

The Effect of E-WOM, Brand Awareness and Prices on Interest in Buying Mama Parfum Products in Bandar Labuhan Village, Tanjung Morawa District Deli Serdang Regency

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ABSTRACT

This study aims to determine the effect of E-WOM, brand awareness and price on interest in buying Mama Parfum products in Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency. The data analysis method used in this research is descriptive and quantitative. This research was conducted in Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency. The population in this study was the people of Bandar Labuhan Village with the age criteria of 16 - 56 years with a total of 2,166 men, 2,484 women and a total of 4,650 people with a tolerance limit of 10% which was calculated by the slovin rule, the total sample size was 98. respondents with a sampling technique using the *simple random sampling*. Data collection techniques using observation, interviews and questionnaires. The results of the multiple linear regression test obtained the equation $Y = 0.486 + 0.407 X_1 + 0.460 X_2 + 0.218 X_3$, meaning that the variables E-WOM, brand awareness and price have a positive effect on buying interest. The results of the coefficient of determination (R^2) show that R is 0.857, R^2 is 0.726, Adjusted R^2 is 0.726 or 72.6%, while the remaining 27.4% is explained by other variables not included in this study.

Keywords : E-WOM, Brand Awareness, Price and Purchase Intention

INTRODUCTION

Currently, many entrepreneurs, both experienced and beginners, from rural areas to big cities in Indonesia have opened a bottled perfume business by selling retail and wholesale. Various bottled perfume brands have been widely known in the community such as the IM Parfum brand, Baba Parfum and one of them that I will examine is the Mama Parfum brand.

Perfume is a product that is familiar in our daily lives. The scents that stick to a person's body will give the impression of being comfortable for others who are nearby and provide a special charm. The added value for perfume users is that it can increase confidence and comfort for others around them.

Buying interest is the desire to buy a product, which occurs when consumers are influenced by the quality and quality of a product. Many factors can influence consumers' buying interest in a product, one of which is E-WOM. *Electronic Word Of Mouth* (E-WOM) is a positive or negative statement about a product or product user to many people via the internet. Where, through the internet someone will easily find information about a product or service that will be used.

Brand is one of the important factors in introducing products to consumers. By having a brand, the product will be more easily recognized by the wider community and as a means of distinguishing one product from another. Brand awareness is the ability of a brand to appear in the minds of consumers when considering a product and the ease with which the brand is remembered. Purchase intention will be proportional to the positive or negative awareness of consumers towards a brand.

Price is the amount charged for goods and services or the amount of value that customers exchange for obtaining or using these goods and services. The price is said to greatly affect buying interest because the ability of consumers to make purchases by comparing the benefits they will get with the sacrifices incurred is very important.

Mama Parfum is a business entity consisting of perfume manufacturers, suppliers and sellers. Mama Parfum has been up and running since 2019 and is still running smoothly until now. Mama parfum moves with *retail* and network concepts . Where, in addition to opening up employment opportunities, Mama Parfum also focuses on opening up business opportunities with the concept of a capital back guarantee if the goods are not sold. The concept of this guarantee is intended so that people can do business without having to fear the risk of loss. In addition, in selling its own products, Mama Parfum provides various types of *variants best seller* fragrances with a total of approximately 300 scents and sold at a market price of Rp. 60,000.

LITERATURE REVIEW

Electronic Word Of Mouth (E-WOM)

According to Kevin, Dwayne and Gremler in Didy Ika Supryadi and Himawan Sutanto (2018) E-WOM is a positive or negative statement by potential, actual or former consumers regarding a product or company and disseminated to other people or other companies via the internet.

According to Kotler in Nisa Elvina & Siti Sarah (2021) *Electronic Word Of Mouth* (E-WOM) is marketing using the internet to create the effect of word of mouth to support marketing efforts and goals.

E-WOM indicators according to Rahayu, Estiyanti, & Putra, 2018:179 are *Intensity* , *Valence of Opinion* , and *Contents* .

Brand Awareness

Aaker in (Ahdiany, 2021)stating that brand awareness is the ability of customers to recognize or remember that a brand is part of a particular product.

Shimp in(Wijayanto, 2021) states that brand awareness is the ability of a brand to appear in consumers' minds when they are thinking about a particular category and how easy it is to come up with that name.

According to Firmansyah MA (2019:40) brand awareness indicators are divided into 4 namely *Recall* (remembering), *Recognition* (introduction), *Purchase* (purchase) and *Consumption* (consumption).

Price

Kotler & Armstrong in (Albriyan, 2020)stating that price is the amount of money or value that consumers exchange to get an item or use a service.

Alma (2016) states that price is the value of an item expressed in money. In his journal it is stated that rent for tuition, fees, wages, interest, storage fees, salaries and commissions are all prices you have to pay to get goods or services. Throughout history prices have been set through buyer and seller negotiations.

According to Kotler in (Winda Larika, 2020), price indicators are price affordability, price conformity with product quality, price competitiveness and price suitability with benefits.

Buying Interest

Kinnear & Taylor in Maskuri, et al (2019) stated that buying interest is the stage of the respondent's tendency to take action before the purchase decision is actually implemented. This theory explains the position of buying interest in consumer behavior, namely at the stage when someone makes a purchase decision.

Durianto (2013) states that buying interest is the desire to have a product, buying interest will arise if a consumer has been affected by the quality and quality of a product, information about the product. Buying interest can be said to be the main indicator of consumer-related behavior and can show that someone intends to buy a certain brand or product (Hosein, 2012) .

According to Ferdinand in (Nadya Valentina Sampurno, 2019), indicators of buying interest are transactional interest , referential interest, preferential interest and exploratory interest .

METHODOLOGY

This research was conducted in Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency. The type of sample in this study is *simple random sampling* with a total sample of 98 respondents.

The type of method used in this research is descriptive and quantitative research methods. Data collection techniques used in this study were observation, interviews and questionnaires. The data analysis technique in this study is to use the F test, t test and the coefficient of determination test (R^2). The calculation of the analytical test in this research is using the help of the *Statistical Package for Social Science* (SPSS) program.

RESEARCH RESULTS AND DISCUSSION

Validity and Reliability Test

Based on the results of the validity test, it can be seen that the value of rcount (Pearson Correlation) > rtable (0.198), it can be concluded that all items in the statement of the E-WOM variable (X1), Brand Awareness (X2), Price (X3) and Purchase Interest (Y) is valid and feasible to do on the questionnaire.

Table 1. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Information
E-WOM	0.836	6	Reliable
Brand Awareness	0.812	6	Reliable
Price	0.708	6	Reliable
Buying Interest	0.911	6	Reliable

Source: SPSS Calculation Results (2022)

From the appearance of the table above, it is known that all statements of the variables E-WOM, Brand Awareness, Price and Purchase Intention have Cronbach's values. Alpha which is greater than 0.6. So it can be concluded that all statements used for E-WOM, Brand Awareness, Price and Purchase Intention in this study are reliable.

Classic assumption test

Normality test

The normality test aims to test whether in the regression model, the variable dependent, independent variable or both have a normal distribution or does not have a normal distribution through graphical analysis and statistical tests.

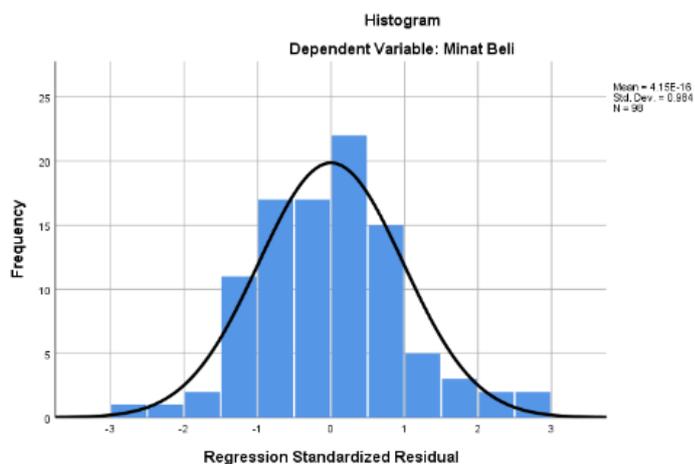


Figure 1 H histogram diagram

Based on the picture above, it can be concluded that the data shown uses a normal distribution, this can be seen from the data pillars that form a bell and are in the middle so that it can be concluded that the data shows a normal distribution.

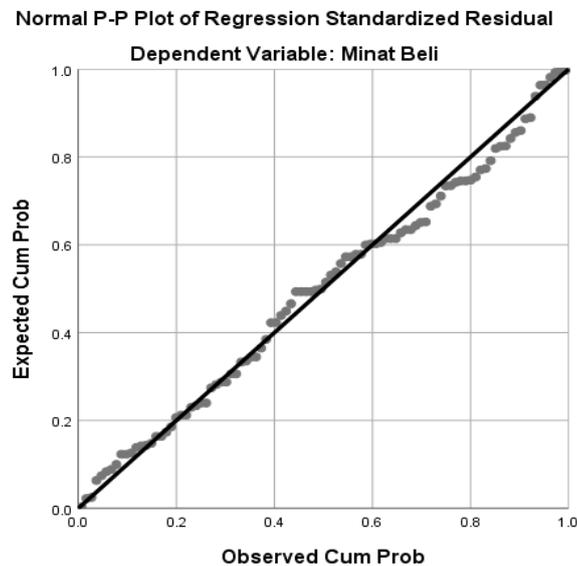


Figure 2 Graph Normal Probability Plot
Source: SPSS 25 Data Processing Results (2022)

In the normal probability plot graphic image shows that the distribution pattern tends to be normal, the data shows the points spread around the diagonal line and follow the direction of the diagonal line, then the regression model meets the assumption of normality.

Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between the independent variables (independent). To indicate the presence of multicollinearity, the tolerance value is 0.10 or the same as the VIF value 10.

The results of the multicollinearity test showed that the tolerance value of E-WOM was 0.400 0.10 , brand awareness was 0.457 0.10 , the price was 0.751 0.10. And also the VIF value of E-WOM is 2.499 10, brand awareness is 2.189 10 , the price is 1.332 10 . so it can be concluded that the regression model does not have a multicollinearity problem.

Heteroscedasticity Test

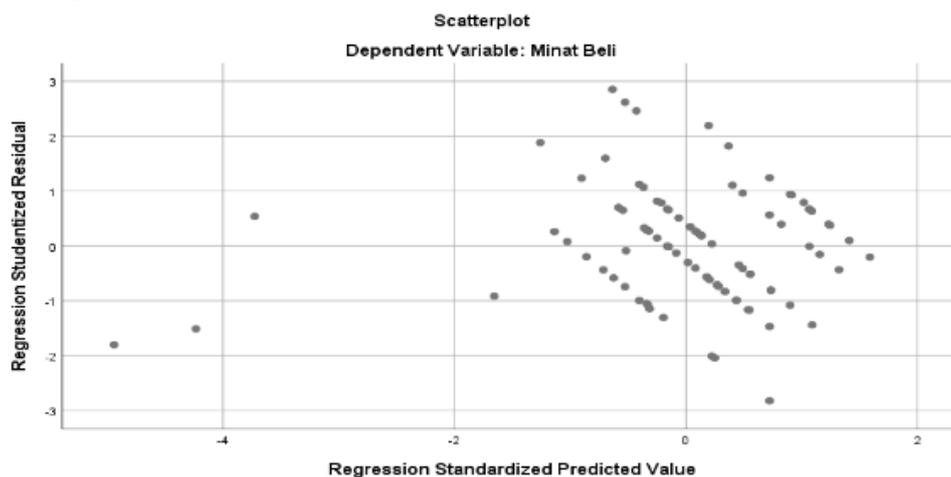


Figure 3 Scatterplot Graph

Source: SPSS 25 Data Processing Results (2022)

Based on the picture above, if there is no clear pattern, and the points spread randomly or spread above and below around the number 0 on the Y axis and do not form a certain pattern, so that the regression model does not occur heteroscedasticity .

Multiple Linear Regression Analysis Results

Multiple linear regression is intended to determine the linear relationship between several independent variables commonly called X1, X2, X3 and so on with the dependent variable called Y. Based on the results of data processing with the SPSS 21 program, the following results are obtained:

Table 2
Multiple Linear Regression Analysis Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.486	1,895		-.256	.798
	E-WOM	.407	.092	.370	4.407	.000
	Brand Awareness	.460	.080	.451	5.733	.000
	Price	.218	.080	.168	2,741	.007

a. Dependent Variable: Buying Interest

Source: SPSS 25 Data Processing Results (2022)

Based on the table above, the multiple regression equation in this study is: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. Where the E-WOM variable, brand awareness and price have an influence on the buying interest variable . This can be seen from the following information: :

1. Based on the constant value (a) of 0.486
2. The E-WOM coefficient value (X1) of 0.407 indicates a positive direction, meaning that E-WOM has a positive effect on buying interest in Mama Parfum products, Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency.
3. The value of the brand awareness coefficient (X2) of 0.460 indicates a positive direction, meaning that brand awareness has a positive effect on buying interest in Mama Parfum products, Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency.
4. The value of the price coefficient (X3) of 0.218 indicates a positive direction, meaning that the price has a positive effect on buying interest in Mama Parfum products in Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency.
5. The brand awareness variable has the largest beta coefficient, meaning that the brand awareness variable has the most influence on buying interest in Mama Parfum products, Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency.

Hypothesis Testing Results

T test (Partial Test)

The t-test was conducted to determine the significant effect of E-WOM, brand awareness and price on interest in buying Mama Parfum products in Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency.

Table 3. Partial Test Results (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.486	1,895		-.256	.798
	E-WOM	.407	.092	.370	4.407	.000
	Brand Awareness	.460	.080	.451	5.733	.000
	Price	.218	.080	.168	2,741	.007

a. Dependent Variable: Buying Interest
 Source: SPSS 25 Data Processing Results (2022)

Based on the table, it can be seen the influence of each variable partially as follows:

1. value is t_{hitung} obtained, the value t_{hitung} is then compared with the value t_{tabel} at $\alpha = 0.05$, the value t_{tabel} in df (nk) where n is the number of samples and k is the number of variables, both independent and dependent variables, then $98 - 4 = 94$. At df 94 with $\alpha = 0.05$ the value of t is 1.985.
2. value t_{hitung} of the E-WOM variable is 4.407 with a significance of 0.000. While the value t_{tabel} of 1.985. Because $t_{hitung} (4,407) > (1,985)$ and a significance value of $0.000 < 0.05$, it is H_a accepted and H_o rejected.
3. value t_{hitung} of the brand awareness variable is 5.733 with a significance of 0.000. While the value t_{tabel} of 1.985. Because $t_{hitung} (5,733) > (1,985)$ and a significance value of $0.000 < 0.05$, it is H_a accepted and H_o rejected.
4. value t_{hitung} of the price variable is 2.741 with a significance of 0.000. While the value t_{tabel} of 1.985. Because $t_{hitung} (2,741) > (1,985)$ and a significance value of $0.007 < 0.05$, it is H_a accepted and H_o rejected.

F Test (Simultaneous Test)

The F test was conducted to see whether the independent variables consisting of the E-WOM (X1), brand awareness (X3), and price (X3) variables had a joint influence on the dependent variable, namely buying interest, the results of the F test can be seen in the following table :

Table 4. Simultaneous Test Results (F Test)
 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	582,685	3	194,228	86,612	.000 ^b
	Residual	210,795	94	2,243		
	Total	793,480	97			

a. Dependent Variable: Buying Interest
 b. Predictors: (Constant), Price, Brand Awareness, E-WOM
 Source: SPSS 25 Data Processing Results (2022)

Based on the table above, the F_{hitung} positive value is 86.612 with a significance of 0.000. So got F_{tabel} as big as 2.70. Thus $F_{hitung} = 86,812 > F_{tabel} 2,70$ and significance $0.000 < 0.05$. This means that the variables E-WOM, brand awareness and price simultaneously have a positive and significant effect on buying interest in Mama Parfum products in Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency.

Coefficient of Determination Test (R²)

Table 5. Coefficient of Determination Test Results (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857 ^a	.734	.726	1.497

a. Predictors: (Constant), Price, Brand Awareness, E-WOM

b. Dependent Variable: Buying Interest

Source: SPSS 25 Data Processing Results (2022)

Based on the table above, it can be concluded that:

1. $R = 0.857$ or 85.7 %.
2. *R Square* shows the coefficient of determination is 0.734, meaning that the percentage of E-WOM, brand awareness and price on buying interest is 0.734 or 73.4 %.
3. Adjusted *R Square* is the value of R² that is adjusted so that the image is closer to the quality of the assessment model in the population. From the table, it can be seen that the Adjusted *R Square* (R²) is 0.726 or 72.6 % .
4. *Standard Error of the Estimate* is a measure of prediction error. In this case the value is 1.497%.

CONCLUSION

Based on the results of research and discussion of E-WOM partially positive and significant effect on buying interest in Mama Parfum products, Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency with a value of $t_{hitung} 4.407 > t_{tabel} 1.985$ and a significance value of $0.000 < 0.05$.

Brand awareness partially has a positive and significant effect on buying interest in Mama Parfum products in Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency with a value of $t_{hitung} 5.733 > t_{tabel} 1.985$ and a significance value of $0.000 < 0.05$.

Price partially has a positive and significant effect on buying interest in Mama Parfum products in Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency with a value of $t_{hitung} 2.741 > t_{tabel} 1.985$ and a significance value of $0.000 < 0.05$.

E-WOM, brand awareness and price simultaneously have a positive and significant effect on buying interest in Mama Parfum products in Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency with a value of $F_{hitung} = 86,812 > = 2,70 F_{tabel}$ and significance $0.000 < 0.05$.

The results of the multiple linear regression test obtained the equation $Y = 0.486 + 0.407 X_1 + 0.460 X_2 + 0.218 X_3$, then the constant value of 0.486 was obtained, the E-WOM coefficient value of 0.407 was positive, the brand awareness coefficient value of 0.460 was positive, the price coefficient of 0.218 is positive, meaning that E-WOM, brand awareness and price have a positive effect on buying interest in Mama Parfum products in Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency.

The variables E-WOM, brand awareness and price explain their influence on interest in buying Mama Parfum products in Bandar Labuhan Village, Tanjung Morawa District, Deli Serdang Regency, with the results of the coefficient of determination (R²) showing R of 0.857, R Square (R²) of 0.726, Adjusted *R Square* is 0.726 or 72.6%, while the remaining 27.4% is explained by other variables not included in this study.

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