



The Influences of Social Media Marketing, Service Quality and EWOM on Purchase Intention

Heidy Maslim¹, Lamhot Henry Pasaribu²

^{1,2} Master of Management Department, Faculty of Economy and Business, Pelita Harapan University, Jl. Jend. Sudirman no 50, Karet Semanggi, Setiabudi, Jakarta Selatan 12930, Indonesia

ARTICLE INFO

Keywords:

Social Media Marketing,
Service Quality,
Electronic Word of Mouth,
Purchase Intention,
Emotional Experience

ABSTRACT

The development of internet technology and increasing use of social media have encouraged most industrial sectors to apply this technology to support the progress of a business, including the creative economy sector. The interior design subsector as a part of the creative economy does not escape digitization, from design methods, marketing strategies, to transaction processes especially during the Covid-19 pandemic in 2020 which causes many processes to be done online. This study aims to examine the previous research model, namely the influence of social media marketing activities, service quality, and eWOM on purchase intention mediated by emotional experience. This study focuses on Dekoruma, one of many brands providing interior design products and services in Indonesia. Respondents were obtained by snowball sampling technique with 72 respondents who met the requirements. Data were collected through a questionnaire consisting of 28 questions distributed online and were analysed using the PLS-based SEM method. The results show that social media marketing activities and eWOM have a positive effect on purchase intention, and this influence will be stronger when mediated by emotional experience. However, service quality does not directly affect purchase intention, but must be mediated by emotional experience.

E-mail:

angelica_heidy@hotmail.com

Copyright © 2021 Enrichment : Journal of Management.

All rights reserved.

1. Introduction

The development of internet technology and internet users in Indonesia is increasing. Based on the APJII internet user survey, in the second quarter of 2020 the number of internet users in Indonesia reached 73.7 percent of the Indonesian population or around 196.7 million users [1]. This supports the development of the internet economy in Indonesia [2]. The development of internet technology and increasing social media users, almost all sectors of human life apply this technology to support businesses, including the creative economy sector [3]. Based on BEKRAF survey data in 2018 [4], in 2016 the creative economy contributed 922.59 trillion rupiah, which was equivalent to 7.44 percent of the total national economy in the same year. One of the fields which is a part of the creative economy in Indonesia is the interior design and in the development of internet technology, the interior design sub-sector is not spared from digitization, both from design methods, to marketing strategies and transaction processes. The rapid increase in the use of the internet and internet technology has forced interior design companies to switch to digital processes, especially for marketing and transaction processes.

Based on statistical data and the results of the 2018 Ekraf Survey [4], the percentage of internet media utilization for the interior design sub-sector is 36.47 percent and the application of e-commerce is 71.13 percent. However, the contribution of the interior design sub-sector to GDP in 2016 was only 0.16 percent despite the high use of internet and e-commerce media in the interior design sub-sector (36.47 percent and 71.13 percent). Even though the high use of internet and e-commerce media is one of the advantages of the interior design sub-sector, this advantage is not reflected in its contribution to GDP.

The Covid-19 pandemic in 2020 also forced traditional processes in the interior design sub-sector to be carried out online to reduce direct contact. Recognizing the demands and opportunities for digitizing the interior design sub-sector, several interior design brands have implemented innovative business models, such as Dekoruma.

Several previous studies have shown that there are (positive) effects of social media marketing on purchase intention, both in the tourism business [5], retail [6], fashion [7], e-commerce [8] and beauty [9][10]. However, social media marketing has no significant effect on the culinary field [11]. We found this differences between industrial sectors interesting, thus making one of the interior design brands as an object of research considering the high use of internet and e-commerce media in this subsector. Dekoruma was chosen as the object of research by considering the type of company (e-commerce startup) and the high number of social media followers.

2. Literature Review

2.1. Social Media Marketing

Social media marketing is one of the most effective marketing tools for a brand. It also encourages purchasing behavior [12]. The majority of consumers surveyed by DEI Worldwide in 2008 [13] depend on various types of social media websites such as corporate websites to obtain information about brands and products. Almost half of the respondents make purchases based on the information they get from the website and social media [14].

Social media marketing (SMM) is a marketing method that is generally internet-based, but has similarities to non-internet-based marketing methods, such as the use of word-of-mouth marketing. Social media marketing is one way to promote a website, brand, or business by interacting or attracting the attention of customers and potential customers through social media channels.



2.2. Service Quality

Kotler in Marketing Management [15] defined quality as the overall characteristics of products and services that are assessed based on the ability to meet customer satisfaction, both expressed and implied. It can be said that the seller provides good quality when a product or service can meet customer expectations.

Five dimensions of service quality based on the level of importance, namely: reliability or the ability to provide the promised service accurately and precisely; responsiveness or willingness to help customers and provide services swiftly; assurance or employee knowledge and courtesy and employee's ability to build trust; empathy or the ability to give attention to each customer individually; tangibles or the physical presence of facilities, equipment, employees and communication materials.

2.3. Electronic Word of Mouth

Word of mouth or "buzz marketing" is a tactic to create a process to encourage people who are interested in a product or service to automatically market the product or service to others. According to Kundu [16], positive word-of-mouth (PWOM) has a significant influence on consumer behavior and intentions and negative word-of-mouth (NWOM) only slightly affects consumer intentions. However, NWOM strongly influences behavior through negative emotions. Social norms have a direct impact on PWOM, NWOM, behavior and intentions. One of the interesting findings is that the total impact of PWOM exceeds twice the impact of social norms on behavior and intentions. Thus, emotion is a mediator between word-of-mouth and social norms.

Electronic word-of-mouth or eWOM can be interpreted as a positive or negative statement of customers or potential customers regarding a particular product or service that is available to many people and other entities via the internet. Consumers can share opinions through various platforms, especially social media platforms, such as blogs, review sites, social network sites and forums [17].

2.4. Emotional Experience

Emotion is a mental condition that arises from an event or a person's thoughts [18]. Emotional marketing is one of the new marketing concepts that studies how to provoke human emotions to buy a product or service. Several studies show that purchasing decisions and choices are the result of the analysis of rational and emotional aspects [19].

The ability of emotional experience in creating touch points to create memorable experiences is one of the factors that can significantly attract the attention of customers in retail stores [20].

2.5. Purchase Intention

Purchase intention is a series of alternatives considered by customers in making purchasing decisions [20]. It is generally related to customer behavior, perceptions, and attitudes and can also change based on price as well as perceived quality and perceived value [21]. Purchase intention can also be interpreted as a combination of consumer interest and opportunities in buying a product or service which can be considered as a variable to measure the future contribution of customers to a brand [12].

3. Methods

The research object focuses on the variables tested on the hypotheses including social media marketing activities, service quality, eWOM, emotional experience that affect purchase intention in the e-commerce business engaged in the interior design sub-sector, Dekoruma. The research model proposed is as follows:

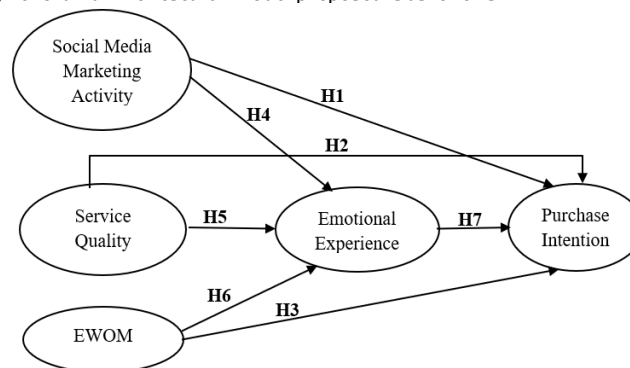


Fig 1. Research Model

Based on a number of studies that have been conducted previously [7][8][9][10][11][22][23][24][25], the following hypotheses are proposed:

H1: Social media marketing has a positive influence on purchase intention.

H2: Service quality has a positive influence on purchase intention.

H3: eWOM has a positive effect on purchase intention.

H4: Social media marketing has a positive influence on purchase intention mediated by emotional experience.

H5: Service quality has a positive influence on purchase intention mediated by emotional experience.

H6: eWOM has a positive influence on purchase intention mediated by emotional experience.

H7: Emotional experience has a positive influence on purchase intention.

Population defined in this study consisted of Indonesian people who live in the Greater Jakarta. The method of determining respondents in this study is purposive sampling, namely the determination of respondents from a population that has certain criteria. In this study, the criteria used are: aged 20 years and over, are people who know or have bought products or used Dekoruma's services, and use social media to view reviews and find out about Dekoruma's products or



Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



services.

Sources of data in this study are primary data obtained through a questionnaire distributed to the respondents. Questionnaires were sent to respondents entirely through social media due to limitations in conducting face-to-face processes during the Covid-19 pandemic. Primary data collection is done online via google form. The questionnaire was prepared based on a Likert scale for all research variables. The Likert scale used is a 6 Likert Scale where 1 indicates strongly disagree, 2 indicates disagree, 3 indicates somewhat disagree, 4 indicates somewhat agree, 5 indicates agree, and 6 indicates strongly agree.

The data analysis method used is analysis using Partial Least Square (PLS) technique. All data that has been collected will be processed using the SmartPLS v.3.3.3 application.

The preliminary test was carried out using data from 18 respondents who know the Dekoruma brand and use internet access to view Instagram accounts and the Dekoruma website. The respondents who became the research sample are domiciled in the Greater Jakarta area. The test was conducted on 28 indicators from five variables consisting of social media marketing activities, service quality, eWOM, emotional experience, and purchase intention.

4. Results, Analysis and Discussion

From the questionnaires distributed using the snowball sampling method, 226 returned respondent data were obtained. After filtering all respondents, it was found that 123 respondents met the research criteria. However, to ensure good sample quality, there are three reverse questions in the questionnaire further filter the existing samples in order to obtain good quality data.

Of the 123 respondents who met the criteria, 72 respondents were successfully obtained after further selection based on the reverse questions, and used in this study. All respondents who filled out the questionnaire for this study are domiciled in Greater Jakarta, know and have access to view the Dekoruma website and social media Instagram.

4.1 Measurement Model

The results of the convergent validity test were carried out by observing the outer loading and AVE values. Each construct has an AVE value of more than 0.5 so that it can explain more than 50% of the indicator variance.

TABLE 1
CONSTRUCT EVALUATION

Construct	Indicators	Outer Loading	AVE
Emotional Experience	EE1 I feel proud using Dekoruma products and services.	0,740	0,637
	EE2 I feel happy with Dekorumaservices.	0,901	
	EE3 I feel happy with Dekoruma product's quality.	0,880	
	EE4 I like Dekoruma contents.	0,713	
	EE5 I DON'T feel happy with Dekoruma services.	0,708	
	EE6 I feel happy designing a room using Dekoruma products and services.	0,824	
Electronic Word of Mouth	EWOM1 I often read reviews to choose a product or service right.	0,802	0,594
	EWOM2 I often collect reviews before buying a product or service.	0,747	
	EWOM3 I tend to change my opinions of a product or service after seeing online reviews.	0,824	
	EWOM4 I DON'T read reviews to choose a product or service right.	0,823	
	EWOM5 I will recommend Dekoruma as a furniture supplier and design interior service provider because of the good online reviews.	0,641	
Purchase Intention	PI1 I am sure of Dekoruma products and services that were recommended by my friends through Dekoruma social media.	0,836	0,606
	PI2 I will buy Dekoruma products and services that were advertised on social media in the next opportunity.	0,816	
	PI3 I will recommend Dekoruma products and services.	0,867	
	PI4 Social media is important for me to help making a purchase decision.	0,740	
	PI5 I will try products and services that were advertised on social media.	0,650	
	PI6 I will NOT recommend Dekoruma products and services.	0,739	
Social Media Marketing	SMM1 Product and service contents on Dekoruma Instagram account are interesting/attractive.	0,877	0,674
	SMM2 Product and service contents on Dekoruma Instagram account are up-to-date.	0,859	
	SMM3 I can easily give my opinion about Dekoruma products and service on Instagram.	0,713	
	SMM4 Dekoruma makes it easy for me to share information (reviews) about their products and service on Instagram.	0,824	
	SMM5 I can easily find information on Dekoruma Instagram account.	0,822	
Service Quality	SQ1 Information on Dekorumawebsite is easy to find.	0,677	0,644
	SQ2 Information on Dekorumawebsite is easy to understand.	0,760	
	SQ3 Dekoruma handles my questions and complaints well on social media.	0,804	
	SQ4 Dekoruma handles my questions and complaints fast on social media.	0,854	
	SQ5 Dekoruma customer service quality is good.	0,898	

Tests for reliability were carried out using Cronbach's Alpha test and composite reliability. The test results show that the value of Cronbach's Alpha and composite reliability are above the value of 0.7 so that reliability testing provides reliable test results.



Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



TABLE 2
R² TEST RESULTS

Indicators	R-square (R ²)
Emotional Experience	0,734
Purchase Intention	0,730

Structural model testing is then carried out to measure the significance of the relationship between variables. Because hypotheses testing uses a significance level of 5%, if the p-values in the path coefficient table are less than 0.05, then there is a significant relationship between the independent variable and the dependent variable. The p-values between research variables, as well as the magnitude of the influence of the original sample column are as follows:

TABLE 3
PATH COEFFICIENT TEST RESULTS

Path	Original Sample	t-statistics	p-values
Emotional Experience -> Purchase Intention	0,569	3,765	0,000
Electronic Word of Mouth -> Emotional Experience	0,171	2,454	0,007
Electronic Word of Mouth -> Purchase Intention	0,165	2,069	0,019
Social Media Marketing Activities -> Emotional Experience	0,466	4,727	0,000
Social Media Marketing Activities -> Purchase Intention	0,238	1,674	0,047
Service Quality -> Emotional Experience	0,348	3,622	0,000
Service Quality -> Purchase Intention	-0,038	0,320	0,374

4.2 Discussions

The result of **H₁** shows that social media marketing activities has a positive original sample value of 0.238 with a p-value of 0.047. Because the p-value is less than 0.05, the social media marketing has a significant positive effect on the purchase intention. These results indicate that a good Dekoruma social media marketing activity can increase consumer buying interest in Dekoruma's products or services. Based on these results, it can be concluded that **H₁** is supported. The results of this study support previous research [7][8][9][10] which says that social media marketing has a positive influence on consumer buying interest.

The result of **H₂** shows that service quality has an original sample value of -0.038 with a p-value of 0.374 or above 0.05, indicating that service quality has a negative effect on purchase intention but is not significant. This shows that consumers' purchase intentions for Dekoruma's products or services are not only determined by the quality of Dekoruma's services. Therefore, it can be concluded that **H₂** is not supported. The results of this study are not in line with previous research [22] which said that service quality increases consumer buying interest. In this study, service quality was not able to increase consumer buying interest only with service quality alone.

The result of **H₃** shows that eWOM has an original sample value of 0.165 with a p-value of 0.019. With the p-value below 0.05, eWOM has a significant positive effect on the purchase intention. This shows that good communication between Dekoruma and consumers and good communication between consumers can increase consumers' purchase intentions for Dekoruma's products or services. Thus it can be concluded that **H₃** is supported. The results of this study support previous research [11] which says that eWOM has a positive effect on consumer buying interest.

In this study, emotional experience is a mediating variable between social media marketing and purchase intention. The result of **H₄** shows that social media marketing has an original sample value on emotional experience of 0.466 with a p-value of 0.000, showing that social media marketing has a significant positive effect on emotional experience. Emotional experience has an original sample value of 0.569 with a p-value of 0.000, indicating that emotional experience also has a significant positive influence on purchase intention. This shows that good social media marketing activities can increase consumer buying interest in Dekoruma's products or services through the emotional experience of consumers as a mediator. Based on this, it can be concluded that **H₄** is supported. The results of this study also support previous research [25] which says that customer engagement based on emotional ties has a positive correlation with customer buying behavior. There is also a correlation between social networking activities and customer engagement. Moreover, because **H₁** is also supported, it can be concluded that emotional experience partially mediates the influence of social media marketing on purchase intention. With both values of the original sample known, the amount of mediation can be analyzed by comparing the square of original sample value without mediation with the multiplied value of original sample with mediation. Based on this analysis, the value of original sample with mediation is greater than one without mediation, so it can be concluded that the influence of social media marketing on purchase intention is greater when mediated by emotional experience.

TABLE 4
EMOTIONAL EXPERIENCE MEDIATION TEST ON THE EFFECTS OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION

Original Sample Tanpa Mediasi (SMM -> PI) ²	Original Sample dengan Mediasi (SMM -> EE) x (EE -> PI)
0,056644	0,265154

The result of **H₅** shows that service quality has an original sample value on emotional experience of 0.348 with a p-value of 0.000. Because the p-value is below 0.05, service quality has a significant positive effect on emotional experience. Emotional experience has an original sample value of 0.569 on purchase intention with a p-value of 0.000 so it can be concluded that emotional experience also has a significant positive effect on purchase intention. In other words, good service quality increases consumers' purchase intentions for Dekoruma's products or services through the emotional experience of consumers as a mediator. Based on this, it can be concluded that **H₅** is supported. The results of this study support previous research [23] which says that service quality has a positive influence on consumer emotional satisfaction. However, because **H₂** is not supported, emotional experience provides full mediation on the effect of service quality on purchase intention. In other words, service quality does not have a significant effect on consumers' purchase intentions of Dekoruma's products or



Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



services directly, but must be mediated by the emotional experience of consumers.

The results of H_6 shows that eWOM has the original sample value on emotional experience of 0.171 with a p-value of 0.007 or less than 0.05 so that eWOM has a significant positive effect on emotional experience. Because emotional experience has an original sample value of 0.569 with a p-value of 0.000, it can be concluded that emotional experience also has a significant positive influence on purchase intention. This shows that good communication between Dekoruma and consumers as well as between consumers can increase consumers' purchase intentions for Dekoruma's products or services through the emotional experience of consumers as mediator. Based on this, it can be concluded that H_6 is supported. The results of this study support previous researches [11][24] which said that eWOM has a positive influence on consumer buying interest and emotional value has an important role in assessing eWOM. Since H_3 is also supported, it can be concluded that emotional experience partially mediates the effect of eWOM on purchase intention. Through the mediation test, it can be concluded that the impacts of eWOM on purchase intention is greater when using emotional experience as a mediating variable.

TABLE 5
EMOTIONAL EXPERIENCE MEDIATION TEST ON THE EFFECTS OF EWOM ON PURCHASE INTENTION

Original Sample Tanpa Mediasi (EWOM -> PI) ²	Original Sample dengan Mediasi (EWOM -> EE) x (EE -> PI)
0,027225	0,097299

The result of H_7 shows that emotional experience has an original sample value of 0.569 with a p-value of 0.000. The p-value below 0.05 indicates that emotional experience has a significant positive effect on purchase intention. These results indicate that a good consumer's emotional experience can increase consumers' purchase intentions for Dekoruma's products or services. Therefore, it can be concluded that H_7 is supported. These results support previous research [20] which found a positive influence between emotional experience on purchase intention.

5. Conclusions

Social media marketing activities and eWOM have significant positive influences on purchase intention, and the effects are reinforced by the mediation of customer emotional experience. However, emotional experience is needed by service quality in increasing purchase intention as service quality does not significantly affect purchase intention directly.

The scope of this research is limited to the object of research, namely Dekoruma brand itself with the research subjects consist of people living in Jabodetabek. In addition, the limited variables used and the limited number of samples make this result difficult to generalize to represent brands and similar businesses.

6. References

- [1] Asosiasi Penyelenggara Jasa Internet Indonesia, "Buletin APJII," APJII, Jakarta, 2020.
- [2] R. Anandan, R. Sipahimalani, S. Saini, S. Aryasomayajula and W. Smittinet, "e-Conomy SEA," Google & TEMASEK, India, 2018.
- [3] Kementerian Komunikasi dan Informatika, Perkembangan Ekonomi Digital di Indonesia, Jakarta: Puslitbang Aptika dan IKP, 2019.
- [4] Badan Ekonomi Kreatif, "Data Statistik dan Hasil Survei Ekonomi Kreatif," BEKRAF, Jakarta, 2018.
- [5] D. R. Indika and C. Jovita, "Media Sosial Instagram sebagai Sarana Promosi untuk Meningkatkan Minat Beli Konsumen," Jurnal Bisnis Terapan, Vol 1, No 1, pp. 25-32, 2017.
- [6] F. P. Haliyani, "Pengaruh Social Media Marketing terhadap Purchase Intention pada Starbucks Indonesia," Jurnal Ilmiah Mahasiswa FEB, Vol 7, No 1, 2019.
- [7] I. I. Permatasari, Kadunci and N. Sofa, "Hubungan Social Media Marketing (Instagram) terhadap Intensi Pembelian Online Produk Fashion," Seminar Nasional Terapan Riset Inovatif (SENTRINOV), Vol 6 No 2, pp. 114-121, 2020.
- [8] S. T. Raharjo and H. Semuel, "Pengaruh Social Media Marketing terhadap Purchase Intention melalui Brand Awareness sebagai Variabel Mediasi pada Lazada," Jurnal Strategi Pemasaran, Vol 5, No 2, pp. 1-6, 2018.
- [9] T. Kuspriyono and E. Nurelasari, "Pengaruh Social Media Marketing Terhadap Customer Bonding dan Purchase Intention," Jurnal Humaniora Bina Sarana Informatika, Vol 18, No 2, pp. 235-242, 2018.
- [10] S. B. Priatni, T. Hutriana and E. N. Hindarwati, "Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Awareness sebagai Variable Intervening pada Martha Tilaar Salon Day Spa," Jurnal Ekonomi, Manajemen dan Perbankan, Vol 5, No 3, pp. 145-155, 2019.
- [11] A. Anastasia and J. M. Angie, "Pengaruh Social Media Marketing Activities, Service Quality, dan e-WOM terhadap Purchase Intention dimediasi oleh Emotional Experience," 2020.
- [12] A. J. Kim and E. Ko, "Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention," Journal of Global Fashion Marketing, pp. 164-171, 2010.
- [13] DEI Worldwide, "Issuu," 5 December 2008. [Online]. Available: https://issuu.com/deiworldwide/docs/dei_study_-_engaging_consumers_online_-_summary. [Accessed 2021].
- [14] R. Miller and N. Lammars, "Social Media and Its Implications for Viral Marketing," Asia Pacific Public Relations Journal, Vol 11, pp. 1-9, 2010.
- [15] P. Kotler and K. L. Keller, Marketing Management, Harlow: Pearson, 2016.
- [16] S. Kundu and C. R. S. Rajan, "Word of Mouth: A Literature Review," International Journal of Economics & Management Sciences, Vol 6, Issue 6, pp. 1-9, 2017.
- [17] M. Lopez and M. Sicilia, "Determinants of E-WOM Influence: The Role of Consumers' Internet Experience," Journal of Theoretical and Applied Electronic Commerce Research, Vol 9, No 1, pp. 28-43, 2014.
- [18] R. Bagozzi, M. Gopinath and P. Nyer, "The Role of Emotions in Marketing," Journal of the Academy of Marketing Science, Vol 27, No 2, pp. 184-206, 1999.



Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



- [19] D. Consoli, "A New Concept of Marketing: The Emotional Marketing," Broad Research in Accounting, Negotiation, and Distribution, Vol 1, No 1, pp. 1-8, 2010.
- [20] C. G. Nkaabu, E. Saina and R. Bonuke, "Emotional Experience and Purchase Intention: A Moderated Mediation of Store Image and Utilitarian Value," International Journal of Economics, Commerce and Management, pp. 249-263, 2017.
- [21] V. Mirabi, H. Akbariyeh and H. Tahmasebifard, "A Study Factors Affecting on Customers Purchase Intention," Journal of Multidisciplinary Engineering Science and Technology, Vol 2, Issue 1, pp. 267-273, 2015.
- [22] H. Bariroh, "Pengaruh Kualitas Pelayanan terhadap Minat Membeli Konsumen pada Minimarket Indomaret dan Minimarket Alfamart," 2015.
- [23] A. R. Hakim, "Pengaruh Kualitas Pelayanan dan Kepuasan Emosional terhadap Behavioral Intentions," 2011.
- [24] J. Previte, R. Russell-Bennett, R. Mulcahy and C. Hartel, "The Role of Emotional Value for Reading and Giving eWOM in Altruistic Services," Journal of Business Research 99, pp. 157-166, 2019.
- [25] N. Barhemmati and A. Ahmad, "Effects of Social Network Marketing (SNM) on Consumer Purchase Behavior through Customer Engagement," Journal of Advanced Management Science, Vol 3, No 4, pp. 307-311, 2015.
- [26] J. F. Hair, W. C. Black, B. J. Babin and R. E. Anderson, Multivariate Data Analysis, Andover: Cengage Learning, 2019.