

Electronic word of mouth against product purchasing decisions of vindex snack Tanjung Palas (with elaboration likelihood model approach)

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Abstract

MSMEs must be technologically literate in utilizing marketing patterns, one of which is Electronic Word of Mouth with the Elaboration Likelihood Model approach, which can increase people's purchasing decisions by improving the image or brand of MSME products in Indonesia. This study aims to evaluate the effect of Electronic Word of Mouth in the decision process to purchase Vindex Snack products using the Elaboration Likelihood Model approach. The results of this study indicate that the influence of Electronic Word Of Mouth has a negative contribution to the product purchasing decision process. While the power of Electronic Word Of Mouth by using two routes, namely the Central Route and the Peripheral Route, with an information quantity indicator of 80%, means that the quantity of information is needed in making product purchasing decisions. The indicator for buying Vindex Snack products shows excellent results, with a presentation of 75%.

Keywords: Electronic Word Of Mouth; buying decision; Elaboration Likelihood Model

INTRODUCTION

Electronic Word Of Mouth has become a permanent element of online marketing, positively impacting online consumers' purchasing decisions (Cheung, Lee & Rabjohn, 2018). Science also continues to develop rapidly, thus triggering more and more researchers to adopt theories, one of which is the Electronic Word Of Mouth (E-WOM). This study found that the Elaboration Likelihood Model (ELM) is the theory most widely used by researchers in discussing the topic of E-WOM. This study uses essential components of ELM in adopting Electronic Word of Mouth, namely argument quality as the central route and site quality and reviewer quality as a peripheral route that influences purchase influence and behavioral intention.

Another reason ELM can be used as a theory that analyzes E-WOM is that according to Morrison (2013), most research in the sociopsychological tradition (in this case ELM) pays attention to how a person processes messages by emphasizing how individuals plan message strategies, message recipients process messages. The statement, as well as the effect of the news on the individual. This study shows that product ranking, information quality, information accuracy, value-added information, and relevance timeliness influence business actors/MSMEs to use online reviews as a reference for obtaining information about marketing strategies.

Expanding access to marketing globally through (E-WOM) will also indirectly affect the development of MSMEs in remote areas, one of which is Tanjung Palas District. Based on data from the Department of Industry, Cooperatives, Trade and Small and Medium Enterprises (Disperindagkop) for June 2021, there are 1742 MSMEs in Tanjung Palas, which has five villages and four sub-districts, which is one of the sub-districts in Bulungan Regency, North Kalimantan Province. So that one of the MSMEs in Tanjung Palas with the Vindex Snack product will be established in 2021 with the business actor Mrs. Vina herself. Vindex Snack comes from the names of Vina's mother and Dedex's



husband. By adjusting consumers' attractiveness, Vindex Snack products have the characteristics of snack spices and product crispness.

METHOD

The research approach used in this research is quantitative research. This method is used to examine hypotheses and determine the influence relationship between variables built into a research model. Namely to determine the influence relationship between the independent variables, namely service quality, and price, on the dependent variable economic satisfaction. The stages of the research process carried out by the researcher started from the initial research to explore the problems in the research object. Then it continued with a literature study to examine the theoretical basis and the results of empirical studies in previous studies to be used to build a research model. After that continued with observations and interviews in the field, collecting data through questionnaires; after the data was collected, analysis was carried out, and conclusions were drawn.

This study distributed a questionnaire, briefly explaining the research objectives and how to complete the questionnaire. The questionnaire submitted is in the form of Electronic Word Of Mouth questions on Purchasing Decisions. The questionnaire is the most essential instrument for collecting data which is done by giving several written questions for the respondent to answer. Questionnaires are the most effective and efficient data collection technique if the researcher knows the variables to be measured and understands what is expected of the respondents., Iskandar (2019:77). In this study, researchers used four categories of answers, namely :

Table 1. Likert Scale Collecting Information

Information	Skala
Very Disagree	1
Disagree	2
Agree	3
Very agree	4

Sumber : Sugiyono (2014-137)

The Likert scale in this study does not use "undecided" answers to eliminate the tendency for solutions that are at a safe point. So that later respondents who are afraid to give a solution will tend to choose the answer "doubtful" to remain in a safe position. So, the researcher chose the strongly agree, agree, disagree, strongly disagree answer categories to see the certainty of the respondents' opinions towards agreeing or disagreeing. (Sugiyono, 2014:137).

The distribution of questionnaires in this study was carried out in two ways. First, the distribution of the questionnaire was carried out online using the "Google form" for respondents who, by chance, could access the questionnaire online. Second, it was done manually using a questionnaire checked and submitted directly by the researcher to respondents who could not access it online.

RESULT AND DISCUSSION

Variables tested individually that are dominant in influencing the Electronic Word of Mouth are the customer purchasing decision variables after purchasing the Product.

This is because the better a purchase decision is given by the company to customers, the customer will feel satisfied, and customer expectations will be met. The Electronic Word Of Mouth variable negatively and significantly influences consumer purchasing decisions on products. This means there is a need for breakthrough improvements and innovations, so the consumer's Electronic Word Of Mouth variable can influence purchasing decisions on products.

CONCLUSION

The effect of Electronic Word Of Mouth has an insufficient contribution because the percentage of Electronic Word Of Mouth has values, no influence or a rate that is not good from the results seen from the negative impact of Electronic Word Of Mouth from Vindex Snack products in Tanjung Palas. Meanwhile, electronic word of mouth is mainly visible from the two routes, namely the Central Route and the Peripheral Route, with an information quantity indicator of 80%, which means that the quantity of information is needed in making purchasing decisions for Vindex Snack products.

The purchasing decision on the Vindex Snack Tanjung Palas product is excellent because the percentage of Electronic Word Of Mouth has high values or a reasonable rate; from these results, it can be seen from the indicator on the purchasing decision, which is mainly seen from the repurchasing of the Product by 75%, which means that consumers are very interested in repurchasing Vindex Snack products given by the product owner.

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