

# **ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA AND ELECTRONIC WORD OF MOUTH ON BUYING INTEREST ON ZALORA INDONESIA**

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## **ABSTRACT**

This study aims to describe social media, electronic word of mouth and purchase intention, analyze the influence of social media and electronic word of mouth on purchase intention, and analyze the dominant variable between social media and electronic word of mouth on purchase intention at Zalora Indonesia .

This research was conducted at Zalora Indonesia with 134 sample respondents. The method used in this research is descriptive method. This study used aaccidental sampling using data collection tools through an online questionnaire.

The results of multiple regression analysis proved the variables of social media and electronic word of mouth, partially or simultaneously have an effect on purchase intention. The influence is a positive effect, if a technology driven online function as participation, conversationality, connectedness, openness, community and commonality, it will encourage consumers topurchase intention at Zalora Indonesia. Furthermore, if the electronic word of mouth gives a positive impression on a product that is offered online through the product involvement, self involvement, Other involvement, and message involvement would increase consumers' intention to buy. From testing the hypothesis that the variables of electronic word of mouth, it turns out the dominant influence on purchase intention.

**Keywords:** social media, electronic word of mouth, purchase intention

## **INTRODUCTION**

*“Nowadays, the usage of internet has grown rapidly over the past years and it has become a common medium for delivering and trading of goods, services and information at global marketplace”* (Ahmed, 2013:1). The population of internet users in Indonesia continues to increase from year to year in line with the increasing development of information technology infrastructure in Indonesia and government programs that introduce internet facilities to remote areas of Indonesia. "The growth of internet users is multiplying, along with the growth in sales of smart cell phones (smartphones) that can access the mobile internet so that audiences can access the internet anywhere and anytime" (NN, 2013: 4).*“Smartphones* providing various facilities, starting from SMS, MMS, Chatting, Email, Browsing and social media facilities" (Siswanto, 2013: 80).

Meanwhile, annual research on internet users in Indonesia conducted by Marketeers together with the MarkPlus Insight research institute (2013) showed that the number of internet users grew significantly by 22% from 62 million in 2012 to 74.57 million in 2013.

Furthermore, Research institute MarkPlus Insight predicts that the number of internet users in Indonesia will exceed 100 million people in 2015.

A survey of internet users based on the devices used (Siswanto, 2013: 81) found that the types of devices used to access the internet include smartphones (70.1%), followed by notebook PCs (45.4%), home computers (41 %), netbook PCs (5.6%), and tablets (3.4%), the average person in Indonesia spends three hours a day surfing cyberspace, with activities such as accessing social networks (90%) , searching for information (75%), entertainment (58%), electronic mail (47.3%), games (44%), and shopping (48.5%)” (Siswanto: 82). The sites (websites) most visited by internet users in Indonesia are social media sites, such as facebook.com, twitter.com, and youtube.com. Thus, most internet users in Indonesia use social media and it is predicted that this will continue to increase along with the increase in the number of people using the internet. "Apart from that, people also visit many news portals, such as Kapanlagi.com, Kompas.com, Vivanews.com, Okezone.com, and detik.com" (NN, 2013: 5).

The large number of internet users has great potential for marketers to develop their marketing activities via the internet. The activity of marketing goods or services in the internet world is usually called online marketing (internet marketing). Jones (2010:4) suggests that "internet marketing – often called online marketing or eMarketing – is essentially any marketing activity that is conducted online through the use of internet technologies". According to Engkoh (2012) in consultantseojakarta.com, internet marketing has become part of marketing activities, both goods and/or services to consumers via internet media, which includes creating advertising concepts, determining market segments (niches) and marketing sentences to attract consumers. . Internet marketing activities are generally carried out through websites/blogs, email, social media, and advertising through search engines such as Google, Yahoo, Bing, and so on.

*Internet marketing* increasingly popular as internet use grows. "This development became even more rapid after the internet began to be accessible via cell phones and smartphones" (Siswanto, 2013: 80). The easier it is for people to access the internet, this is a motivation for marketers to create online trading sites. One of the largest online trading sites in Indonesia is Zalora Indonesia.

Zalora Indonesia is an e-commerce site that focuses on fashion needs and offers products from various leading brands, both local and international. Zalora Indonesia was founded on February 24 2012 and is a branch of Europe's largest online shopping site, Zalando. "The Zalora International Group in Asia consists of Zalora Indonesia, Zalora Singapore, Zalora Malaysia, Zalora Vietnam, Zalora Taiwan, Zalora Thailand and Zalora Philippines" (Wikipedia, 2013).

In a new paradigm to increase consumer buying interest, companies can utilize e-commerce as a solution for electronic transactions via the internet. The tendency of consumers to feel interested or motivated in carrying out activities to obtain and own goods or services via the internet is called online buying interest. Chuchiprakarn (2002:2101) defines "on-line purchase intention is defined as consumers' intentions or expectations to make an on-line purchase in the future". According to Simamora (2002: 106) that "interest in buying a product arises because there is a basic belief in the desired product and having the ability to buy that product".Purchase interest is something obtained from the learning process and thought processes that form a perception. This interest in buying creates a motivation that continues to be recorded in his mind and becomes a very strong desire that in the end, when a consumer has to fulfill his needs, he will actualize what is in his mind. According to Kinneer and Taylor (1995:10)”Purchase

interest is the stage of the respondent's tendency to act before the purchase decision is actually implemented." This interest in making purchases online arises because the e-commerce approach is influenced by social media and electronic word of mouth.

Social media as internet marketing is very effective in building a wider customer network, both personally and organizationally. In social media, every user can interact directly and share content with other users. Erkkola, (2008:83) defines "sosiaalinen media on Teknologiasidonnainen ja rakenteinen prosessi, jossa yksilöt ja ryhmät rakentavat yhteisiä merkityksiä sisältöjen, yhteisöjen ja verkko Teknologioiden avulla vertais- ja käyttötuotannon kautta" (social media as a technology and structure process in which individual and group build meaning together with the help of content, community and network-based technology (web) through friendship and collaboration).

Mediasocial can be seen as a hybrid element of the promotional mix because in a traditional sense it allows companies to talk to their customers, while in a non-traditional sense it allows customers to talk directly to each other. The content, timing, and frequency of social media-based conversations occurring directly between consumers is beyond the control of managers or companies. According to Siswanto, (2013:83) that "every social media has a different character even though its function and use remains the same, namely as a social network". Online marketing magazine, Marketing.co.id divides the characteristics of social media into five parts, namely: 1) Social media portals consisting of Facebook, Google+, 2) Location-based social media, for example Foursquare, 3) Discussion forum portals and mailing lists, for example Kaskus, Yahoogroups, Googlegroups, 4) Blogs consisting of Blogspot and WordPress, and 5) Microblogs, namely Twitter.

One of the advantages of social media as part of internet marketing is that it is a supporting medium for the dissemination of information and also the formation of conversations that spread through word of mouth from online users. Andriyanto (2010:21) stated that "electronic word of mouth is information about products that is sent or distributed by many individuals to many other individuals via internet media". Electronic word of mouth (eWOM) via social media is communication carried out by users who have information or have purchased a product/service and share their knowledge or experience about the product/service to other users, so that indirectly the consumer has done so. promotions that can attract buying interest from other users who are following the conversation.

Electronic word of mouth (eWOM) communication is a positive or negative statement made between potential users via internet media. Electronic word of mouth (eWOM) communication has a very strong influence on online consumer purchasing behavior. Electronic word of mouth (eWOM) is caused by the needs of the sender and recipient of information. Recipients may want information from electronic word of mouth (eWOM) because they lack confidence in sales messages or they are looking for information to reduce their anxiety about risky purchases over the internet. Electronic word of mouth (eWOM) which is positive or negative can influence a person's interest in making online purchases, the more positive the information and the more frequently the information a person receives from the information provider, the stronger the feeling of wanting to try and own the product being described (Andriyanto, 2010:24). Electronic word of mouth (eWOM) can take place through many different online channels, such as e-mail, discussion forums, homepages, blogs, video sharing, and social networking sites.

## RESEARCH METHODS

As described in the background, problem formulation, objectives, uses, literature review and research hypothesis. The next step is to prepare a research design. Burns (2006:116) suggests that "A research design is a set of advanced decisions that makes up the master plan specifying the methods and procedures for collecting and analyzing the needed information". The research design describes the plan

and a research structure that directs the process of making research results as valid, objective, efficient and effective as possible.

This research uses a descriptive research/explanatory research approach by explaining the influence of X1, . Descriptive studies aim to describe aspects of relevant phenomena of interest from individual, organizational, industrial and other perspectives. Hypothesis testing provides a higher understanding of the relationships that exist between variables. Judging from the form of study, this research is correlational in nature.

## RESEARCH RESULT

To analyze the research results, the steps taken were research instrument testing, descriptive analysis, multiple regression analysis, classical assumption testing, and hypothesis testing.

### 1. Testing Research Instruments

In testing research instruments, validity and reliability tests are used to show the extent to which the measuring instrument is reliable.

#### a. Validity test

Overall, the results of testing the validity of each variable can be seen in table 2 below:

**Table 1.** Summary of Questionnaire Validity Test Results

Variable	Items	Correlation coefficient	r table	Sig	Note
Social Media (X1)	X1.1.1	0.356	0.1697	0,000	Valid
	X1.1.2	0.486	0.1697	0,000	Valid
	X1.1.3	0.478	0.1697	0,000	Valid
	X1.2.1	0.501	0.1697	0,000	Valid
	X1.2.2	0.476	0.1697	0,000	Valid
	X1.2.3	0.544	0.1697	0,000	Valid
	X1.3.1	0.641	0.1697	0,000	Valid
	X1.3.2	0.433	0.1697	0,000	Valid
	X1.3.3	0.461	0.1697	0,000	Valid
	X1.4.1	0.539	0.1697	0,000	Valid
	X1.4.2	0.513	0.1697	0,000	Valid
	X1.4.3	0.411	0.1697	0,000	Valid
	X1.5.1	0.531	0.1697	0,000	Valid
	X1.5.2	0.470	0.1697	0,000	Valid
	X1.5.3	0.571	0.1697	0,000	Valid
	X2.1.1	0.578	0.1697	0,000	Valid
	X2.1.2	0.705	0.1697	0,000	Valid
	X2.1.3	0.612	0.1697	0,000	Valid

Variable	Items	Correlation coefficient	r table	Sig	Note
Electronic Word of Mouth (X2)	X2.2.1	0.475	0.1697	0,000	Valid
	X2.2.2	0.629	0.1697	0,000	Valid
	X2.2.3	0.614	0.1697	0,000	Valid
	X2.3.1	0.570	0.1697	0,000	Valid
	X2.3.2	0.547	0.1697	0,000	Valid
	X2.3.3	0.599	0.1697	0,000	Valid
	X2.4.1	0.638	0.1697	0,000	Valid
	X2.4.2	0.662	0.1697	0,000	Valid
	X2.4.3	0.597	0.1697	0,000	Valid
Purchase Interest (Y)	Y1.1.1	0.555	0.1697	0,000	Valid
	Y1.1.2	0.471	0.1697	0,000	Valid
	Y1.1.3	0.482	0.1697	0,000	Valid
	Y1.2.1	0.539	0.1697	0,000	Valid
	Y1.2.2	0.492	0.1697	0,000	Valid
	Y1.2.3	0.558	0.1697	0,000	Valid
	Y1.3.1	0.666	0.1697	0,000	Valid
	Y1.3.2	0.720	0.1697	0,000	Valid
	Y1.3.3	0.652	0.1697	0,000	Valid
	Y1.4.1	0.712	0.1697	0,000	Valid
	Y1.4.2	0.604	0.1697	0,000	Valid
	Y1.4.3	0.614	0.1697	0,000	Valid
	Y1.5.1	0.679	0.1697	0,000	Valid
	Y1.5.2	0.714	0.1697	0,000	Valid
	Y1.5.3	0.741	0.1697	0,000	Valid

Source: Processed data, 2014.

Validity is measured by comparing the correlation value of each indicator with the table correlation value (r table). The r value of the product moment table at  $\alpha = 0.05$  and  $n = 134$  is 0.1697. From the data processing, it can be seen that the 42 indicators tested, all indicators have a positive correlation coefficient value and is greater than r table, and the probability is smaller than  $\alpha = 5\%$ , meaning that there is a significant relationship between the score of each indicator and the total score. A significant correlation shows that the indicator can really be used to measure the variable to be measured, in other words the instrument used is valid and can therefore be used in research.

#### b. Reliability

In this research, reliability was used with the Crobanh Alpha model.

**Table 2.** Crobanh Alpha Value for Each Variable

Variable	Alpha Crobanh	Information
Social media	0.777	Reliable
eWOM	0.834	Reliable
Interest in buying	0.880	Reliable

Source: Processed data, 2014.

Instrument reliability testing was carried out on valid question items. The instrument is declared unreliable if the reliability value obtained does not reach 0.6. The reliability test results presented in table 3 show that each reliability coefficient value is greater than 0.6 so that the instrument used is declared reliable.

## 2. Description of Research Variables

The questionnaire that has been distributed and has been filled in properly by 134 respondents can be seen with several descriptions of the respondents' answers in the distribution of observations as follows:

### a. Description of the social media variable (X1)

The indicators used in the social media variables include participation, conversationality, connectedness, community and commonality, and openness which are presented in table 4 below:

**Table 3.** Frequency Distribution of Social Media Variables (X1)

Items	Score										Average
	1		2		3		4		5		
	F	%	F	%	F	%	F	%	F	%	
X1.1.1	2	1.5	11	8.2	73	54.5	37	27.6	11	8.2	3.32
X1.1.2	3	2.2	8	6.0	67	50.0	43	32.0	13	9.8	3.41
X1.1.3	5	3.7	11	8.2	44	32.8	55	41.1	19	14.2	3.53
Average Participation (X1.1)											3.42
X1.2.1	1	0.7	5	3.7	27	20.2	46	34.3	55	41.1	4.11
X1.2.2	1	0.7	10	7.5	41	30.6	28	20.9	54	40.3	3.92
X1.2.3	1	0.7	6	4.5	32	23.9	49	36.6	46	34.3	3.99
Average Conversationality (X1.2)											4.00
X1.3.1	4	2.9	6	4.5	41	30.6	45	33.6	38	28.4	3.79
X1.3.2	3	2.2	13	9.8	43	32.1	47	35.1	28	20.8	3.62
X1.3.3	7	5.2	15	11.1	44	32.8	31	23.2	37	27.7	3.56
Average Connectedness (X1.3)											3.66
X1.4.1	2	1.6	4	3.0	30	22.4	49	36.5	49	36.5	4.03
X1.4.2	2	1.4	6	4.4	27	20.2	52	38.9	47	35.1	4.01
X1.4.3	3	2.2	12	8.9	40	29.8	46	34.4	33	24.7	3.70
Average Community and Commonality (X1.4)											3.91
X1.5.1	1	0.7	7	5.2	27	20.1	53	39.6	46	34.4	4.01
X1.5.2	2	1.4	4	2.9	30	22.4	52	38.9	46	34.4	4.01
X1.5.3	1	0.7	7	5.2	25	18.6	44	32.9	57	42.6	4.11
Average Openness (X1.5)											4.04
Social Media Average (X1)											3.81

Source: Primary data processed, 2014.

The data above shows that the average social media score is 3.81, which means that the response tendency is to agree, which means that consumer participation in online marketing at Zalora Indonesia to communicate two-way with other consumers is quite large. There is interaction between social media users in sharing ideas and

opinions in an open system to express opinions about the products offered by Zalora Indonesia.

b. Description of the Electronic Word of Mouth variable (X2)

The indicators used in the electronic word of mouth variable which include product involvement, self involvement, other involvement, and message involvement are presented in table 5 as follows:

**Table 4.** eWOM Variable Frequency Distribution (X2)

Items	Score										Average
	1		2		3		4		5		
	F	%	F	%	F	%	F	%	F	%	
X2.1.1	1	0.7	4	2.9	33	24.6	39	29.2	57	42.6	4.09
X2.1.2	5	3.7	13	9.7	30	22.3	49	36.6	37	27.7	3.74
X2.1.3	4	2.9	9	6,7	32	23.9	65	48.6	24	17.9	3.71
Average Product involvement (X2.1)											3.85
X2.2.1	1	0.7	7	5.2	52	38.8	42	31.4	32	23.9	3.72
X2.2.2	2	1.4	5	3.7	39	29.2	56	41.8	32	23.9	3.82
X2.2.3	2	1.4	4	2.9	40	29.9	53	39.6	35	26.2	3.85
Average Self involvement (X2.2)											3.80
X2.3.1	2	1.4	7	5.2	38	28.4	46	34.4	41	30.6	3.87
X2.3.2	2	1.4	14	10.4	39	29.1	44	32.9	35	26.2	3.71
X2.3.3	4	2.9	7	5.2	35	26.2	47	35.1	41	30.6	3.85
Average Other involvement (X2.3)											3.81
X2.4.1	3	2,2	4	2.9	25	18.7	60	44.8	42	31.4	4.00
X2.4.2	3	2,2	5	3.7	37	27.7	55	41.1	34	25.3	3.83
X2.4.3	3	2,2	6	4.5	32	23.9	49	36.6	44	32.8	3.93
Average Message involvement (X2.4)											3.92
Average Electronic Word of Mouth (X2)											3.84

Source: Primary data processed, 2014.

Overall, the average electronic word of mouth score is 3.84, indicating a tendency for an affirmative response, which means that the products offered at Zalora Indonesia are good products at affordable prices and consumers are actively interested in discussing and expressing their success to other consumers. in choosing and getting the products they want.

c. Description of the variable Purchase interest (Y)

The indicators used in the purchase interest variable include interest, information, attending, evaluation, and intention to buy are presented in table 6 as follows:

**Table 5.** Frequency Distribution of Purchase Interest Variables (Y)

Items	Score										Average
	1		2		3		4		5		
	F	%	F	%	F	%	F	%	F	%	
Y1.1.1	2	1.4	2	1.4	26	19.5	58	43.3	46	34.4	4.07
Y1.1.2	1	0.7	3	2,2	35	26.2	45	33.5	50	37.4	4.04

Items	Score										Average
	1		2		3		4		5		
	F	%	F	%	F	%	F	%	F	%	
Y1.1.3	3	2,2	6	4.4	29	21.7	53	39.6	43	32.1	3.94
Average Interest (Y1.1)											4.02
Y1.2.1	2	1.4	6	4.4	24	17.9	52	38.9	50	37.4	4.05
Y1.2.2	1	0.7	5	3.7	28	20.8	61	45.6	39	29.2	3.98
Y1.2.3	2	1.4	4	3.0	34	25.4	56	41.8	38	28.4	3.92
Average Information (Y1.2)											3.99
Y1.3.1	3	2,2	4	2.9	36	26.9	50	37.4	41	30.6	3.91
Y1.3.2	4	2.9	8	5.9	34	25.4	46	34.4	42	31.4	3.85
Y1.3.3	1	0.7	7	5.2	38	28.4	47	35.1	41	30.6	3.89
Average Attendance (Y1.3)											3.88
Y1.4.1	3	2,2	7	5.2	34	25.3	46	34.4	44	32.9	3.90
Y1.4.2	4	2.9	7	5.2	44	32.9	44	32.9	35	26.1	3.73
Y1.4.3	5	3.7	6	4.4	43	32.1	52	38.9	28	20.9	3.68
Average Evaluation (Y1.4)											3.77
Y1.5.1	3	2,2	6	4.4	42	31.3	48	35.9	35	26.2	3.79
Y1.5.2	4	2.9	4	2.9	27	20.2	42	31.4	57	42.6	4.07
Y1.5.3	3	2,2	6	4.4	18	13.4	33	24.7	74	55.3	4.26
Average Intention to buy (Y1.5)											4.04
Average Purchase Interest (Y1)											3.94

Source: Primary data processed, 2014.

Overall, the average purchase interest score is 3.94, indicating a tendency for an affirmative response, which means that there is a desire from consumers to search for information, search for information and try to get data about the products they want at Zalora Indonesia to fulfill their needs with quality products.

### 3. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the magnitude of the influence of social media variables (X1) and electronic word of mouth (X2) on buying interest (Y). The calculation results using the SPSS version 21 program can be seen in table 7 as follows:

**Table 6.** Recapitulation of Multiple Linear Regression Analysis Results

Variable	Information	Regression coefficient	Standard error	t-count	Sig.
X1	Social media	0.167	0.84	1,995	0.048
X2	E-WOM	0.925	0.86	10,797	0,000
Constant		= 6.876			
R		= 0.835			
Rsquare		= 0.697			
AdjustedRsquare		= 0.693			
Fcount		= 150.933			
Sig. F		= 0.000			



Dependent variable = Purchase interest

Source: Primary data processed, 2014.

The results of the multiple regression calculation can be seen in the following formulation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

$$Y = 6.876 + 0.167X_1 + 0.925X_2$$

Based on the results of this equation, it can be explained that the constant ( $\alpha$ ) = 6.876 shows the amount of buying interest, if there is no influence from social media ( $X_1$ ) and electronic word of mouth ( $X_2$ ), then buying interest ( $Y$ ) is 6.876. The social media regression coefficient ( $X_1$ ) is 0.167 ( $\beta_1$ ), meaning that every time there is an increase in the social media variable ( $X_1$ ) by 1 unit, it will increase purchasing interest ( $Y$ ) by 0.167 assuming other variables remain constant. The electronic word of mouth regression coefficient ( $X_2$ ) is 0.925 ( $\beta_2$ ), meaning that every time there is an increase in the electronic word of mouth variable ( $X_2$ ) by 1 unit, it will increase buying interest ( $Y$ ) by 0.925 assuming other variables remain constant.

Multiple correlation coefficient ( $R$ ) is 0.835; shows that simultaneously there is a strong and unidirectional relationship between social media ( $X_1$ ) and electronic word of mouth ( $X_2$ ) with purchase interest ( $Y$ ) of 83.5%. This relationship can be categorized as strong, as it is known that a relationship is said to be perfect if the correlation coefficient reaches 100% or 1 (either a positive or negative number).

The results of multiple linear regression analysis show that the coefficient of determination ( $R^2$ ) is 0.697. This figure shows that the variables social media ( $X_1$ ) and electronic word of mouth ( $X_2$ ) can explain variations or are able to contribute to the purchase interest variable ( $Y$ ) amounting to 69.7%, while the remaining 30.3% is caused by other variables that not included in the study.

#### 4. Hypothesis testing

##### a. Hypothesis Test 1

To test the first hypothesis which states that social media and electronic word of mouth have a significant effect on buying interest in Zalora Indonesia, the F test is used. The criteria for accepting and rejecting a hypothesis using the F test are as follows:

1. If the value of  $F_{count} > F_{table}$ , or the significance of  $F \leq 0.05$  then the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted.
2. If the value of  $F_{count} \leq F_{table}$ , or the significance of  $F > 0.05$  then the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_a$ ) is rejected.

From the results of multiple regression analysis calculations using the SPSS program,  $F_{count}$  is 150.933, which is greater than  $F_{table}$  ( $150.933 > 3.06$ ), reinforced by a significance value of  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted, which means that the social and electronic media variables word of mouth simultaneously has a significant effect on buying interest in Zalora Indonesia, thus the first hypothesis can be statistically accepted or tested.

##### b. Hypothesis Test 2

To test the second hypothesis which states that social media has a dominant influence on purchasing interest at Zalora Indonesia, the t test was used. The criteria for accepting and rejecting a hypothesis using the t test are:

1. If the value of  $t > t_{table}$ , or the significance of  $t \leq 0.05$ , then the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted.
2. If the tcount value  $\leq t_{table}$ , or the significance of  $t > 0.05$  then the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_a$ ) is rejected.

The t test results for each variable are presented in table 10 and can be explained as follows:

1) Social media (X1)

The results of the t test analysis obtained a t value of 1.995 with a significance value of 0.048 which is smaller than 0.05 ( $0.048 < 0.05$ ), which means that  $H_0$  is rejected and  $H_a$  is accepted, so it is partially proven that the social media variable (X1) has a significant effect on buying interest (Y).

2) *Electronic word of mouth*(X2)

The results of the t test analysis obtained a value of 10.797 and a significance value of 0.000 which is smaller than 0.05 ( $0.000 < 0.05$ ), which means that  $H_0$  is rejected and  $H_a$  is accepted, so it is partially proven that the electronic word of mouth (X2) variable has an effect significant to buying interest (Y).

Based on the results of the analysis above, it can be seen that social media and electronic word of mouth partially have a significant effect on buying interest. Next, to find out the variables that have a dominant influence on buying interest, namely by looking at the size of the regression coefficient of the variables that have a significant effect on buying interest. The independent variable that has the largest and most significant coefficient is the variable that has the dominant influence on buying interest. The magnitude of the regression coefficient for each independent variable is sequentially, namely social media at 0.136 and electronic word of mouth at 0.734. Thus, the variable that has a dominant influence on buying interest is electronic word of mouth, so that in this second hypothesis it turns out that  $H_0$  is accepted and  $H_a$  is rejected, which means that the social media variable does not have a dominant effect on buying interest. So the electronic word of mouth variable has a dominant variable which is based on a regression coefficient value that is greater than social media, namely  $0.734 > 0.136$ .

## DISCUSSION

Based on the results of the description of the research analysis, it shows that the overall average social media score shows a tendency for an affirmative response, which means that company and customer participation in communicating between social media users is one of the factors in the emergence of consumer buying interest in Zalora Indonesia, overall on average. The average electronic word of mouth score shows a tendency for responses to agree, which means that respondents feel ease in accessing information and ease in expressing opinions about the products offered by Zalora Indonesia, and overall the average purchase interest score shows that the response tends to be agree, which means that Respondents felt interested and wanted to immediately own and use the products offered by Zalora Indonesia to meet all the respondents' online needs.

### **1. The influence of social media and electronic word of mouth on consumer buying interest**

Based on the results of the first hypothesis test in this research, it shows that social media and electronic word of mouth variables have a significant effect on consumer buying interest. The results of multiple regression analysis prove that social media and electronic word of mouth variables together (simultaneously) and individually (partially) influence buying interest. This influence is a positive influence, meaning that if online technology is encouraged its function is *participation*, conversationality, connectedness, openness, community and commonality, will encourage consumer interest in buying products offered at Zalora Indonesia. Furthermore, if electronic word of mouth gives a positive impression of a product offered online through product involvement, self involvement, other involvement, and message involvement, it will increase consumer buying interest.

The results of this research are consistent with research conducted by Bruno Schivinski (2013) which states that the two-way communication built by companies on social media and the communication of social media users has an effect on brand equity, as a result it will have an impact on brand purchasing interest. Consumer buying interest is obtained from positive interactions built on social media with its users continuously through open, meaningful two-way communication with other users without being limited by time and space. Social media, which is an effective communication medium for building consumer awareness and buying interest, is formed from the participation of users in communicating and connecting with each other through communities, interests, hobbies, professions and similar characters to exchange information openly. In line with Rehmani's (2011) research results, it shows that social media has a significant influence on consumer purchasing intentions. The new communication paradigm (via social media) has influenced all aspects of consumer behavior where consumers are switching from traditional sources to internet media by using social media to communicate and interact. Furthermore, consumers will pay attention, understand and respond, thereby generating interest in making a purchase.

Positive, pleasant communication between consumers and the company regarding a product online makes a high contribution to attracting consumer buying interest. The results of this research are consistent with research conducted by Purwanegara (2010) which states that online word of mouth through positive customer perceptions can increase consumer purchasing intentions. Electronic word of mouth is an important means for consumers to obtain information about the quality of a product and is effective in reducing the risk and uncertainty experienced by consumers when making online purchases.

### **2. The influence of social media on consumer buying interest**

In this research, the second hypothesis states that social media has a dominant influence on purchasing interest at Zalora Indonesia. However, the findings obtained from the second hypothesis test show that the electronic word of mouth variable is the dominant influence on consumer buying interest. The dominant influence of electronic word of mouth is obtained through product involvement, self involvement, other involvement, and message involvement. Positive, pleasant communication in getting the products needed at Zalora Indonesia has the biggest influence in forming consumer buying interest. The results of this research are consistent with Siswanto's (2013) research that positive communication has an important role in online marketing because communication can

inform and make potential consumers aware of the existence of the products being offered. Communication can persuade current and potential consumers to want to enter into exchange relationships thereby stimulating their purchasing interest in a product.

This research found that there are several things that need to be improved in social media, namely the active role of social media users to persuade other users in online marketing and the lack of support from social media users to participate in Zalora Indonesia in acquiring customers. Findings in the field also show that social media users have not fully used social media as a marketing medium, but currently social media is mostly used as a means to publish digital content, creativity, provide and obtain timely feedback through online discussions, comments and evaluations, as well as incorporating corrective changes to the original content.

## CONCLUSION

The results of the descriptive analysis show that social media has quite potential as an online marketing medium for Zalora Indonesia, electronic word of mouth has a positive influence on consumer purchasing interest at Zalora Indonesia, and the desire to get the products that consumers need is a stimulus for forming buying interest at Zalora Indonesia .

Based on the results of the analysis, it shows that social media and electronic word of mouth variables simultaneously have a significant effect on Zalora Indonesia consumers' buying interest.

The variable that has the dominant influence on buying interest at Zalora Indonesia is electronic word of mouth. This shows that the more positive electronic word of mouth communication can increase consumer buying interest in Zalora Indonesia.

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