

The Effect of *E-WOM* on Social Media on Consumers' Interest in Buying Compass Shoes Using an Information Adoption Approach

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ABSTRACT

This study aims to analyze the influence of E-WOM on social media on consumers' interest in and buying interest in Compass shoes with an information adoption approach. Quantitative research design. This study's population is all consumers familiar with Compass shoes and consumers who already have Compass shoes in various cities. Sampling employing a technique of purposive sampling, with the number of samples reaching 300 respondents. Data collection utilizing questionnaires validated for validity and reliability, and data processing using AMOS with a 95% degree of assurance ($p < 0.05$). The results indicated that the quality of information has a significant positive effect on the usefulness of information ($p = 0.005$); the credibility of information has a positive effect on the use of information ($p = 0.000$); the need for information has a positive effect on the usefulness of information ($p = 0.000$); the need for information has a positive effect on the adoption of information ($p = 0.000$); and the attitude toward information has a positive effect on interest ($p = 0.001$). Moreover, the adoption of knowledge affects purchasing intent positively ($p = 0.000$). Therefore, the entire hypothesis was validated, and the conclusion is that E-WOM has a substantial impact on consumer interest in purchasing Compass shoes via social media.

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1. Introduction

The modern era is marked by change. In contrast, in the past, the channel for distributing information about things to be sold shifted more effectively and efficiently through visual information packages that could be accessed indefinitely, making it easier for customers to absorb this knowledge. Facebook, Twitter, Instagram, and YouTube are among the countless social media networks available (Nugraha et al., 2018; Putra & Aristana, 2020). It has increasingly become a platform to share and spread information, so consumers can quickly learn about a product by opening product detail information regardless of their location (Tariq et al., 2017). As social media began to develop and offer consumers with product information, a phenomenon in marketing communications known as electronic word-of-mouth evolved (*E-WOM*). According to Kotler & Keller (2021), *E-WOM* is a marketing approach that employs internet channel containers to generate news effects in the form of positive or negative word-of-mouth responses in order to achieve marketing objectives (Canhoto & Clark, 2013; Evans & Erkan, 2014; Kim et al., 2014) and *E-WOM* is a great way to market a product and can be used on social media platforms.

According to See-To & Ho (2014) their research, social media users will be affected by product advertising, whether consciously or accidentally. This suggests that EWOM information influences customers' purchasing decisions. Adopting this information dramatically affects the buying interest of consumers because complete information about a product and consumers' understanding of the product advertising will affect consumers' purchasing decisions. If the information increases consumer knowledge, it directly increases the

effectiveness of purchasing decisions. According to Zheng et al. (2009), 55% of online review readers seek author remarks to profit from and consider when making purchasing decisions. Because a purchase review is a result that consumers need to know from previous experiences using a product by other consumers. Consumers will always need information in advance about the review of a product at the moment before they determine the purchase interest-based on the basics of information that is expected to be appropriate and have strong validity. According to Goyette et al. (2010) in *E-WOM*, consumer interest in a product is generated through the purchase of that product since the consumer obtains information from the opinions and suggestions of its preceding users.

In addition, the quantity and quality of information quality on the Internet and social media influence the processing of consumer information. Online reviews (the quantity of reviews) can be viewed as an indication of a product's popularity. The quality of EWOM information on social media can be measured by the persuasiveness of its informational posts (Bhattacharjee & Sanford, 2006). When consumers look for information, it will affect the display of the quality of information presented by consumers, where in-depth information provided is beneficial, clear, and easy for consumers to understand, which ultimately determines the perception of consumers to assess whether to make a purchase (Erkan & Evans, 2016; Lee, 2017; Lindh et al., 2020). The credibility or validity of information is indispensable for consumers, and every consumer's right to get valid or correct information about a product. Consumers view recommendations from specific sources, both individuals and organizations, as reliable sources of information (Fogg et al., 2002). Consumer trust is a form or result of the credibility of information about a product. Wang et al. (2012) found that the need for information is indispensable for consumers and is a form of vigilance or protection of consumer rights. A consumer has the right to get information about a product. This is also done to ensure that the product is usable and fits consumer needs. According to Lee (2017), the number of information consumers will receive will slowly influence consumers' decisions to purchase products and services. Because the quantity contained in all responses on social media becomes a benchmark, the product is marked as valuable (Damayanti et al., 2021; Leong et al., 2022).

Reviewing the high potential and rapid development of social media for the ease of disseminating product information to be sold to consumers in Indonesia, it is inseparable from adequate internet support. KOMINFO (2019) released information that the number of internet users in Indonesia has reached 202.35 million, so we know that 76.8% of the Indonesian population already uses the internet. Thus, local Indonesian products began to take advantage of internet opportunities through various social media platforms massively because the existence of EWOM was able to help spread information related to the products sold. Moreover, one of the local products that are very conspicuous today is the shoe sector, one of which is the compass shoe product. Buying interest is a consumer's mental expression of intent to purchase many products of a particular brand (Priansa, 2017). According to Kunja & Acharyulu (2018), EWOM is a positive message communicated by social media users who significantly influence consumers' purchase decisions. In addition, *E-WOM* is supported by a data system that can increase the success of marketing operations (Hidayat & Astuti, 2019). *E-WOM* advertising has shown the magnitude of influence caused by product marketing in determining consumers' purchase interests (Assifah & Sumadi, 2021). *E-WOM* is used as a medium for exchanging information, making the delivery of information faster and (Erkan & Evans, 2016). On the basis of this description, it is crucial to undertake investigations and research on the effect of electronic word of mouth (*E-WOM*) on buyers of compass shoes. Using an information adoption methodology, the purpose of this study was to assess the impact of EWOM on social media on customers' purchasing intentions for Compass shoes. The study's results are expected to be used as a guide and greatly improve how Compass Shoes markets itself.

2. Research Method

This quantitative research design uses primary data obtained through online questionnaires (eyeglasses) and disseminated through social media in Indonesia. The population in this study were social media users in Indonesia who would or have purchased Compass shoes. This study's sample size was 300 participants ($n = 300$), with selection based on purposive sampling techniques. The questionnaire contains information on the responses of respondents whose ratings, using the full Likert scale, strongly agree or at least strongly disagree with the amount of 5 points. The questionnaire items have passed the stage of testing validity and reliability in 50 respondents. It is considered valid if the questionnaire is obtained when it is calculated. A temporary table is deemed realizable if the Cronbach's alpha value is greater than or equal to 0.70 (Darwin et al., 2021).

Furthermore, in this study, a hypothesis was formulated to answer research questions including: the first hypothesis is that the association between social media adoption and interest in purchasing Compass shoes is positive; the second hypothesis is that the relationship between the use of social media information and the

adoption of information about Compass shoes favorably influences the adoption of information; the third hypothesis is that the association between information quality on social media and the utilization of information regarding Compass shoes is beneficial; the fourth hypothesis of this study is that the association between the credibility of information on social media and the usefulness of information regarding Compass shoes has a favorable effect; and the sixth hypothesis is that the interaction between information demands on social media and the use of information about Compass shoes has a favorable effect; Six of the seven hypotheses in this study say that how people feel about information on social media affects how useful information about compass shoes is. The seventh hypothesis says that how people feel about information on social media affects how interested they are in buying compass shoes.

In addition, data analysis comprises two stages: descriptive analysis, which verifies the picture of data collected from the profile of respondents or research subjects, and inferential analysis, which draws inferences from it. Style analysis is utilized to simplify complex data for straightforward interpretation. In this study, Analysis of Moment Structure (AMOS) was employed for Structural Equation Modeling (SEM) analysis. This application is designed to test the strength of hypothetical associations between variables (latent and manifest variables). In the SEM-AMOS investigation, the normality of the data was examined, and it is anticipated that the data are normally distributed if the critical ratio is 2.58 at a significance level of 0.01 (Darwin et al., 2021). Outlier testing is also used to examine and observe the distinctive qualities of each variable under research. Concurrently, confirmation factor analysis is used to examine hypotheses developed utilizing numerous quantitative indicators. The value of the loading factor is used to evaluate the construct validity of a valid questionnaire. The minimal loading factor value is 0.5 or, ideally > 7 (Hair et al., 2010).

The stages of data analysis with SEM include: 1) the development of models based on theory; 2) drawing up structural paths and equations; 3) matrix input and model estimation; 4) assessing structural identification models; 5) assessing the Goodness of Fit criteria, and 6) hypothesis testing. If the sign matches to the theory and the significant value is less than or equal to 0.05, the hypothesis is proven or accepted, however if the significant value is more than or equal to 0.05, it is rejected. The degree of confidence is 95% ($p < 0.05$).

3. Results and Discussions

3.1 Influence testing

Free variable influence testing measures the size of total, direct, and indirect influence between variables. Table 1 displays the extent of the influence of factors in this study.

Table 1 Shows The Number Of Interactions Between Variables

Direct Influence							
	STI	KEI	KRI	KUI	KGI	AD	MB
KGI	.178	.375	.319	.155	.000	.000	.000
AD	.000	.000	.000	.000	1.005	.000	.000
MB	.362	.000	.000	.000	.000	.607	.000
Indirect Influence							
	STI	KEI	KRI	KUI	KGI	AD	MB
KGI	.000	.000	.000	.000	.000	.000	.000
AD	.179	.377	.320	.156	.000	.000	.000
MB	.109	.229	.195	.095	.610	.000	.000
Total Influence							
	STI	KEI	KRI	KUI	KGI	AD	MB
KGI	.178	.375	.319	.155	.000	.000	.000
AD	.179	.377	.320	.156	1.005	.000	.000
MB	.471	.229	.195	.095	.610	.607	.000

The results of this study revealed that the direct influence of KGI (Use of Information) on AD (Information Adoption) was 1,005 times greater than any other direct influence. KGI (Use of Information) had the most significant indirect effect on MB (Buying Interest) in this study, with a value of 0.610. In addition, the influence of KGI (Usefulness of Information) on AD (Information Adoption) has a total weight of 1,005.

3.2 Hypothesis testing

Using an analysis of the model's structural linkages, hypothesis testing is performed to answer problems. Evaluation of standardized regression weights, which represent the influence coefficient between variables, is used to test hypotheses. Table 2 illustrates the testing of hypotheses.

Table 2. Shows The Results Of The Hypothesis Test

Hypothesis		Hypothesis	Estimate	SE.	CR.	P	Hypothesis
Usefulness of Information	←	Quality of Information	0,092	0,033	2,798	0,005	Significant Positives
Usefulness of Information	←	Credibility of Information	0,194	0,043	4,499	0,000	Significant Positives
Usefulness of Information	←	Information Needs	0,279	0,050	5,559	0,000	Significant Positives
Usefulness of Information	←	Attitude to information	0,148	0,037	4,015	0,000	Significant Positives
Adoption Information	←	Usefulness of information	1,563	0,148	10,564	0,000	Significant Positives
Buying Interest	←	Attitude to information	0,381	0,066	5,774	0,000	Significant Positives
Buying Interest	←	Information adoption	0,495	0,060	8,206	0,000	Significant Positives

Based on table 2, the relationship between variables is determined by analyzing the results of a weighted regression test that summarizes the coefficients influencing connected variables. As a result, the association between information quality and the utility of positive information became statistically significant with a probability value of 0.005 ($p < 0.05$) based on an estimate of the standard regression weight coefficient of 0.005 and CR 2.798. This study demonstrates that the quality of information has a positive and statistically significant effect on its utility. Numerous applications exist for social media content that is of high caliber. Park & Kim (2003), define the quality of information as the customer's perception of the quality of social media information about a product or service. The quality of information refers to the persuasion inherent in informational statements (Bhattacharjee & Sanford, 2006; Dunn & Harness, 2019). Customers who wish to remain informed about product information will be reassured and instilled with confidence by regularly updated, high-quality content. This is consistent with prior research conducted by Erkan & Evans (2016) which shown that the quality of information influences its usefulness.

The second hypothesis relates to the relationship between the trustworthiness of information and its utility, with approximate values of 0.000 for the conventional regression weight coefficient and 4.499 for CR. With a probability of 0.0001 ($p < 0.05$), there is a relationship between the reliability of information and the usefulness of key positive information. The findings of this study indicate that the believability of information has a positive and significant effect on its utility. The credibility of the source of information is totally determined by the recipient. The recipient of the information determines the credibility of the information's eligibility level. It might be claimed that the information source is reputable and knowledgeable. It relies entirely on the recipient of the message (Cacioppo et al., 1986). Suppose the recipient believes that the information in social media originates from a highly knowledgeable and trustworthy source. In that instance, the perceived value of a message or piece of data will be greater (Fan et al., 2013). Therefore, it can be concluded that consumers' confidence in the usefulness of social media information increases as their understanding of the material's credibility increases. This is consistent with prior research conducted by (Erkan & Evans, 2016), which shown that the legitimacy of information influences its usefulness.

The approximate values of the standard regression weight coefficients for Hypothesis 3 on the relationship between information demands and information usefulness are therefore 0.000 and 5.559. With probability values of 0.000 ($p < 0.05$), there is a link between information demands and the use of significant positive information. The outcomes of the information needs analysis have a positive and considerable impact on the information's usability. People enjoy obtaining information directly from social media because the simplicity of information dissemination on social media satisfies the demand for useful consumer information. Social media is an online venue where users can easily contribute (Utari, 2011). This implies that it will be easy to seek and share information and engage in social media interactions. Due of the ease and speed of searching for information, this place has become significant for information searches. The rise of social media as a resource for locating good and important information will impact the material's utility. The requirement for high-quality information considerably enhances the utility of information (Tien et al., 2019). Therefore, it can be read that

social media information has become essential, and this is employed as an advantage for customers in terms of the simplicity of acquiring information. This is consistent with prior study by Erkan & Evans (2016), which shown that information must impact its utilization.

The association between attitudes toward information and the utility of the information gained is supported by a standard regression weight coefficient of 0.000 and a correlation coefficient of 4.015. With a probability value of 0.000 ($p < 0.05$), there is a link between attitudes toward information and the usefulness of essential positive information. The results indicate that the attitude towards information has a favorable and significant effect on the information's utility. A person's attitude toward information refers to the extent to which he or she considers a piece of information as valuable or unreliable. Assume that the consumer believes the information he acquires through social media to be of high quality or worth. In this situation, his sense of the utility of the knowledge will be enhanced. According to Mothersbaugh et al. (2020) consumer attitude formation frequently depicts the connection between beliefs, attitudes, and behaviors. Therefore, it can be stated that a positive impact on the usability of the information will result in a more favorable customer attitude toward social media information. However, this contradicts prior research by Erkan & Evans (2016), which shown that views toward information had no effect on its usefulness.

The estimated standard regression weight coefficients for Hypothesis 5 are 0.000 and CR 10.564; hence, there is a relationship between the utility of the information and the acceptance of vital positive information with probability values of 0.000 ($p < 0.05$). The results demonstrated that the usefulness of information has a favorable and significant effect on its adoption. The utility of information relates to a person's notion that using information will expand his or her understanding. This perspective is vital for the adoption behavior of an individual, be it a tool or a notion (Qin et al., 2019). Consumers are encouraged to use information technology to acquire knowledge about a product they perceive as being utilized by other consumers who lack sufficient product expertise (Dunn & Harness, 2019; Mertha Adnyana & Sudaryati, 2022). If consumers perceive the information they obtain through social media as important and advantageous, their desire to adopt it may increase. This is consistent with prior research by Erkan & Evans (2016), which shown that information consumption influences information adoption.

Regarding Hypothesis 6, a standard regression weight coefficient of 0.000 and a correlation coefficient of 5.774% were estimated for the association between attitude to information and buying interest. With a probability value of 0.000 ($p < 0.05$), there is a link between attitude and information that predicts considerable positive purchasing intent. These findings imply that the attitude towards knowledge has a favorable and significant effect on purchasing interest. When consumers believe that the information they are receiving is reliable, they will have a positive attitude regarding it, allowing it to assist them in deciding whether to purchase flowers. Consumers with a favorable attitude toward social media information are more likely to be interested in making a purchase (Erkan & Evans, 2016). The more the consumer's attitude toward the social media information, the larger the consumer's desire to purchase the product (Herjanto et al., 2020; Park & Kim, 2003). Social media makes it simpler for individuals to voice their opinions or reviews about a product in the comments or reviews themselves. Therefore, the more the consumer's good attitude toward social media content, the bigger the purchase interest that develops in their brains. This is consistent with prior research conducted by Erkan & Evans (2016) shown that attitudes toward information influence purchasing intentions.

The estimated value of the standard regression weight coefficient was 0.000 and the CR was 8.206, indicating that there is a significant positive link between information adoption and purchase interest with a probability of 0.000 ($p < 0.05$). These results indicate that the adoption of knowledge has a favorable and significant effect on purchasing intent. Adoption of information is the process through which a person uses information intentionally in pursuit of the benefits that can be obtained through information technology or social media. According to Kotler & Keller (2021) adoption is the decision of an individual to become a frequent user of the offered information. So it can be understood when the collected information is deemed extremely beneficial and has a significant impact on the high adoption rate of information, thereby raising one's desire to purchase the desired product. This is consistent with the findings of Erkan & Evans (2016) who determined that the adoption of knowledge influences purchasing interest.

4. Conclusion

The conclusion that *E-WOM* strongly affects social media on customers' purchasing interest in Compass shoes was consistent with the acceptance of the entire hypothesis. Future research must go deeper into evaluating marketing strategies through electronic word of mouth (*E-WOM*), considering socioeconomic factors, geographical regions, and the living arrangements of persons who can impact purchasing inclinations.

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