

The Influence of Electronic Word of Mouth and Product Innovation on Purchase Intention (Survey of Starbucks Indonesia Instagram Followers)

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ABSTRACT

Technology that is increasingly sophisticated and continues to develop encourages people to become increasingly dependent on the online world. An industry that has a very rapid growth rate, capturing and attracting as many existing market opportunities as possible is the main goal for a company to do. Various ways must be done by companies so that the products they offer can continue to be in demand by customers. With the existence of Electronic Word of Mouth and innovation in the products they have, it is hoped that they will continue to create purchase intentions for their consumers. The purpose of this research is to analyze the influence of electronic word of mouth and product innovation on purchase intention of Starbucks Indonesia Instagram followers. This research is a quantitative research by distributing questionnaires. The sampling technique used purposive sampling technique. The samples collected were 150 respondents. Data analysis in this study used multiple linear regression analysis using SPSS 28. The results of this study indicate that: (1) there is a partial significant effect of electronic word of mouth on purchase intention; (2) there is a partial significant effect of product innovation on purchase intention; (3) there is a significant simultaneous effect of electronic word of mouth and product innovation on purchase intention. (2) there is a partial significant effect of product innovation on purchase intention; (3) there is a significant simultaneous effect of electronic word of mouth and product innovation on purchase intention. (2) there is a partial significant effect of product innovation on purchase intention; (3) there is a significant simultaneous effect of electronic word of mouth and product innovation on purchase intention.

INTRODUCTION

Background of the problem

Along with the times, technology is increasingly sophisticated and continues to develop, thus encouraging people to become more dependent on the online world and to change their way of communicating more easily than before, starting from the lower middle class to the upper middle class who are already familiar with advances in information technology such as the internet. Thus the public can easily get adequate information by accessing the internet easily and quickly to get the latest information. The significant growth of internet users has also become one of the important factors that companies pay attention to, so many companies are starting to promote their products and services via the internet. One of the things that makes it easier for business people to attract the attention of consumers is by providing detailed information about products and services as well as attractive services.

The increase in internet users also has an impact on people's behavior in making purchases, both buying goods and services. In Indonesia the number of internet and social media users continues to grow every year. This creates opportunities for business people to develop various types of business on the internet and at the same time do product marketing on the internet. Thousands and even millions of people around the world search for and buy the things they want and need by searching the internet. Evidenced by the results of a survey from Hootsuite (we are social) for the period up to 15 February 2022, it was revealed that in Indonesia, the total population (total population) is 277.7 million (2021: 274.9 million/increase of 1%). Connected mobile devices are 370.1 million (2021: 345.3 million/3.6% increase). Internet users reached 204.7 million (2021: 202.6 million/1% increase). Active Social Media Users: 191.4m (2021: 170 million, up 12.6%).

Internet users in Indonesia have several main reasons for using the internet. Finding Information is the most common reason used by internet users in Indonesia, namely as many as 80.1% use the internet to find information (Hootsuite.com). Consumers tend to choose several sources in the information search process such as Google, Twitter, Instagram, Line, Facebook, and other sites to obtain product and promotional information from other people who have purchased goods or services. Instagram, which ranks second, provides an alternative for Starbucks to help market its products. The number of Instagram users in Indonesia as of February 2022 is 99.15 million (2021: 85 million). Percentage of female users: 52.4% Percentage of male Instagram users: 47.6% (Hootsuite We are Social: Indonesian Digital Report 2022).

Information obtained through Instagram can be in the form of comments that describe satisfaction or dissatisfaction or about consumer experiences when using these products, both in the form of goods and services. When the information on a product is positive, it allows the person to be interested in certain brands and products and can decide to buy them. Conversely, if the information obtained by information seekers of a brand or product will allow that person to think about specifically their intention to use or even to the point of staying away from or avoiding the brands and products in question. In general, the public or consumers only want to enjoy positive recommendations to prove what is recommended is in accordance with the reality that they feel directly when proven directly.

Platforms The social media used by Starbucks in providing information about products or promotions to consumers and potential consumers of Starbucks Indonesia can be seen in the table below:

Table 1. Number of Starbucks Indonesia Social Media Followers

No	Social media	Number of Followers
1	Instagram	1,600,000 Million people
2	Twitter	3,700,000 Million people
3	Facebook	1,025,512 Million people
4	line	5,049,623 million people
5	TikTok	1. 813 Thousand People

Source: Starbucks Indonesia Information Social Media, 2022

In line with the increasingly expressiveness of social media, especially Instagram, people can easily influence others with the opinions and experiences they share on Instagram. Moreover, coupled with the phenomenon of selfies and food selfies that are currently rife so that every moment that is captured is directly uploaded to Instagram social media.

The phenomenon of selfies and food selfies that are currently happening seem to motivate people to compete to find good places or food/drinks to post on their Instagram accounts. One of drink hits in Indonesia which still survives to this day one of them that is Starbucks Coffee. Many Instagram users access the Instagram account page @starbucks indonesia, upload, share or load statuses containing mentions/hashtags of Starbucks Indonesia so that more people will be

exposed to information about products and places from Starbucks.

On the Starbucks Indonesia Instagram account, consumers can describe their positive and negative experiences in the comments column or their own posts by tagging the Starbucks account or on the Starbucks Indonesia Instagram account. So that other people can easily see information about Starbucks. Reposted consumer posts and product posts from Starbucks itself raise comments from consumers who have purchased products or visited Starbucks.

There are negative and positive comments on Starbucks Instagram posts, such as consumers who may have purchased a product posted on a Starbucks account commenting that the taste isn't good, doesn't meet expectations/taste or the photo doesn't match the picture. There are also those who comment otherwise. This can be one of the factors triggering buying interest from potential Starbucks consumers when reading comments or posts on the Starbucks Indonesia account. But it can also make fellow consumers or potential customers interact with each other through the Starbucks Indonesia Instagram account.

At this time there are several new drink innovations that they have released, namely Starbucks Coffeemezation/Secret menu where consumers can create their drinks by adding syrup, caramel sauce, coffee shots, less sweet options, changing the type of milk to vegetable milk, non-fat, to coffee. decaf. Starbucks does Coffeemezation marketing, one of which is through Instagram social media. Consumers and Starbucks have posted an invitation to attract customers to be interested in this latest innovation on Instagram Stories and Feeds from the @starbucksindonesia account. The posts that are uploaded are photos of drinks that have been prepared by several different consumers.

Another Starbucks innovation is the Barista Idol, which is a competition created by Starbucks and participated by Starbucks baristas throughout Indonesia and then selected by Starbucks based on coffee knowledge, technical competition, communication skills and the creation of special drinks for consumers. So that it gets the title of the best four Coffee Masters. The four drink creations from the selected baristas were promoted by Starbucks through the store by displaying promotions on the Starbucks menu board and also through Starbucks social media platforms such as Instagram, by posting the four photos and names of the baristas along with the pictures and names of the drinks they created, namely Iced London Fog Vanilla Earl Gray tea latte by Anggraeny, Ice Nutty Dulce de Leche Macchiato by Mega, Double Shot Salted Caramel Latte by Dian,

An industry that has a very rapid growth rate, capturing and attracting as many market opportunities as possible is the main goal for a company to do. Various ways must be done by companies so that the products they offer can continue to be in demand by customers. With the existence of Electronic Word of Mouth and innovation in the products they have, it is hoped that they will continue to create buying interest for their consumers. Starbucks as a pioneer of coffee shops with a different concept in Indonesia views the importance of an innovation that must be carried out as a response from a fast-moving industry. But does it actually really matter,

Based on the background that has been described, this study seeks to answer "Electronic Word of Mouth and Product Innovation on Purchase Intention (Study on Starbucks Indonesia Instagram Followers)".

Research purposes

Based on the background above, the purpose of this research is to:

1. Analyzing the effect of Electronic Word of Mouth on the purchase intention of Starbucks consumers?
2. Analyzing the effect of Product Innovation on the purchase intention of Starbucks consumers?

3. Analyzing the effect of Electronic Word of Mouth and Product Innovation on Starbucks consumer buying interest?

Theoretical basis

Marketing Management

According to Tjiptono and Diana (2020: 3), marketing is the process of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in the environment. dynamic.

In principle, the emphasis on the definitions above is the same, namely to meet the needs and desires of consumers, both for new consumers and to retain the same consumers. Companies must pay attention to marketing strategies that will be implemented to retain or gain new customers.

Marketing strategy

Marketing strategy according to Kotler (Kotler and Armstrong, 2012, p.72) is a marketing logic in which companies hope to create value for customers and achieve profitable relationships with customers.

The definition of marketing strategy according to Fandy Tjiptono (2017: 228) "Marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in certain target markets."

Inbound Marketing

According to Halligan (2010), Inbound Marketing is a digital marketing strategy that maximizes the use of the internet for marketing. The media used in inbound marketing include Google, Social Media and Blogs. Inbound Marketing is a method that develops a company by building meaningful and lasting relationships with customers. It's about rewarding and empowering customers to achieve their goals. Inbound marketing, when done right, is a very effective way to reach potential customers.

Digital Marketing

According to Sánchez-Franco et al., (2014) defines digital marketing as the result of evolutionary marketing. Evolution occurred as companies used digital media channels for a large part of marketing. Digital media channels can be addressed and allowed continuous, two-way, and personal conversation between marketers and consumers.

Purchase Interest

Purchase Intentions (purchasing intention) is a plan to purchase goods or services in the future, and purchasing behavior is not necessarily carried out because it depends on individual abilities (Qun et al., 2012). Consumer purchase intention refers to efforts to buy products or services (Erdil, 2015). Meanwhile, according to Kumala (2012) buying interest is something that arises in consumers related to plans to purchase a product/service and how many units of product/service are needed by consumers in a certain period.

Electronic Word of Mouth

Kotler and Keller (2016) is marketing using the internet to create word-of-mouth effects to support marketing efforts and goals. Viral marketing is contagious like a virus is another form of word of mouth or news from one mouse click to the next, which encourages consumers to share the products and services the company has developed in audio, video, and written form with others online.

Product Innovation

According to Dwanto et al. (2015: 105) states that product innovation is not only a product development, but product innovation can also be in the form of introducing new products, re-concepting in order to improve the goods or services produced by the company. Innovation is not only measured by how much change is made to the product, but the size of an innovation is also based on how much the needs of its users are fulfilled.

Research Model and Hypothesis

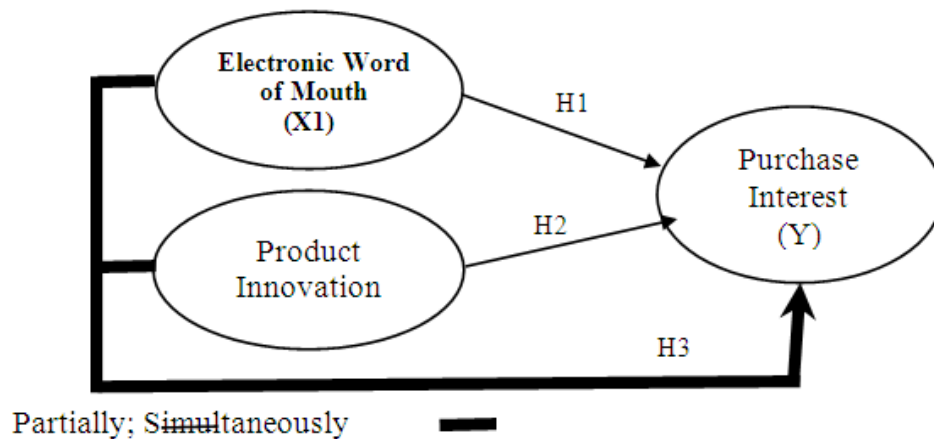


Figure 1. Research Model

Based on the picture above, the research hypothesis can be formulated as follows:

H1: It is suspected that the Electronic Word of Mouth has an effect on the Purchase Intention of Starbucks Indonesia Instagram followers.

H2: It is suspected that Product Innovation has an effect on the Buying Interest of Starbucks Indonesia Instagram followers.

H3: It is suspected that Electronic Word of Mouth and Product Innovation have an effect on the Purchase Intention of Starbucks Indonesia Instagram followers.

RESEARCH METHODOLOGY

This research is an associative study to determine the influence and interrelationships between the variables examined in the population or sample where the sampling technique was carried out randomly on Starbucks Indonesia Instagram followers. Data collection was carried out using research instruments or through the medium of questionnaires as the main research tool in data collection. Data analysis is quantitative in nature with the aim of testing the established hypotheses. According to Sugiyono (2017), quantitative research is a research method based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, data analysis is quantitative or statistical, with the aim of testing established hypotheses. Data collection techniques used in this study were questionnaires and observation.

RESEARCH RESULTS AND DISCUSSION

Test Results f

Table 2. Test Results f

ANOVAa

	Model	Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	596,177	2	298,089	64,396	<.001b
	residual	680,463	147	4,629		
	Total	1276640	149			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Product Innovation, Electronic Word of Mouth

Source: (Processed Data, 2022)

Based on the table above, the results of the f test in this study obtained a calculated f value of 64,396 with a significance figure (P value) of 0.001. With a significance level of 95% ($\alpha = 0.05$). Significance figure (P value) of 0.001 < 0.05. The results according to the data in the table also show that F_{count} is 64,396 > F_{table} , which is 3.06. So it can be concluded that simultaneously or jointly there is a significant influence on the Electronic Word of Mouth (X1) and Product Innovation (X2) variables on Purchase Intention (Y).

Test Results t

Table 3. Test Results t

Variable	tcount	ttable	Significance Value	Information
<i>Electronic Word of Mouth(X1)</i>	3,257	1976	0.001	Significant
Product Innovation (X2)	5,244	1976	0.000	Significant

Source: (Processed Data, 2022)

Table 3 shows the value of t_{count} and t_{table} of variables *Electronic Word of Mouth(X1)*, and Product Innovation (X2) on Buying Interest (Y).

1. For the effect of Electronic Word of Mouth (X1) on Purchase Intention (Y), t_{count} is 3, 257 and t_{table} is 1.976 with a significance value of 0.001. Because the $t_{count} > t_{table}$ and the significance value is less than 0.05 which means the hypothesis in this study has a positive t value and indicates that the variable *Electronic Word of Mouth* has a direct relationship with Buying Interest. Thus the results of statistical calculations that are partially variable *Electronic Word of Mouth* has a positive and significant effect on the Buying Interest of Starbucks Indonesia Instagram followers. So H1 is acceptable.
2. For the effect of Product Innovation variable (X2) on Purchase Intention (Y), t_{count} is 5, 244 and t_{table} is 1.976 with a significance value of 0.000. Because the $t_{count} > t_{table}$ and the significance value is less than 0.05 which means the hypothesis in this study has a positive t value and indicates that the variable *Product Innovation* has a direct relationship with Buying Interest. Thus the results of statistical calculations that are partially variable *Product Innovation* has a positive and significant effect on the Buying Interest of Starbucks Indonesia Instagram followers. So H2 is acceptable.

Discussion

Consumers who have a desire to buy certain products will show a higher level of actual purchases than consumers who have no intention to buy. Social media Instagram is one of the platforms in the development of the internet which not only allows consumers to get detailed information about a product or service, but besides that consumers can collect information from comments from consumers and other former consumers uploaded to the internet. Comments or reviews and recommendations about a product through Electronic Word of Mouth is an effective and efficient marketing process. This marketing process can also be reached by many people in a short time.

A company's product innovation can be promoted via the internet or social media. Where innovation is important related to changes in consumer tastes for a product or service. Changes in consumer desires are a reason for companies to innovate in the products or services offered. Therefore, companies are expected to create new ideas that offer innovative products for consumers so that they help companies to survive and excel in competition. For this reason, this research was conducted to investigate the effect of Electronic Word of Mouth and Product Innovation on Purchase Intentions who took a study on Starbucks Indonesia's Instagram Followers.

The Influence of Electronic Word of Mouth and Product Innovation on Buying Interests of Starbucks Indonesia Instagram followers.

The results of statistical analysis F show that Electronic Word of Mouth and product innovation have a simultaneous effect on purchase intention of Starbucks Indonesia's Instagram followers. This significance can be seen from the magnitude of the sig value of the f test, namely $f_{count} (64,396) > f_{table} (3.06)$ and a significance of $0.001 < 0.05$. This shows that simultaneously a positive Electronic Word of Mouth coupled with good Product Innovation will lead to higher Purchase Intentions felt by respondents towards Starbucks Indonesia products.

The magnitude of the influence of Electronic Word of Mouth and product innovation on purchase intention is indicated by the R Square value of 0.467 which indicates that Electronic Word of Mouth and product innovation together (simultaneously) have the ability of 46% ($0.467 \times 100\%$) in influencing purchase intention. consumer. These results indicate that there is an influence of Electronic Word of Mouth and product innovation on the buying interest of Indonesian Starbucks consumers 53.3% influenced by other variables not examined in this study.

The Influence of Electronic Word of Mouth on Purchase Intention of Starbucks Indonesia Instagram Followers.

Based on partial test results for *Electronic Word of Mouth*, $t_{count} (3.257) > t_{table} (1,976)$ and a significance value of $0.001 > 0.05$. This shows that the better *Electronic Word of Mouth* the higher the purchase intention felt by respondents to Starbucks Indonesia products. For this reason, the better or better someone's review is on the internet or social media, one of which is Instagram, the higher the purchase intention.

The results of the analysis of this study indicate that *Electronic Word of Mouth* The positive impact on Starbucks Indonesia products has an effect on consumer buying interest. People who are looking for information and see that the results of the reviews are good or positive will cause consumers to want to buy the product *Electronic Word of Mouth* affect someone's buying interest directly. The average respondent rate *Electronic Word of Mouth* via social media Instagram Starbucks Indonesia viewed from the dimension of Concern for Other Consumers which has the highest score of the respondents. Where Starbucks Indonesia Instagram followers have good wishes or goals to help consumers or other potential consumers to make better decisions in buying a product by providing information on Instagram posts and the Starbucks Indonesia comments column.

The results of this study also support the findings of other studies by Ahmad Naufal and Devilia Sari (2017) show that there is a significant and significant effect of E-WOM on purchase intention. In addition, research conducted by Rafly Alfian et al. (2020) also showed results that there was a partial significant effect of electronic word of mouth on buying interest. Thus the hypothesis (H1) is accepted.

The Effect of Product Innovation on Buying Interests of Starbucks Indonesia Instagram followers.

Based on partial test results for Product Innovation, $t_{count} (5.244) > t_{table} (1,976)$ and a significance value of $0.000 > 0.05$. This means that the better the product innovation, the higher the buying interest felt by respondents towards Starbucks Indonesia products. For this reason, the better the product innovation created by the company, the higher the purchase intention will be.

Product innovation is important for consumers who make considerations in determining their buying interest. Consumers or potential consumers will see and seek more detailed information about the product of their choice so that innovation in a product becomes one of the things consumers recognize. The average respondent rate Product Innovation (Coffeemization/Barista Idol) is seen from the Observability dimension which has the highest score of the respondents. Where Starbucks Indonesia Instagram followers easily observe Starbucks' latest innovations on social media that are uploaded by other people so that these observations trigger discussion of these innovations and generate buying interest from consumers.

The results of this study are relevant to previous research conducted by Dian Ardhi Tjahjonugroho and Masreviastuti (2019) that Product Innovation simultaneously has a positive and significant effect on Purchase Intention. This study is supported by research results from Anita Sanana, et al. (2021) shows that Product Innovation has a significant simultaneous and partial effect on Purchase Intention.

Conclusion

Based on the tests and discussions that have been carried out in this study, it can be concluded that:

1. There is a significant influence partially Electronic Word of Mouth on Buying Interests for Starbucks Indonesia Instagram followers.
2. There is a partial significant effect of Product Innovation on Buying Interests of Starbucks Indonesia Instagram followers.
3. There is a significant effect simultaneously Electronic Word of Mouth and Product Innovation on Buying Interests for Starbucks Indonesia's Instagram followers.

Suggestion

Based on the research results obtained, several suggestions and managerial implications are given including:

1. The results of the study show that Electronic Word of Mouth has a significant effect on consumer buying interest. Based on these results, it is suggested from the research findings that companies pay more attention to the developing Electronic Word of Mouth and strive to create a positive Electronic Word of Mouth so that they can continue to increase consumer buying interest in Starbucks Indonesia products that are currently being marketed.
2. Product innovation is known to have a significant effect on consumer buying interest. Based on these results, it is suggested that Starbucks Indonesia can make quality product innovations because better product innovation will lead to higher consumer buying interest.

3. It is also recommended for further research to be able to use different measurement indicators in conducting an assessment of the variables used in this study according to the conditions in the field.
4. It is suggested that further research examines other variables not examined in this study which are thought to influence purchase intention. This is because the contribution of the independent variable has an effect of 4.6% on purchase intention, which means that there are other variables that are stronger and have a significant effect of 5.3% on purchase intention of Starbucks Indonesia, such as experiential marketing.

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