also be concluded that changes in E-WOM value have a unidirectional effect on changes in Purchasing intention, or in other words, if E-WOM increases, there will be an increase in the level of Purchasing intention, and it statistically has a

significant influence. Based on the results of data processing with SPSS version 25.0, it is identified that the coefficient value of E-WOM on Purchasing Intention is 0.461, which means that E-WOM has a positive and significant effect on Purchasing Intention of Shopee_id IG Followers.

INFLUENCE OF INFLUENCERS ON PURCHASING INTENTION

Based on the calculation results, the t-statistical value is 3.119, which means > 1.972 and the sig value is 0.000 which is lower than 0.05, then H_2 is accepted, where the Influencer has a positive and significant influence on Purchasing Intention. Changes in the Influencer's value have a unidirectional effect on changes in Purchasing Intentions, or in other words, if the Influencer's value increases, there will be an increase in the level of Purchasing Intention and statistically has a significant effect. Based on the results of data processing with SPSS version 25.0, it is identified that the Influencer's coefficient on Purchasing Intention is 0.181, meaning that the Influencer has a positive and significant effect on Purchasing Intention of Shopee_id IG Followers.

SIMULTANEOUS INFLUENCE OF E-WOM & INFLUENCER ON PURCHASING INTENTION

Based on the calculation results, the value of Sig. The F-test is 0.000, indicating that the alpha significance level of 0.05 two-tailed is significant. Meanwhile, the testing using the F-test is done by comparing the value of F_{table} with F_{count} . The value of F_{count} is 41,736, and F_{table} is 3,040, thus showing that $F_{count} (41.736) > F_{table} (3.040)$, then H_0 is rejected and H_3 is accepted. It can be concluded that E-WOM and Influencer simultaneously influence the Purchasing Intention of Shopee_id IG Followers. The value of R square or determinant coefficient is 0.299 or 29.9%, indicating that Purchasing Intention is influenced by the two independent variables used in this study (i.e. E-WOM (X1) and Influencer (X2)) by 29.9%, and there are still some other influences as much as 71.1%).

CONCLUSIONS

Based on the results of the analysis and discussion in the previous section, it can be concluded that the most dominant dimension of e-WOM (viewed from the average mean in table 4.4 as perceived by 199 respondents to the Purchasing Intention of women's apparel) is the quality of e-WOM. The most dominant dimension of Influencer (viewed from the average mean in table 4.5 as perceived by 199 respondents to the Purchasing Intention of women's apparel) is "Expertise". The most dominant dimension of Purchasing Intention (viewed from the average mean in table 4.6 as perceived by 199 respondents) is transactional interest and followed by preferential interest. The results of the hypotheses testing show that there is a significant positive influence of e-WOM and Influencer together on Purchasing Intention. The effect is 29.9%, meaning that the rest 71.1% is other forms of promotion, where if they are done together can have a significantly stronger effect on Purchasing Intention. This research can provide information and knowledge for academics and companies that the use of e-WOM and Influencer in improving the Purchasing Intention of women's apparel has proven to be effective.

SUGGESTIONS

It is also necessary for the next researchers to look at other forms of marketing that might be also effective in improving the consumers' Purchasing Intention. Therefore, the findings will become more comprehensive and more accurate to identify what forms of effective promotion should be displayed on social media.

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