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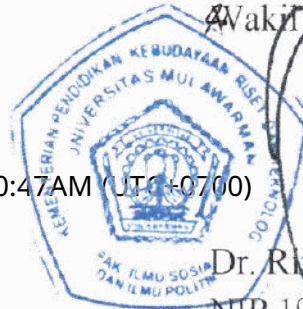
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The Effect Of Electronic Word Of Mouth On Emina Cosmetic Purchasing Decisions

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Abstract: Companies may need to search for new methods to compete with rivals as a result of the business world's increasing competitiveness and the advancement of increasingly complex technology. Using electronic word-of-mouth (eWOM) or word-of-mouth communication that occurs on electronic media between new users and another about a product, as used by Emina Cosmetics, is one approach to compete with businesses that refuse technology changes. The purpose of this study is to ascertain how purchasing decisions for Emina Cosmetics are influenced by trusting Opinion Leaders, and Reviews. This research employs a quantitative descriptive methodology. Purposive sampling with a formula that multiplies the number of variables by 25 produced a sample size of 109 respondents. According to the study's findings, substance, opinion volume, and intensity all have an influence of 43.2%, the remaining 56.8% is determined by other elements. The valence of opinion and content aspects have a substantial impact on decisions to buy Emina cosmetics, according to the t-test results. On the other hand, intensity has little bearing on what people decide to buy.

Keywords(s): Keputusan Pembelian, Word of Mouth, Emina Cosmetic

1. Introduction

In the current 4.0 era, technological advancements and innovations are very useful and integrated into daily activities. By using gadgets, one can quickly and easily access work, learning, finance and entertainment. The effectiveness of the internet network and the abundance of high-tech devices, especially smartphones, show how technological advancements facilitate people's ability to do their jobs and facilitate people's access to media and information [1].

Social media serves as an online discussion platform where consumers, both existing and potential new consumers, can interact and share opinions and comments about products. On social media, one of the most popular marketing techniques word of mouth, or eWOM. Electronic word of mouth involves the use of online media to disseminate word-of-mouth information that promotes marketing objectives and initiatives in accordance with [2]. An e-WOM offender will definitely attract new customers when he/she has a positive experience with a product and will not think twice to recommend it to others [3].

Word of mouth (WOM) was considered one of the best communication tactics to convey company information to customers before the advent of electronic word of mouth (eWOM) [4]. As the name suggests, eWOM occurs through digital/electronic platforms, such as social media platforms. According to Park, Lee and Han [5], consumer reviews posted online are considered to have a significant impact on product sales [6]. Business actors must be able to utilize e-WOM to build consumer trust and interaction through available social media. So that social media, which benefits users quickly and has a wide reach from various directions in the form of content or information, is possible to obtain and share various content or information. Like Instagram as one of the most popular social media platforms today.

A cosmetics manufacturing company located in Indonesia called PT Paragon Technology and Innovation. The company's main focus is to produce and distribute premium halal cosmetics. To market their products, they use a strong digital marketing approach. To reach their customers, they use websites, e-commerce platform, and social media. One of the brands under the management of PT Paragon Technology and Innovation is Emina. The many faces of Emina beauty products today attest to the company's mature planning and marketing system, operated by PT Paragon Technology and Innovation. Based on sales data from online marketplaces such as Shopee and Tokopedia, the Emina brand has sold IDR 45 billion in February 2021. Kompas news stated that more than 183 thousand transactions were recorded overall during the period.

The variable purchasing choice for Street Boba items is somewhat positively and marginally impacted by the e-WOM variable, according to research by Rico et al. [7]. However, Yuhanda Rahmatia's research findings from [8] demonstrate that eWOM has a major and favorable impact on consumer choice. Therefore, researchers want to reaffirm the validity of the findings of earlier studies about the influence of e-wom on purchase decisions by utilizing social media and other study objects than those employed in prior studies.

2. Theory and Methods

Primary data were used in this study, which took a quantitative descriptive approach. The target audience consists of frequent visitors to emina cosmetics' social media pages and active users of the brand's products. Purposive sampling was used to get the study's sample. In order to provide reliable data, this study used questionnaire distribution as a method of data collecting. With the use of SPSS version 26.0 software, multiple linear regression analysis is the technique employed.

3. Result and Discussion