

GAINING PURCHASE INTENTION BY ELECTRONIC WORD OF MOUTH AND BRAND AMBASSADOR

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ARTICLE HISTORY

Received:

07 April 2022

Revised

22 April 2022

Accepted:

09 May 2022

Online available:

30 May 2022

Keywords:

Electronic word of mouth,
Brand ambassador,
Purchase intention,
Digital marketing.

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ABSTRACT

Introduction: This study examines the effectiveness of e-WOM and brand ambassador toward purchase intention of Sasa product through the promotion of “Jejak Rasa” web series. The number of millennials, especially in Bali, is a driving factor for the rapid development of digital technology. Almost half of Indonesia's population has implemented the marketing process with digital marketing in their daily lives.

Methods: This study will focus more on electronic word of mouth and brand ambassadors who are used as intermediaries in making purchase intentions of a product. PT. Sasa Inti will be used as an object in this study because the marketing strategy it uses has innovations that seek to continue to grow. In a customer-oriented business industry, creative and innovative marketing processes are very influential in attracting buyers' intentions. Data collection was using accidental sampling technique and tested using multiple linear regression analysis.

Results: Results show electronic word of mouth has a significant positive effect on purchase intention, the brand ambassador has a significant positive effect on purchase intention, also the electronic word of mouth and brand ambassadors together have a significant effect on purchase intentions.

Conclusion and suggestion: Therefore, the study was conducted to provide readers with the understanding of the effect of electronic word of mouth, brand ambassador and purchase intention in Bali. For practitioners, this research is useful in finding out the things that build purchase intention as measured by electronic word of mouth and brand ambassador in PT. Sasa Inti. Thus, other companies can develop their marketing strategy based of the result of this study.

INTRODUCTION

The internet provides easy access to information and entertainment that makes people start to switch their preference from television into the internet and in maximizing the use of mobile phones, both for communication and entertainment media. People are even more sensitive and tend to have a negative attitude toward advertising. Advertisers must develop ideas for generating “engagement” with their consumers (Sulestarini, 2018). The tight competition of business requires business owners to think creatively in increasing the number of sales of their products. One way to do this is promoting through the right digital marketing. Cultural changes in social status in the values adopted by society can lead to new beliefs and attitudes toward products that can communicate their social differences, which result in changes in buying behavior. Millennial generation or net generation is a generation that is realistic, assured and pragmatic. They revel in in the use of technology and are capable of assisting others to learn. This era is the primary era to understand social media and features included into their lives. According to Zemke, Raines, and Filipczak (2000), millennials were born between 1980 and 2000 (Kim & Park, 2020). The following data are the millennial generation of male and female in Bali in 2020.

People's consumption patterns during the pandemic depend on state policies to deal with COVID-19. Globally, the trend of eating at home is becoming more popular during the COVID-19 pandemic (Putri, 2020). While working from home (WFH), most millennials are starting to think of many ideas that will become their daily menu routine. In addition to filling time, there are more crucial things that cause people choosing to cook at home, such as cleanliness and the fear of buying food outside the home due to the COVID-19 pandemic. Experimenting and doing new activities such as cooking at home can be one way to get rid of fatigue while working from home). Especially now that food prices are soaring, and most people are independently gardening in order to produce ingredients such as vegetables grown in their yards. Cooking at home is a wise choice to save money in the midst of the economic crisis due to the pandemic. Not only vitamins and other health products are being hunted by the public, but spices are also experiencing a rapid increase in sales. For people who want to create various recipes found on social media, instant spices are also their basic needs to ensure that the food is delicious

The increased level of society mobility in the era of globalization has resulted in the shifting of their consumption patterns, where the proportion or amount of expenditure used to meet the needs of life continues to change. This is also in line with the target market of PT Sasa Inti Bali which has the millennial generation as consumers (Chrisbiyanto, 2019). With the presence of a significant number of millennial generations in the province of Bali, it is able to present their product to the target market of PT Sasa Inti Bali. One of the goals from PT. Sasa Inti Bali is to fulfill daily needs, such as cooking by creating a unique taste for a dish. The company continues to innovate in meeting the

needs in the food sector and is a pioneer of Indonesian spices. Brand "Sasa" comes from "*SariRasa*" where "*Sari*" is essence, then "*Rasa*" is taste. This essence of taste is the essential element of PT. Sasa Inti which has grown to become the first market-leading brand for the local and international market (SINDONEWS, 2020). Established in 1968, PT Sasa Inti is a leading food and seasoning company in Indonesia (Sasa, 2021), and has continued the pioneering efforts of Sasa Fermentasi, which was founded five years earlier. The increased demand for food additives provides Sasa Inti with the opportunity to increase MNG (Mononatrium Glutamat) production. To serve every segment and level of the large Indonesian market, Sasa Inti continues to manufacture MNG products in Indonesia, remaining strong as a market leader.

By always innovating and increasing creativity, PT Inti Sasa continues to consistently produce new things, which may not only be in the form of products but also interesting and creative campaigns. As we know, in 2021, PT Inti Sasa launched a new idea for its marketing, namely creating a web series that was broadcast on the Sasa Melezatan YouTube channel entitled "JEJAK RASA SASA." The purpose of making this web series program was to introduce Sasa products more broadly. The concept of the JEJAK RASA SASA web series carries the Nusantara millennial theme where, while introducing Sasa products, it also invites the audience to enjoy Indonesian nature and culture, traditional food, cool places and tourist attractions in Indonesia. The application of Sasa products in every Indonesian cuisine characterizes that Sasa has always provided convenience for the people of Indonesia. The plot of this web series is very well-organized, so that the audience is able to catch every message that is conveyed by the cast through the story. With Dikta and Sheila as actors, the audience is very interested in watching it, as can be seen from the comments in the comments column of the Sasa Melezatan YouTube channel. In this web series even the dialogue used is very natural, like daily conversation without a script, which causes the audience to enjoy every atmosphere and situation in the web series. It can also be seen that, in each episode, the cast practice cooking methods and introduce each product naturally. They can provide content that educates the public so that it can be conveyed perfectly and make the audience not only interested in the product but also appreciate the steps taken in attracting very creative customers.

Appealing digital marketing techniques will be a challenge for every company to keep innovating so as to be able to attract consumers to always be loyal to the product and through digital marketing, namely the creation of interesting content with digital marketing tools, it can be expected to generate significant revenue so the economy can enjoy growth (Indriani et al., 2021). The world of marketing is dynamic and always changing according to the ever-changing economic development. Changes in the world of marketing are a must because, in every business, marketing is the spearhead and adapts

to existing developments. All businesspeople need to pay close attention to this in order to be able to survive in dynamic changes like this. They must develop strategies in order to optimize existing resources and ensure that what the company owns can be conveyed properly to the market and society. The strategy adopted by each company will certainly be different from one another. Therefore PT. Sasa is the best choice for research because it has high innovation to ensure it continues to develop. The marketing strategy carried out by PT. Inti Sasa is booming because it is beyond market expectations, whereby the company uses a web series content strategy that contains brand ambassadors to promote products naturally. Through the concept of a web series with the theme of travel, showing the usefulness of Sasa in everyday life, messages and information related to products are conveyed and can also increase the audience's insight in using Sasa products. By researching this phenomenon, the author becomes interested in discussing issues related to digital marketing that continues to grow.

Based on the explanation above, the focus of this study is the reference for the millennial generation in the promotion of the Sasa product web series entitled "Jejak Rasa Sasa" which has an influence on the purchase intention of a product at the PT. Sasa Inti company. Electronic word of mouth and brand ambassador are variables that will be investigated as to whether they have an effect on purchase intention. Both of these variables will be tested to find out which variable has the most influence on purchase intention. This study is titled "The Effectiveness of Electronic Word of Mouth and Brand Ambassador Toward Purchase Intention", by which the author investigates the impact of electronic word of mouth (e-WOM) to the purchase intention of Sasa product through the use of "Jejak Rasa" web series promotion, to investigate the impact of brand ambassador to the purchase intention of Sasa product through the use of "Jejak Rasa" web series promotion and to investigate the impact of electronic word of mouth and brand ambassador simultaneously to the purchase intention of Sasa product through the use of "Jejak Rasa" web series promotion.

LITERATURE REVIEW

Electronic word of mouth

e-WOM is essential for consumers to get information related to the product or service they want to buy based on reviews made by previous consumers on the internet and social media. According to Goyette et al.(2010), indicators of e-WOM are divided into three dimensions, such as:

1. Intensity: This is the frequency with which individuals access information and interact with other social media users to obtain information related to online store goods or services.

2. Valence of opinion: This comprises consumer reviews, both positive and negative, about online store goods or services. The valence of opinion consists of two categories: positive and negative.
3. Content: This is information from social media related to goods or services.

According to Sen and Leman (2008 cited in Sindunata, 2018) the main characteristic of e-WOM is that it is an independent source of information. This can be interpreted that the source of e-WOM information is not tied to a particular company and does not benefit any company, because the communication process through e-WOM is more trusted than sources of information coming from the company.

Brand ambassador

Brand ambassador is needed by the company to help introduce a product owned by the company so that it is quickly recognized by consumers, where the brand ambassador itself is a celebrity enough to make consumers interested and influenced. According to Royan (2005), indicators of brand ambassador are:

1. Visibility: This has a dimension as to how far the popularity of a celebrity goes. When connected to popularity, it can be determined by how many fans a brand ambassador has and how often they appear in front of the audience.
2. Credibility: The credibility of a celebrity has more to do with two things, such as expertise and objectivity. The question expert has knowledge of the promoted product from a celebrity. Objectivity, on the other hand, refers to a celebrity's capacity to express and build confidence in the public in some kind of product. Celebrities with a proven track record will be chosen to represent the promoted brand. The advertised product will also match the audience's desired perception.
3. Attraction: The celebrity's attractiveness influences how the values are received. Through the principle of attraction, the celebrity will succeed in changing customer ideas and behavior by making them believe that celebrities have something they want so that they are inclined to obey the message's content. When it comes to celebrity appeal, there are two factors to consider. There is a level of like (likeability) as well as a level of similarity to the intended personality of the product user (similarity). Having at least one celebrity reflect the brand's personality is one way their personality will be used by the brand's target user.
4. Power: This is the charisma emitted by a brand ambassador to be able to influence consumers so that consumers are influenced to buy or use a brand that is supported by the brand ambassador. Similarly, when a celebrity is popular, then there is a level of adoration from the community that will encourage people to use or buy the product or service.

According to Royan (2005), characteristics in the decision to use a brand ambassador must also be able to pass some criteria, such as popular rate of celebrity and the problem of whether the celebrities can bring the essential message of the advertisements. The right use of advertising stars or brand ambassadors will grow the market share of the products they carry.

Purchase intention

Purchase intention is ultimately people's references and creates a motivation in their mind to make a very strong desire until, finally, the consumer must fulfill their desire. According to Hosein and Nasim (2015), indicators of purchase intention are:

1. Interest: This involves personal feelings about the product and brand being displayed.
2. Attending: This involves the presence of a sense when watching a program that seems to make consumers become carried away by the atmosphere, regardless of whether it is included in the mind.
3. Information: This relates to any additional data that consumers may collect when searching for a product or brand, which the consumer does not already know. This adds to the knowledge of the consumer's thought process about the intention to buy the product.

Characteristics of purchase intention according to Kotler and Keller (2009 cited in Cece, 2015) are the extent to which others' attitudes affect a person's preferred option and is determined by two factors: the strength of others' unfavorable attitudes toward the alternative that consumers prefer, and the motivation of consumers to comply with others' requests. Unexpected situational elements will eventually be able to influence consumer attitudes while making purchases. It all depends on the consumer's mindset and if he is confident in his decision to buy or not buy an item.

RESEARCH METHODS

This study uses a cross-sectional research design that is carried out over a certain period of time and is not sustainable, using interviews, observation, and questionnaires by using an online survey site from Google Forms. The population in this study is the millennial generation in Bali, amounting to 1,326,900 people (based on data according to BPS Provinsi Bali, 2020). Ferdinand, (2006 (cited in Alaydrus et al., 2020) says adding a sample is a subset of the population, consisting of several members of the population. The sample of this research are millennials in Bali aged between 20 – 39 years old, and researchers need to make sure in advance whether they have seen or watched the web series "Jejak Rasa Sasa" on the Sasa Melezatkan YouTube Channel, assuming the respondents understand what is being researched, which will later affect the accuracy of the data. The sampling technique used is non-probability, such as: purposive sampling and snowball sampling.

According to Hidayat, (2017) Slovin's method is typically utilized in survey studies wherein the variety of samples is normally very large, so a method is needed to get a small pattern but which, however, can constitute the complete population. The variety of samples on this observation were calculated using the Slovin method, namely:

$$n = \frac{N}{1 + N(e)^2}$$

Description of Formula:

n = Sample Number

N = Total Population

e = Margin of Error

So, with a population of 1,326,900 millennials, both male and female, the margin error used by researchers is 10%, and the minimum number of samples produced:

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{1.326.900}{1 + 1.326.900(0,10)^2}$$

n = 99,9 = rounded up to 100 people

If rounded off, then the minimum sample size of the 1,326,900 population at a margin of error of 10% is 100.

The variables include electronic word of mouth, brand ambassador and purchase intention. In terms of data collection techniques, researchers used interviews, observation, and questionnaires. The interview in question is in the form of data collection at the time of conducting a preliminary study to find problems that must be investigated at PT. Sasa Inti by coming directly to make observations in the field to find out the phenomenon to be studied and look for data related to product sales. The last technique is distributing questionnaires to respondents. Once filled in, the questionnaire was sent back to the researcher. The questionnaire in this study was given to the millennial generation who live in Bali and have watched the web series "Jejak Rasa Sasa" on the Sasa Melezatan YouTube channel. The questionnaire used here is a closed model because the answers have been provided and the measurement uses a Likert scale (Sugiyono, 2017).

RESULT AND ANALYSIS

According to Rizky and Aryani (2020), the classical assumption test aims to ensure validity of the variable and instrument and consists of normality test, heteroscedasticity test, multicollinearity test, validity test and reliability test for the questionnaire, which

used a Likert scale to measure. Then multiple linear regression analysis is performed including Partial Test, Simultaneous Test and also Determination Test coefficient.

Table 1. Validity Test Result

Variables	Indicator	R (Count)	R (Table)	
<i>Electronic Word of Mouth(X1)</i>	X1.1	0,897	0,361	Valid
	X1.2	0,783	0,361	
	X1.3	0,890	0,361	
<i>Brand Ambassador(X2)</i>	X2.1	0,747	0,361	
	X2.2	0,780	0,361	
	X2.3	0,742	0,361	
	X2.4	0,770	0,361	
<i>Purchase Intention(Y1)</i>	Y.1	0,936	0,361	
	Y.2	0,761	0,361	
	Y.3	0,904	0,361	

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Syarat Cronbach's Alpha	
<i>Electronic Word of Mouth (X1)</i>	0.813	0.600	Reliable
<i>Brand Ambassador (X2)</i>	0.756	0.600	
<i>Purchase Intention (Y)</i>	0.838	0.600	

Table 3. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constanta)	1.923	0.999		1.924	0.057
Electronic Word of Mouth	0.349	0.108	0.324	3.241	0.002
Brand Ambassador	0.376	0.080	0.468	4.681	0.000

a. Dependent Variable: Purchase Intention

Table 4. Partial T-test (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constanta)	1.923	0.999		1.924	0.057
Electronic Word of Mouth	0.349	0.108	0.324	3.241	0.002
Brand Ambassador	0.376	0.080	0.468	4.681	0.000

a. Dependent Variable: Purchase Intention

Table 5. Table F Test (Simultaneous F)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	208.944	2	104.472	58.436	0.000
Residual	173.416	97	1.788		
Total	382.360	99			

Table 6. Coefficient of Determination Test Table

Model	R	Square	Adjusted R Square	Std. Error
1	0.739 ^a	0.546	0.537	1.337

The effect of electronic word of mouth on purchase intention of Sasa product with the promotion of "Jejak Rasa" web series

The t-test is used to test the significance of the electronic word of mouth on purchase intention. Based on the results of the t-test, the significance value is $0.002 < (0.05)$, the t value is 3.241, and the regression coefficient is 0.349. This means that H_0 is rejected so that H_1 can be accepted. Therefore, electronic word of mouth has a significant positive effect on purchase intention. From the results of this study, it can be interpreted that the higher the electronic word of mouth, the higher the purchase intention of Sasa products through the promotion of the "Jejak Rasa" web series, and vice versa, the lower the electronic word of mouth, the lower the purchase intention of Sasa products through the promotion of the "Jejak Rasa" web series. This follows research conducted by Amalia and Putri (2018) that found electronic word of mouth has a positive effect on purchase intention.

The influence of brand ambassadors on purchase intention of Sasa products through the promotion of the "Jejak Rasa" web series

Testing the significance of the brand ambassador on purchase intention, was partially carried out by doing the t-test. Based on the results of the t-test, a significance value of $0.000 < \alpha (0.05)$ is obtained and the t value is 4.681 and the regression coefficient is 0.376; this means that the rejection of H_0 so that H_2 can be accepted and, therefore, the brand ambassador has a significant positive effect on purchase intention. From the results of this study, it can be interpreted that the better the brand ambassador, the higher the purchase intention of Sasa products through the promotion of the "Jejak Rasa" web series, and vice versa, the worse the brand ambassador, the lower the purchase intention of Sasa products through the promotion of "Jejak Rasa" web series. This follows research conducted by Cece (2015) and Aryani (2020) that brand ambassadors have a positive effect on purchase intention.

Electronic word of mouth and brand ambassador on purchase intention of Sasa product through the promotion of "Jejak Rasa" web series

Testing the significance of the influence of electronic word of mouth and brand ambassadors on purchase intention was simultaneously carried out by performing the F test. Based on the results of the F test, the calculated F value is 58,436 which is greater than the F table value of 3.09 and a significance of $0.000 < \alpha (0.05)$ means the rejection of H_0 so that H_3 can be accepted so that electronic word of mouth and brand ambassadors together have a significant effect on purchase intention. From the results of this study, it can be interpreted that the better the electronic word of mouth and brand ambassadors, the higher the purchase intention of Sasa products through the promotion of the "Jejak

Rasa" web series, and vice versa, the worse the electronic word of mouth and brand ambassadors, the lower the purchase intention of Sasa products through the promotion of the "Jejak Rasa" web series.

CONCLUSION

Based on the research results obtained, electronic word of mouth and brand ambassadors influence purchase intention. So, PT. Sasa Inti, in increasing the purchase of Sasa products, should always pay attention to the content indicators in the electronic word of mouth variable and the information indicators provided by the brand ambassador variable. Because the indicators in each of these variables have significant results compared to other indicators in that variable. Also, other companies can try to use this strategy to improve their marketing strategy.

Through the promotion of the "Jejak Rasa" web series, electronic word of mouth has a substantial favorable effect on Sasa product purchase intention. Content is the most influential factor in the electronic word of mouth variable. This means that the more electronic word of mouth is generated by the content indication, the more likely people are to buy Sasa products as a result of the "Jejak Rasa" web series' advertising. Through the marketing of the "Jejak Rasa" online series, brand ambassadors have a substantial beneficial impact on Sasa product purchase intention. Where the regression coefficient for the international brand ambassador is 0.376, the t is 4.681, and the significance is 0.000, this suggests that the better the brand ambassador, the more likely people are to buy Sasa items as a result of the "Jejak Rasa" web series' marketing. Brand ambassadors and electronic word of mouth have a big impact on sales.

ACKNOWLEDGEMENT

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