Increasing The Purchase Intention by Using E-Wom In F&B Products Among TikTok Users in Greater Jakarta & Tangerang

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Abstract

This research intends to investigate the influence of eWOM on purchase intention via the mediation of brand image and customer attractiveness on the TikTok social media platform for the food and beverage industry in the Jakarta and Tangerang areas. This is a descriptive study that seeks to characterize the used variables. This study uses non-probability sampling with judgment as its sampling method and collects data from 200 respondents using questionnaires. The questionnaires were distributed in Indonesian and were obtained from social media platform TikTok users who have an interest in food and beverage content. The data was analyzed using statistical application software, with the variables measured using a Likert scale. This study uses the smartPLS application to process and analyze data using the SEM model approach. The results showed that there was a significant effect of eWOM on purchase intention, eWOM on brand image, eWOM on customer attraction, and customer attraction on purchase intention. However, the brand image variable shows no significant effect on purchase intention.

Keywords
eWOM, Purchase Intention, Brand Image, Customer Attraction, TikTok

1. Introduction
Digital technology is highly integrated with our lifestyle. Along with the development in technology, it is easier for everyone to disseminate information and communication. In the digital sphere, technology can connect people directly and indirectly (Bischoff et al., 2019). Technology use has grown significantly in recent years. This is a result of the lockdown policy based on the government's regulation due to the Covid-19 pandemic, and the regulation required people to stay at home. This then impacts the intensity of time spent by the community (Ni et al., 2020). This change brings an indirect impact on the community's consumption patterns. This is related to the use of technology in

marketing, production, and distribution processes in the food and beverage (F&B) industry (Kementrian Perindustrian Republik Indonesia, 2021).

The Ministry of Industry predicted that the F&B industry would grow positively in 2021 and encouraged the industry to be active in dealing with and preparing for public consumption. This claim can be proven based on BPS data, where the largest expenditure is occupied by the F&B segment with a contribution of 40.73% and followed by the transportation and communication segment at 20.68%. As seen from Figure 1, Indonesian household consumption reached a -2.63% year-over-year level in 2020 before increasing by 2.02% from 2020 to 2021 (Pink and Laoli, 2022).
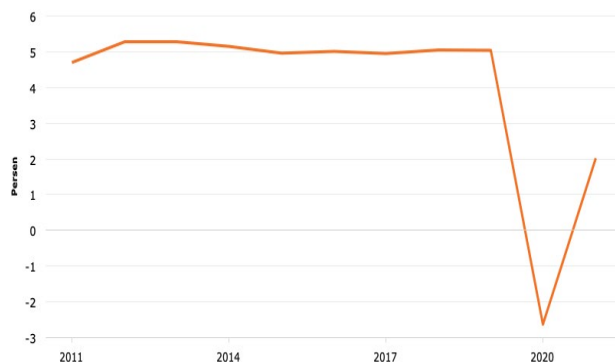

Figure 1. Indonesian Household Consumption 2011 – 2020

The increasing number of social media users in Indonesia is a current worldwide phenomenon, with 191.4 million social media users in January 2022. This number has increased by around 12,6% (21 million users) compared with the previous year. Indonesia's top four social media sites are YouTube, Facebook, Instagram, and TikTok. YouTube is in first place with 139 million users. Followed by Facebook with 129,9 million users. In third place is Instagram, with 99,15 million users, and TikTok in fourth place with 92,07 million users (Kemp, 2022). Among those four social media, TikTok is the newest. Released in 2016, TikTok can compete with its competitors such as Facebook, Instagram, and YouTube, which already existed earlier. In 2020, TikTok has increased 20% of their users (Ilmiah Pranata Edu et al., 2020). Those increases affect the interaction among TikTok users. It brings TikTok to become one of the potential social media platforms for marketing.

In TikTok, users' activity leads to a desire to buy a certain product. Based on TikTok's official website (TikTok, 2016), there is a lot of short video content with 15–180 seconds for TikTok users. One of them is video content about a product of several brands that can help the brand develop the user's perspective. Reviews, comments, and other content made by users about a brand can later influence the desire to buy from other users who view the video content. Various brands have started to use video content on TikTok social media as a mediator to promote their products. They try to attract their consumer by a review (content and/or word) from other consumers. Besides that, complete and in-depth information about a product can attract more consumers and maximize the company's opportunities to maintain its consumers. The reviews from other consumers have greater credibility than the company's review. The interactions established between consumers on social media are proven to substantially shape customer purchase intention (PI) (Rofiq et al., 2013).

Besides electronic word of mouth (eWOM), brand image (BI) is another important thing in strategic marketing. A memorable brand can bring an impact on improving BI (Alrwashdeh et al., 2019). If the review video content provided by users is positive, it will also have a positive impact on the BI. On the other hand, if users provide negative review video content, the BI will weaken (Andika Murdana and Suasana, 2020). BI directly affects PI. PI from other users can increase along with their views on a brand after seeing the review video content (Alrwashdeh et al., 2019; Mihardjo et al., 2019). Hence, a crucial part of consumer product decisions is BI (Alrwashdeh et al., 2019). In addition to BI, customer attraction (CA) also influences PI. Referring to the AIDA concept (attention, interest, desire, and action), at first, someone will have the power to influence others through speech or images to convey the message of a product or brand. After that, someone will decide to dig deeper or not relate to the message conveyed. Then, a feeling will arise in a person to want to have a certain product or brand. In the end, someone will push themselves to buy the product or brand (Warasanti and Rustiadi, 2021).

According to research (Putra et al., 2021), using TikTok as a sales channel is still very low. This is because TikTok was developed as an entertainment platform. However, this contrasts with the current condition, where various brands have started marketing their products through video content on TikTok social media as a form of promoting their products. Many brands have attempted to run these promos but failed. This may be due to errors made when creating the content, such as giving the wrong product information, choosing the wrong plot for the content, or receiving negative feedback from other consumers through content or comments.

This study discusses the relationship between eWOM and PI by linking BI and CA in this relationship. According to research, BI and CA play a significant part in eWOM's use in influencing PI. This can be proven by the statement Rahman et al. (2020), which states that by using eWOM, a product BI will be formed. The consumer's desire to purchase the product will increase if the product has a strong BI. The concept of AIDA (attention, intention, desire, and action) as a unit or simultaneously influences PI (Rofiq et al., 2013). There are few studies that investigate the impact of eWOM on PI in the F&B industry on social media using BI and CA variables. More studies have linked eWOM and PI variables with the context of the automotive industry (Evgeniy et al., 2019)(al Halbusi and Tehseen, 2018), the context of the hotel industry (Tweephoncharoen and Vongurai, 2020), and the creative economy industry (Maslim and Pasaribu, 2021). As a result, researchers are interested in investigating the direct effect of eWOM on PI for F&B products, as mediated by BI and CA variables.

1.1 Objectives
The purpose of this research is to analyze the direct impact of eWOM on purchase intention and the effect of brand image and customer attraction on purchase intention. There are several limitations in this study, such as the examination of only one independent variable and two mediating factors. On the other hand, to achieve the purpose of this study with greater focus and directness and avoid the subject of research being too comprehensive, this study will focus on TikTok users who are domiciled in the Jakarta and Tangerang areas. This study's data was collected from 200 respondents.

2. Literature Review

2.1 Social Media Marketing (SMM)
The world of the electronic market is changing along with the growth of social media (Mason et al., 2021), allowing the development of social media use. This is seen in how social media can offer a new business field for businessmen nowadays. In the private sector, social media is used as a medium to promote products and services. In the public sector, social media is used as a medium to share information and is the driver of user engagement. Other than that, with social media, the power of the online community increases. First, it can increase the relationship between users. Second, rapid mobilization for promotional activities and business deals. No less important, on social media, any stored information will continue to be corrected by other users to deepen the distribution of information related to a particular product or brand (Arrigo, 2018). It is important because the effectiveness of promotional messages can affect consumers' perspectives regarding BI and be able to describe consumption behavior (Mason et al., 2021). (Strauss, 2016), mentioned that engagement is one of the measurement areas of social media. Engagement can be measured by content viewership, membership/followers, number of shares, tagging/bookmark/likes, and content creation.

2.2 Purchase Intention (PI)
PI is defined as everything that is considered by consumers in making decisions related to product purchases. These decisions generally include consumer perceptions, consumer behavior, and consumer attitudes. Those decisions could change depending on the quality and the value that the consumers feel from the product (Maslim and Pasaribu, 2021). PI may also be regarded as a mix of consumer interests and opportunities in product purchases, which acts as a variable to quantify future customer contribution to a brand. PI shows consumer desires that deeply drive them to buy the same product. The presence of PI in a brand is very important because it shows how high the level of customer retention is (Tweephoncharoen and Vongurai, 2020).

2.3 Electronic Word-of-Mouth (eWOM)
eWOM is any type of statement prospective consumers make about a product or business on the Internet (Lkhaasuren and Nam, 2018). The emergence of eWOM in the digital world is the impact of the development of communication

(Kala and Chaubey, 2018). Speed, convenience, and a wider range of information make eWOM more influential than WOM (Tweephoncharoen and Vongurai, 2020), and eWOM has become one of the ways for customers to discuss and share their experience stories of a particular product or brand (Kala and Chaubey, 2018) as it includes online criticism, reviews, and recommendations from customers for a product (Tweephoncharoen and Vongurai, 2020). eWOM can also refer to sentences expressed by current, former, and potential consumers regarding what they see on social media (Evgeniy et al., 2019). User-generated content, customer reviews, customer referrals, and customer recommendations abound on social media. eWOM has complete support regarding products being spread and put on social media. Due to the very broad scope of eWOM, social media users can receive and read the same reviews from each other and can be shared by many users from different locations, even globally (Maslim and Pasaribu, 2021).

2.4 Brand Image (BI)

BI is a consumer's point of view about a brand, and the BI is described by what consumers associate with the brand (al Halbusi and Tehseen, 2018). Binh et al., (2017), mentioned that BI is closely related to the relationship between the consumers and the brand. This relationship is built on several variables and includes sentiments or attitudes toward the BI, apart from the anticipated quality. In branding a product, it takes a special strategy that is effective to be applied. The effective strategy will later provide benefits for the products, for example, shaping special features or characteristics of a product, changing consumers' preferences about a product, assisting in the process of setting prices, and preventing new competition. In essence, BI becomes a variable that gives a competitive advantage to maintain or add more value to the product (Kala and Chaubey, 2018). When observed from the company's and consumers' perspectives, BI is crucial in encouraging people to make purchasing decisions for certain products (Evgeniy et al., 2019).

2.5 Customer Attraction (CA)

The CA variable used in this study refers to the concept of AIDA from the customer's perspective. AIDA can provide an overview of a person's attention, interests, desires, and actions. Attention is a statement describing a person's interest shown through words and visuals that are strong enough to influence others to pay attention to and understand the message conveyed. Interest is defined as a statement when someone decides regarding their willingness to spend time reading the message conveyed. Desire is defined as a statement when someone can motivate themselves to have a product. Action is defined as a direction or encouragement that arises in a person's mind to buy a product (Tulus Warasanti and Rustiadi, 2021). Customers are a potential asset for a business. Therefore, brands must identify, anticipate, determine, and provide for the needs that customers want. It is done with the aim of retaining and attracting customers (Moghadam et al., 2018). One strategy that can be done to increase CA is to create advertisements on social media by utilizing existing algorithms. The use of algorithms aims to enable each brand to market its products to the right segments. In addition, entertaining and good video content for social media users can also increase CA (Putra et al., 2021; Sabbeh, 2018).

2.6. Hypothesis Development

Previous study indicated a significant relationship between eWOM and PI (Shanmugam and Sulthana, 2019). Information obtained through eWOM tends to be trusted by consumers in deciding to buy a product. Using eWOM to find products helps consumers feel more benefits and learn about a product's attributes and features (Alrwashdeh et al., 2019). Nowadays, consumers have their own criteria for a product based on their needs. Most consumers read through reviews from other consumers before deciding to buy a product (Evgeniy et al., 2019). Therefore, researchers are interested in formulating the following hypothesis.

Hypothesis 1. eWOM has a significant impact on PI

eWOM minimizes the effects and risks of change and ambiguity in deciding (Kala and Chaubey, 2018). eWOM is distributed by free users, and reviews can influence other users' perceptions of a brand (Shanmugam and Sulthana, 2019). According to Kala and Chaubey (2018), eWOM significantly affects BI. Rahman et al., 2020 also found that eWOM has a substantial and positive impact on BI. It says that the success of eWOM can influence customer decisions also increase buying interest and BI of a product. Therefore, researchers are interested in formulating the following hypothesis.

Hypothesis 2. eWOM has a significant impact on BI

Previous study indicated a significant relationship between BI and PI (Kala and Chaubey, 2018). One way to protect the brand from market competition is to look at the brand itself. Furthermore, BI is important in business performance, which will have a positive impact on PI (Rahman et al., 2020; Binh et al., 2017). Another study discovered how significantly impactful BI has on PI (Tariq et al., 2017). Therefore, researchers are interested in formulating the following hypothesis.

Hypothesis 3. BI has a significant impact on PI

Marketing through social media content widens the product connection. Marketing content has a significant relationship with CA. Creative content is the key to building a relationship with customers by engaging and encouraging them to keep participating in brand activities for free (Abbasi, 2021). Customers choose products based on the design of information and marketing communication shown on social media. This demonstrates that brands that have used AIDA in SMM can entice users' attention to their video content (Idris et al., 2017). Therefore, researchers are interested in formulating the following hypothesis.

Hypothesis 4. eWOM has a significant impact on CA

The stimuli given by consumers from the products they see will lead to an interest in buying products. The AIDA model is often used as a marketing tool to show changes in consumer attitudes and behavior towards a product. Changes in consumer attitudes and behaviors to the stage of having a desire to buy a product can be measured through the initial 3 stages of AIDA, where someone can pay attention to a certain advertisement or content. If the advertisement or content can leave a positive memory, it will generate interest. This interest will lead someone to discover the product's advantages shown in the advertisement or content. A high level of interest certainly makes someone desire to have a product. If a person's level of interest in a product is already high, he will decide to buy the product or act (Warasanti and Rustiadi, 2021). With so many competitors doing the same thing, getting customers to focus on a piece of content is not easy. In addition, SMM must be able to attract customers' interest and provide and seek information. The benefits of SMM can generate desire and motivate users to buy products (Idris et al., 2017). In general, it can be interpreted that attention and interest can generate desire or PI. Therefore, researchers are interested in formulating the following hypothesis.

Hypothesis 5. CA has a significant impact on PI

3. Methods

This study discusses the impact of eWOM on PI, with BI and CA as mediating variables. The data used in this study is in Jakarta and Tangerang. It is because both locations have high potential in terms of the level of use of the TikTok platform. Data collection uses a non-probability judgment sampling through a questionnaire with 25 questions collected from 200 respondents, who are active users of TikTok and are interested in the F&B industry. The distribution of the questionnaires was carried out within a period of three weeks starting from April 8, 2022, to April 28, 2022. Questionnaires were distributed online via Google forms and distributed using the social media applications Line, Instagram, and WhatsApp. From Chatterjee and Kumar Kar (2020)'s research, the researchers recommend that the sample size used as a ratio should lie between 1:4 to 1:10. Our item number is 25; hence, the response should lie between 100 to 250 respondents. From the number of comparisons, researchers considered collecting 200 respondents to get more valid data. The SmartPLS application will be used to process and analyze the collected data using the SEM (Structural Equation Modeling) approach.

This study developed a questionnaire using some indicators based on an adaptation of a previous literature review. However, researchers modified these research indicators to adapt to the research context. The questionnaire is divided into four parts based on the research variables: eWOM, BI, CA, and PI. The eWOM section has five indicator items adopted (Rahman et al., 2020). The BI section has six indicator items adopted from (Alrwashdeh et al., 2019). The CA section has five indicator items adopted from (Kiaw, 2019). The PI section has five indicator items, whereby four items were from (Evgeniy et al., 2019), and one item was adopted from (Maslim and Pasaribu, 2021).

4. Data Collection

The questionnaire was carried out through the online google form and obtained as many as 209 respondents. 200 out of 209 respondents were selected as samples because these respondents met the researchers' criteria. The demographic

result of the respondent can be seen in Table 1. From the table, we can find out the distributions of respondents based on gender, age, and domicile. Respondents were dominated by females, as many as 128 respondents (64%) with a dominant age range of 17-25 years, as many as 154 respondents (77%), and most respondents were domiciled in Jakarta, with as many as 102 respondents (51%).

Table 1. Respondent's Characteristics

Characteristic	Category	Total Respondent	Percentage
Gender	Male	72	36%
	Female	128	64%
Age	12 - 16 years old	22	11%
	17 - 25 years old	154	77%
	26 - 35 years old	19	9,5%
	36 - 45 years old	5	2,5%
Domicile	Jakarta	102	51%
	Tangerang	98	49%
	Bogor	0	0%
	Depok	0	0%
	Bekasi	0	0%
	Other	0	0%

5. Results and Discussion

5.1 The Validity and Reliability Test

Convergent validity describes a set of indicators that underlie the latent variable and represent one latent variable. If the indicator has a value of factor loading >0,70 (greater than 0,70) the indicator was categorized as valid with an ideal value, and value of AVE >0,50 (greater than 0,50) to test the convergent validity. Meanwhile, the indicator is reliable if the value of CR >0,70 (greater than 0,70).

From running the data using SmartPLS, we know that all the variables (eWOM, BI, CA, and PI) get valid and reliable results on validity and reliability tests because all indicators have met the result criteria. (Table 2)

Table 2. Validity and Reliability Test

Variable	Indicator	Mean	Factor Loading	CR	AVE
eWOM (E)	E1	3,8	0.758	0.860	0.553
	E2		0.726		
	E3		0.709		
	E4		0.814		
	E5		0.706		
Brand Image (BI)	BI1	4,3	0.718	0.824	0.611
	BI2		0.753		

	BI3		0.866		
Customer Attraction (CA)	CA1	4,3	0.877	0.781	0.643
	CA2		0.719		
Purchase Intention (PI)	PI1	3,9	0.836	0.890	0.669
	PI2		0.781		
	PI3		0.828		
	PI4		0.827		

Table 3. Comparison of Square Root of AVE and Correlation Coefficient

	BI	CA	PI	eWOM
BI	0.782			
CA	0.465	0.802		
PI	0.478	0.521	0.818	
eWOM	0.398	0.361	0.693	0.744

5.2 Hypothesis Test

Researchers conduct the hypothesis test using SmartPLS apps. Four hypotheses were supported, and one was not supported by the hypothesis test result, as seen in Tables 3 & 4. The confidence level used in this study was 95%. The result is said to be valid; the value of P <0,05, besides that is invalid.

Hypothesis 1 states that eWOM has a positive significant impact on PI, declaring it is supported. The p-value result is less than (<0,05) or 0,000, which means eWOM significantly impacts PI. Based on the path coefficient value (0,543), this relationship is deemed to be positive. Therefore, it can be stated that eWOM has a positive significant impact on PI.

Hypothesis 2 states that eWOM has a positive significant impact on BI, indicating it is supported. The result of the p-value is less than (<0,05) or 0,000, whereby eWOM has a significant impact on BI. Based on the path coefficient value (0,398), this relationship is deemed positive. Therefore, it can be stated that eWOM has a positive significant impact on BI.

Hypothesis 3 states that BI has a positive but not significant impact on PI, which is declared as not supported. The result of the p-value is more than (>0,05) or 0,052, and it can be interpreted that there is no significant impact between BI and PI. Based on the path coefficient value (0,141), this relationship is deemed positive. Therefore, it indicated that BI has a positive but not significant impact on PI.

Hypothesis 4 states that eWOM has a positive significant impact on CA, which is declared as supported. The result of the p-value is less than (<0,05) or 0,000, which means eWOM has a significant impact on CA. Based on the path coefficient value (0,361), this relationship is deemed positive. Therefore, it can be stated that eWOM has a positive significant impact on CA.

Hypothesis 5 states that CA has a positive significant impact on PI, stating as supported. The result of the p-value is less than (<0,05) or 0,000, showing how CA has a significant impact on PI. Based on the path coefficient value (0,260), this relationship is deemed positive. Therefore, it can be stated that CA has a positive significant impact on PI.

Table 4. Hypothesis Test

Hypothesis	Path	Path Coefficient	T-Statistics	P-Values	Conclusion
H1	eWOM→PI	0,543	5,985	0,000	Supported H1
H2	eWOM→BI	0,398	5,134	0,000	Supported H2
H3	BI →PI	0,141	1,926	0,054	Not Supported H3
H4	eWOM→CA	0,361	4,501	0,000	Supported H4
H5	CA →PI	0, 260	3,825	0,000	Supported H5

5.3 Findings

This study provided empirical evidence regarding factors affecting PI directly and indirectly. This research intended to analyse the direct influence of eWOM on PI and measure the impact of eWOM on PI through BI and CA using a sample of TikTok social media platform users residing in Jakarta and Tangerang areas, focusing on the F&B industry. Each hypothesis test shows the results based on the final data processing results using SmartPLS.

According to the findings, eWOM significantly affects PI, showing that the content quality increases the audience's interest in buying the product. This result shows similarities with the previous study, showing how eWOM has a significant effect on PI (Evgeniy et al., 2019; Maslim and Pasaribu, 2021). With a focus on the transportation industry (Evgeniy et al., 2019) and the creative economy industry (Maslim and Pasaribu, 2021). While this study focuses on the F&B industry with TikTok users as respondents. Although the industry categories and respondents' criteria are different, the results still show the similarity that there is a relationship between eWOM and PI variables. This can be happen because marketing techniques using eWOM work effectively in almost all industrial fields if the content is in accordance with the intended target audience.

This study was conducted within the scope of the F&B industry with TikTok users as a sample. According to the findings, eWOM has a significant impact on BI. Interesting and convincing content can improve BI, help respondents get information from the video content, and learn about other users' characteristics and quality differentiation of F&B products. The results of this hypothesis are also strengthened by previous studies, which states that eWOM has a significant impact on BI (Evgeniy et al., 2019;al Halbusi and Tehseen, 2018). By researching the automobile industry with a focus on branded cars in Malaysia (al Halbusi and Tehseen, 2018) and the transportation industry (Evgeniy et al., 2019).

According to the findings, BI has no significant impact on PI. Respondents are not too concerned with specific BI, such as differentiation for similar F&B products from various brands, but they are more focused on eWOM content. The results of this study show similarities with a previous study, which states that BI has an insignificant effect on PI. The research was conducted on the smartphone industry focused on generations Y and Z (Alrwashdeh et al., 2019). As for previous studies, which showed differences in results from the current study, BI can have a significant impact on PI, especially on lifestyle products (Kala and Chaubey, 2018). This difference is caused by the limited number of samples between previous studies, which amounted to 313 samples (Kala and Chaubey, 2018) and this study, which amounted to 200 samples. Moreover, there are differences in the research industry between previous research focused on lifestyle products and this study, which focused on F&B products.

According to the findings, eWOM has a significant impact on CA, as shown by the increased activity and the video content quality on the social media platform TikTok. Besides that, the content displayed must be accordance to the brand's audience, so the message can be well delivered to the audience and attract the audience's attention. There is a similarity between the result of these studies with the previous study using similar variables (Warasanti and Rustiadi, 2021). Previous study was conducted in the scope of the property industry, while this study is conducted in the F&B

industry. Although the industries studied are different, the results still show that there is a relationship between the two variables.

According to the findings, CA has a significant impact on PI. It is known from the results that good content can attract consumers to buy F&B products. Brand should get consumers' attention from the content quality displayed through social media so that consumers can decide to buy the product. This research's findings parallel those of a prior study, which concluded that CA had a significant impact on PI (Warasanti and Rustiadi, 2021). The previous study was conducted in the scope of the property industry, while this study is limited to an F & B industry. Although the industries studied are different, the results still show a relationship between the two variables.

6. Conclusion & Future Research

This research intends to investigate the eWOM effect on PI via the mediation of BI and CA on TikTok for the F&B business in the Jakarta and Tangerang areas. From five hypotheses, four hypotheses accepted are that eWOM has a significant effect on PI; eWOM has a significant effect on BI; eWOM has a significant effect on CA; and CA has a significant effect on PI. In general, eWOM has a significant effect on PI because respondents see that video content significantly affects their lifestyle. Respondents also follow and have the same opinion regarding the information obtained from the video content. eWOM also affects BI because the average respondent collects information from video content to find out about the views, characteristics, and quality differentiation of F&B products from other users. eWOM affects CA by increasing the activity and quality of video content on the social media platform TikTok. The increase aims to create customer desire, which will decide to buy a product. However, in contrast to the hypothesis in this study, it shows an insignificant effect of BI on PI. The main reasons are based on assumptions, namely the limited number of samples, differences in respondent characteristics, and differences in the scope of the research industry. In addition, other factors that are more relevant need to be explored further. For future researchers, we suggest collecting more respondents for an accurate result. We also suggest adding more variables related to the topic and/or conducting the research in a different industry.

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