ELECTRONIC WORD OF MOUTH (E-WOM), CELEBRITY ENDORSEMENT AND LIFESTYLE IN THE INTEREST OF BUYING ONLINE SHOP PRODUCTS

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ABSTRACT

Purpose: This research is motivated by the rise of commerce via the internet or so-called electronic commerce (E-commerce). From a businessman's point of view, this is an opportunity for them to increase their business by creating an online shop that is included in several marketplaces. Electronic Word of Mouth (e-wom) includes testimonials from someone who has bought, then there are also figures who are fond of using the product, namely Celebrity endorsers and student lifestyle. The purpose of this study is to reveal how these aspects influence buying interest.

Design/methodology/approach: The method in this study uses a quantitative approach by describing multiple linear regressions. The sample research method used is non-probability sampling with the consideration that all populations cannot be used as a sample. The sample obtained was 200 students.

Findings: Based on the data analysis, it can be concluded that there is a significant effect of E-WOM on the interest in buying online shop products, there is a significant influence of celebrity endorsement on the interest in buying online products, there is a significant influence of lifestyle on the interest in buying online shop products, there is an effect of E-WOM, Celebrity Endorse, and lifestyle simultaneously on the interest in buying online shop products.

Research limitations/implications: All respondents of this research are student.

Practical implications: Result of this research can be used as references in creating interest in buying online product.

Originality/value: This paper is original.

Paper type: Research Paper.

Keyword: Electronic Word Of Mouth, Celebrity Endorsement, Lifestyle, Buying Interest

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I. INTRODUCTION

The development of information technology is increasingly progressing day by day. Almost all activities carried out by humans are related to information technology, namely by involving the internet. This is also very influential on existing economic activities, namely about trade by utilizing internet media in trading which is called e-commerce.

E-commerce is an opportunity for the community, especially for business people to find more consumers to sell their products. So that the real step taken by business people is to create an online shop or commonly called an online shop. The existence of an online shop also makes it easy for people as consumers to find information about products that are in accordance with what they need. One way of marketing that can influence consumer interest in buying a product is the existence of E-Wom. Electronic Word of Mouth (e-wom) is one of
the messages that consumers describe about a product, which is about the suitability of the product with the image or the quality and service of an online shop. The indicators used from (Bataineh, 2015) study are several determinants of the influence of E-wom on social media which includes Credibility (eWOM), Quality (eWOM), Quantity (eWOM).

Research from (Naufa and Sari, 2017) states that e-wom has a positive effect on consumer buying interest. Furthermore, research from Trusov et al. (2014) states that e-wom is more influential than traditional wom on the intention to make purchases. In addition, it is also supported by research from Choi and Rifon, (2012) proving that e-wom communication has a positive influence on purchase interest.

Buying interest is the ability of consumers to buy a product. The stages of producers in determining purchase interest in making purchases of products or services offered, we can see the AIDA concept or model developed by Kotler and Keller, (2012), namely: Attention, Interest, Desire, Action. According to Augusty, (2006) in Novirina Sulistyari, (2012) buying interest can be identified through indicators, namely transactional interest, referential interest, preferential interest, explorative interest.

Buying interest is the ability of consumers to buy a product so promotion is a way that can be used, namely with the support of endorsed celebrities or influencers who become idols among millennials. Research from Abejoye, (2013) states that celebrity endorsements to support marketing offers are considered to increase consumer purchase interest. “Celebrity support for a brand is able to position the product in the minds of consumers which is an important stage in the decision making process” (Martey and Frempong, 2014). Celebrity Endorsement according to Sonwalkar, Manohar and Pathak, (2011) states that endorsement is a form of communication in which a celebrity acts as a spokesperson for a certain product or brand. The words spoken and sometimes even the charisma of a celebrity can influence someone to stop and direct attention to him. “The use of celebrity endorser communicators who have characteristics will be able to influence positive attitudes or consumer responses to these products, so that consumers will consider them in the buying process and are expected to directly influence behavior through the subconscious” (Pradhan, Duraipandian and Sethi, 2016) ; (Choi and Rifon, 2012).

The interest in buying occurs with the life styles that occur in various circles, especially among the current millennial generation. With the assumption of the millennial generation that when it doesn't keep up with the times, it won't be said to be contemporary or hits (as the millennial generation). (Kotler and Keller, 2012), Lifestyle is a person's lifestyle in the world that is expressed in their activities, interests, and opinions. Lifestyle describes the whole of a person in interacting with his environment. Lifestyle also describes the entire pattern of a person acting and interacting in the world and around him. Lifestyle describes the whole person who interacts with the environment. Lifestyle measurement according to (Sumarwan et al., 2011), measurements of lifestyle can be done using psychography.

Lifestyle according to Solomon, (2011) lifestyle is a lifestyle marketing perspective that recognizes that people like them to group on the basis of the things they want to do, how they spend their free time, and how they choose to spend their extra income. According to the theory Kotler and Keller, (2011) states a person's lifestyle is a person's lifestyle in the world of everyday life which is expressed in the activities, interests and opinions (opinions) concerned. Psychography is an instrument for measuring lifestyle, which provides quantitative measurements and can be used to analyze very large data. Psychography means describing consumer psychology. Psychography is often defined as a measurement of AIO (Activity, interest and opinion), namely the measurement of consumer activities, interests and opinions.

In the picture, it can be seen that there are 3 variables. Electronic Word of Mouth variable as X1, Celebrity Endorsement variable as X2 and Lifestyle variable as X3. Meanwhile, purchase intention as variable Y. The relationship between these variables is indicated by the existence of hypotheses, namely Electronic Word of Mouth has a significant effect on purchase intention, Celebrity Endorsement has a significant effect on purchase intention and lifestyle has a significant effect on purchase intention. Then the three variables X influence simultaneously or simultaneously on variable Y, namely buying interest.
II. METHODOLOGY

This research approach is a quantitative approach by describing multiple linear regressions, namely there are independent variables and dependent variables. The independent variables in this study are e-wom, celebrity endorsement and lifestyle while the dependent variable is buying interest (Y), the three variables X1, X2 and X3 will be analyzed the influence of each of these independent variables on the dependent variable (Y). The analysis then analyzed the two independent variables, then continued by analyzing the two independent variables together.

The population in this study were Surabaya students. The sample research method used is non-probability sampling with the consideration that all populations cannot be used as a sample. The sampling technique was carried out by purposive sampling, namely taking based on criteria, namely students following or following the online shop fashion account. So that the sample obtained is 200 students.

The data collection method used in this study was interviews which were conducted by first asking students before being given a questionnaire with questions or statements about the four variables. In addition, a questionnaire or questionnaire is used to collect primary data on these variables.

This multiple linear regression analysis uses the classical assumption test (Ghozali, 2013) including the normality test, multicollinearity test, heteroscedasticity test, and linearity test used in this study. There are two statistical tests used in this study, namely the t test and the F test. The F test is used to determine whether or not there is an effect of e-wom (X1) celebrity endorse (X2), lifestyle (X3) simultaneously on purchase interest (Y).

III. RESULTS AND DISCUSSION

Based on the results of the normality test using Kolmogorov Smirnov, it is known that the residual data obtained a p-value of 0.200, where the p-value or Asymp. Sig (2-tailed) is (0.200)> 0.05 so it can be concluded that the data tested is normally distributed, so that the assumption of normality is fulfilled. It is known that each variable has a Tolerance value greater than 0.10 and a VIF value less than 10, so this indicates that there is no multicollinearity in the regression model, so that there is no correlation relationship between the independent variables. the heteroscedasticity test with the Spearman Rank correlation test, the results obtained the value of Sig. (2-tailed) which is connected to the absorption as the Y value on the Electronic Word Of Mouth (X1) variable of 0.544, Celebrity Endorse (X2) of 0.752, and Lifestyle (X3) of 0.850 which is greater than 0.05. So it can be concluded that there is no heteroscedasticity in the regression model. The linearity test shows that the significance value in Linearity for the X1 variable is 0.017, and for the X2 and X3 variables each is 0.000, which means that it is less than the significance value of 0.05. This means that the variables X1, X2 and X3 with variable Y have a linear relationship.

Based on the significance test that has been carried out, the regression equation model can be written in the form of multiple linear regression equations as follows: 

\[ Y = 3.785 + 0.101 X1 + 0.104X2 + 0.319 X3 + e_i \]

Based on the first hypothesis test, the regression coefficient value of the Electronic Word Of Mouth (X1) variable is 0.101, indicating that there is a direct influence between Electronic Word Of Mouth on the interest in
buying online shop financial literacy on impulsive buying behaviour. If financial literacy experiences this means that the higher the E-Wom given, the higher the buying interest that occurs.

Based on the second hypothesis test, the value of the regression coefficient of the Celebrity endorsement variable (X2) is 0.104, indicating a unidirectional influence between Celebrity endorsement (X2) and online shop buying interest (Y). If product knowledge has increased by one direction unit, it will result in an increase in interest in buying online shop products by 0.104 and it is assumed that for other variables 0 or eliminated. This means that the influence of Celebrity endorsement can increase consumer buying interest.

Based on the third hypothesis test, the value of the lifestyle variable regression coefficient (X3) is 0.319 which indicates a unidirectional influence between lifestyle (X3) and the interest in buying online shop products (Y). If the lifestyle has increased by one direction unit, it will result in an increase in interest in buying online shop products by 0.319 and it is assumed that for other variables 0 or eliminated. This means that the lifestyle has a considerable influence in creating consumer buying interest.

Based on the Fourth hypothesis test, value of the Electronic Word Of Mouth has a positive and significant effect on online shop buying interest. This is shown from the t test of partial hypothesis testing between X1 (E-Wom) variables which shows t count (2.134)> t table (1.971). This means that the test variable X1 (E-Wom) affects Y (Purchase Interest). Celebrity endorsement has a positive and significant effect on online shop buying interest. This is shown from the t test of partial hypothesis testing between the X2 variables (celebrity endorsement) showing t count (3.020)> t table (1.971). This means that the test variable X2 (Celebrity Endorsement) affects Y (Purchase Interest). Lifestyle has a positive and significant effect on online shop buying interest. This is shown from the t test of partial hypothesis testing between X3 (Lifestyle) variables, showing t count (7.238)> t table (1.971). This means that the test variable X3 (lifestyle) affects Y (Purchase Interest).

The complete t-test results that have been stated above can be seen in the table below as follows:

**Table 1. T-test result**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>3.785</td>
<td>1.546</td>
<td>2.448</td>
<td>.015</td>
</tr>
<tr>
<td>Electronic Word Of Mouth</td>
<td>.101</td>
<td>.048</td>
<td>.128</td>
<td>2.134</td>
</tr>
<tr>
<td>Celebrity Endorse</td>
<td>.104</td>
<td>.034</td>
<td>.185</td>
<td>3.020</td>
</tr>
<tr>
<td>Gaya Hidup</td>
<td>.319</td>
<td>.044</td>
<td>.447</td>
<td>7.238</td>
</tr>
</tbody>
</table>

Based on the fourth hypothesis test, the f-test results obtained that the calculated f value is 21.704 while the f table is 2.42. Then at the significance value of 0.000. These results indicate that the calculated f value is greater than the f table and the significance value is smaller than 0.050. It can be concluded that E-Wom (X1), Celebrity Endorse (X2) and lifestyle (X3) simultaneously or jointly affect the buying interest (Y) of online Shop products.

The complete F test results that have been stated above can be seen in the table below as follows:

**Table 2. Uji F**

<table>
<thead>
<tr>
<th>F value</th>
<th>F_table</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>27.732</td>
<td>2.42</td>
<td>0.000</td>
</tr>
</tbody>
</table>

**Sumber : Processed Data (2020)**

Based on the research results, it can be concluded that:

1. Electronic Word Of Mouth partially has a significant effect on buying interest in online shop products. From these results it can be concluded that when the effect of word of mouth marketing is high, it will affect the interest in buying online shop products.

**IV. CONCLUSION**
2. Partially Celebrity Endorse has a significant effect on buying interest in online shop products. From these results it can be concluded that when using celebrity figures who are trending will influence the interest in buying online shop products.

3. Lifestyle has a significant effect on buying interest in online shop products. From these results it can be concluded that when the student's lifestyle is high, children eat creates buying interest to buy online shop products.

4. There is a significant influence on electronic word of mouth, celebrity endorse and lifestyle on the interest in buying online shop products. This is because students are interested in buying if the three aspects, namely electronic word of mouth, celebrity endorse and lifestyle, can support them together.

REFERENCES


