

The Influence of The Electronic Word of Mouth (E-Wom) Dimension in Instagram on Purchasing Decisions At Kedai Ice Kepal in Mataram

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Abstract: This study aimed at assessing the impact of Electronic Word of Mouth aspects on purchasing decisions at Kedai Ice Kepal. The study utilized purposive sampling in collecting data. The sample size for this study consisted of 100 participants who were active users of Instagram platform and had previously followed the @Ice_Kepal_Mataram Instagram account and made a purchase at the Kedai Ice Kepal. According to the finding, at a significance level of 5%, the intensity dimensions have a favorable impact on purchase decisions. However, this impact is not statistically significant, as indicated by a significant value of 0.933, which is bigger than the threshold of 0.05. The content dimension has a favorable effect on purchase decisions, although this effect is not statistically significant. This is supported by the significance value of 0.103, which is bigger than the threshold of 0.05. The positive valence dimension exerts a positive and statistically significant impact on purchasing decisions, as indicated by a significant value of 0.000, which is below the threshold of 0.05. The negative valence dimension has a favorable effect on purchase decisions, although this effect is not statistically significant. This is supported by a significant value of 0.813, which is bigger than the threshold of 0.05. The test findings for the coefficient of determination (R²) indicate a value of 0.435, which corresponds to 43.5%. The independent variable has a 43.5% impact on the dependent variable, whereas the remaining portion is influenced by other variables that were not considered in this study.

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Introduction

The culinary business, especially in the city of Mataram, is currently experiencing rapid growth. This can be evidenced by the proliferation of culinary establishments such as restaurants, eateries, cafes, food stalls, and others that are commencing their operations. Many of these culinary businesses make use of social media as a means of promotion, product reservations, and various other purposes. Consequently, the level of competition is on the rise, rendering the landscape increasingly complex. With an unrestricted market segmentation, companies have the opportunity to expand their market networks. However,

with the escalating number of culinary businesses in Mataram, it is not unlikely that many may face closure due to their inability to withstand the intense competition.

One of the culinary businesses that have managed to endure and experience rapid growth is "Kedai Ice Kepal" located in the Pagutan area of Mataram. The strategy employed by the proprietor of Kedai Ice Kepal to captivate their target market involves the use of Electronic Word of Mouth (e-WOM) as a promotional medium. The form of Electronic Word of Mouth utilized by Kedai Ice Kepal is the social media platform Instagram. The application of the e-WOM dimension, as per Goyette et al. (2010), implemented by Kedai Ice Kepal can be observed in the Intensity dimension, where the @Ice_Kepal_mataram Instagram account uploads photos of new menu items on a daily basis, eliciting a positive response. Based on the background description and the aforementioned phenomenon, a study on the "Influence of Electronic Word of Mouth (e-WOM) Dimensions on Instagram Social Media on Purchase Decisions at Kedai Ice Kepal in Mataram City" is an intriguing prospect for further investigation.

Kotler and Armstrong (2001) assert that a purchase decision is a component of the buyer decision-making process in which consumers make an actual purchase. Decision-making is an individual activity that involves direct engagement in acquiring and utilizing the offered products. According to Hennig-Thurau et al. (2004), Electronic Word of Mouth (e-WOM) is a form of marketing communication that comprises positive or negative statements made by potential customers, customers, or former customers regarding a product or company, available to a wide audience or institution through the internet.

Reviews from other consumers serve as external stimuli that can motivate consumers to make a purchase. The abundance of information readily accessible to consumers through reviews posted by other consumers who have used a particular product or service results in new trends in consumer purchase decision-making. Recommendations or reviews provided by other consumers can significantly influence consumer purchase decisions.

H1: The intensity dimension has a positive and significant impact on purchase decisions at Kedai Ice Kepal in Mataram City.

As technology advances within every company, the products being sold have increasingly similar qualities and forms. With a plethora of products available online, consumers have the opportunity to make choices before making online purchase decisions. Consumers can compare each product across different websites for the same product. Consequently, consumers will choose and purchase products that offer added value among their counterparts.

H2: The content dimension has a positive and significant impact on purchase decisions at Kedai Ice Kepal in Mataram City.

Consumers who have made purchase decisions for a product they intend to consume will express positive opinions about a product if they have experienced satisfaction. Upon experiencing satisfaction after consuming the product, these consumers are likely to recommend the product to others.

H3: The positive valence dimension has a positive and significant impact on purchase decisions at Kedai Ice Kepal in Mataram City.

Every consumer who experiences dissatisfaction after consuming a product will express negative opinions about the product, posting negative reviews about the products they have consumed on the content provided by the company. This can adversely affect the company, as such negative reviews can influence other consumers not to try the product.

H4: The negative valence dimension has a positive and significant impact on purchase decisions at Kedai Ice Kepal in Mataram City.

The theoretical framework proposed to demonstrate the influence of Electronic Word of Mouth (e-WOM) on purchase decisions at Kedai Ice Kepal can be depicted in the following conceptual framework. The independent variables in this study consist of dimensions within Electronic Word of Mouth, namely Intensity (X1), Content (X2), Positive Valence (X3), and Negative Valence (X4). Meanwhile, the dependent variable in this study is Purchase Decision (Y).

Research Method

The data required for this study are primary data obtained from questionnaires and direct interviews with 100 respondents who have Instagram accounts, follow the Instagram account, and have made purchases at Kedai Ice Kepal.

Table 1 Operational Definitions of Variables

Variable	Definition	Indicator	Item
e- WOM - <i>Intensity</i> (X1)	The number of opinions or comments written by consumers on an Instagram social media	1. Frequency of accessing Information 2. Frequency of interaction 3. Lots of reviews 4. The frequency of creating stories on Instagram social media	1. Consumers access information on Instagram about <i>Ice Kepal</i> more often than other online businesses. 2. Consumers comment on Instagram about <i>Ice Kepal</i> more often than any other online business. 3. Consumers commented on <i>Kedai Ice Kepal</i> on Instagram 4. Consumers create <i>Instastories</i> about <i>Kedai Ice Kepal</i> on Instagram.
e- WOM - <i>Content</i> (X2)	Information from the social networking site Instagram related to products and services.	1. Product variety 2. Product price 3. Supporting social networking sites 4. Product quality 5. Informative content	1. Consumers discuss various products offered by <i>Kedai Ice Kepal</i> on Instagram. 2. Consumers discuss the prices of products offered by <i>Kedai Ice Kepal</i> on Instagram. 3. Consumers discuss internet networking sites, such as supporting applications like <i>Go-Jek</i> and <i>Grab</i> , offered by <i>Kedai Ice Kepal</i> on

			Instagram.
		4.	Consumers discuss the quality of products offered by Kedai Ice Kepal on Instagram.
		5.	Consumers find the Instagram content of Kedai Ice Kepal on @ice_kepal_mataram informative.
e- WOM - <i>Positive Valence</i> (X3)	Positive opinions or comments from Instagram social media users.	1. Positive comments 2. Recommendations 3. Proud attitude	1. Consumers leave positive comments about Kedai Ice Kepal on Instagram. 2. Consumers recommend Kedai Ice Kepal on Instagram. 3. Consumers highly recommend others to purchase Kedai Ice Kepal products through supporting applications like Go-Jek and Grab on Instagram. 4. Consumers proudly tell others that they are customers of Kedai Ice Kepal on Instagram.
e- WOM - <i>Negative Valence</i> (X4)	Negative opinions or comments from Instagram social media users.	1. Negative comments	1. Consumers leave negative comments about Kedai Ice Kepal to others on Instagram. 2. Consumers have read negative comments about Kedai Ice Kepal on Instagram.
Keputusan Pembelian (Y)	A purchase decision is a process in which a consumer decides to buy a product after	1. The products offered. 2. The company is very appealing. 3. Easy access to information. 4. Receiving information and recommendations.	1. Consumers purchase Kedai Ice Kepal products offered through the Instagram account @Ice_Kepal_Mataram because they are

going through the stages of consideration and problem-solving when making a purchase.

5. Positive comments.

appealing to their taste.

2. Consumers purchase Kedai Ice Kepal products because the appearance of the Instagram account @Ice_Kepal_Mataram is very attractive.
3. Consumers purchase Kedai Ice Kepal products because the ease of accessing information on the Instagram account @Ice_Kepal_Mataram aids in decision-making.
4. Consumers purchase Kedai Ice Kepal products because they receive recommendations about Kedai Ice Kepal through other people's Instagram accounts.
5. Consumers purchase Kedai Ice Kepal products because of the presence of positive comments on the Instagram account @Ice_Kepal_Mataram .
6. Consumers buy Kedai Ice Kepal products even though they have read negative comments on the Instagram account @Ice_Kepal_Mataram .

Measurement Scale used in this study is the Likert scale. According to Malhotra (2009), scoring on the Likert scale ranges from 1 to 5.

1. Assumption Testing

- a. Validity Test
If the positive correlation is >0.3 , then the respective indicator is considered valid. The coefficient calculation can be performed using SPSS version 23 software.
- b. Reliability Test
To measure the reliability of all question items or statements in this research, Cronbach's alpha formula is used, and it is considered reliable if Cronbach's alpha is >0.6 (Sarjono and Julianita, 2011).
2. Classical Assumption Testing
 - a. Normality Test
The normality test is conducted by examining the points on the Normal P-Plot of Regression Standardized Residual of the dependent variable. The requirement for the normality test is that if the data is spread around the diagonal line and follows the direction of the diagonal line, then the regression model satisfies the assumption of normality.
 - b. Multicollinearity Test
The multicollinearity test aims to examine whether there is a correlation between independent (predictor) variables in the regression model. Variables that cause multicollinearity can be determined by looking at the tolerance value or the variance inflation factor (VIF). If the tolerance value is >0.1 or the VIF is less than 10, then there is no multicollinearity (Ariefianto, 2012).
3. Hypothesis Testing
 - a. Multiple Linear Regression Analysis
This analysis examines the relationship between two or more independent variables and the dependent variable. This research utilizes multiple regression analysis as the analytical tool because the variables under investigation consist of more than one independent variable, namely, Intensity Dimension (X1), Content (X2), Positive Valence (X3), and Negative Valence (X4) on Purchase Decisions (Y). The regression equation can be formulated as follows:
$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$
 - b. F-Test
This is the initial step to identify whether the estimated regression model is appropriate or not. If the p-value of the F-statistic (shown in the SPSS output under the "sig." column) is less than the significance level (alpha) of 0.05 (as predetermined), it can be concluded that the estimated regression model is suitable. Conversely, if the p-value of the F-statistic is greater than 0.05, it can be said that the estimated regression model is not appropriate.
 - c. t-Test
The hypothesis testing is formulated as follows:
 - d. The influence of Intensity on purchase decisions
 $H_{01}: \beta_1 \leq 0$, meaning there is no positive influence of Intensity on purchase decisions.
 $H_{a1}: \beta_1 > 0$, meaning there is a positive influence of Intensity on purchase decisions.
 - e. The influence of Content on purchase decisions

- H02: $\beta_2 \leq 0$, meaning there is no positive influence of Content on purchase decisions.
 Ha2: $\beta_2 > 0$, meaning there is a positive influence of Content on purchase decisions.
- f. The influence of Positive Valence on purchase decisions
 H03: $\beta_3 \leq 0$, meaning there is no positive influence of Positive Valence on purchase decisions.
 Ha3: $\beta_3 > 0$, meaning there is a positive influence of Positive Valence on purchase decisions.
- g. The influence of Negative Valence on purchase decisions
 H04: $\beta_4 \leq 0$, meaning there is no positive influence of Negative Valence on purchase decisions.
 Ha4: $\beta_4 > 0$, meaning there is a positive influence of Negative Valence on purchase decisions.

The overall significance of the regression coefficient is tested using the t-Test by examining the significance level of the SPSS calculation:- H0 is rejected and Ha is accepted if the significance value is below 0.05.- H0 is accepted and Ha is rejected if the significance value is above 0.05.

Coefficient of Determination Test (R^2)

The coefficient of determination (R^2) essentially measures how well the model explains the variation in the independent variables.

Result and Discussion

Testing Assumptions

Validity Test

Table 2. Results of Validity Testing for the Variables: Intensity, Content, Positive Valence, Negative Valence, and Purchase Decision

Variabel	Item	Correlation	Results
<i>Intensity (X1)</i>	X _{1.1}	.895**	Valid
	X _{1.2}	.942**	Valid
	X _{1.3}	.914**	Valid
	X _{1.4}	.777**	Valid
	X _{2.1}	.836**	Valid
<i>Content (X2)</i>	X _{2.2}	.943**	Valid
	X _{2.3}	.914**	Valid
	X _{2.4}	.867**	Valid
	X _{2.5}	.943**	Valid
	X _{3.1}	.838**	Valid
<i>Positive Valence (X3)</i>	X _{3.2}	.853**	Valid
	X _{3.3}	.847**	Valid
	X _{3.4}	.843**	Valid
	X _{4.1}	.975**	Valid
<i>Negative Valence (X4)</i>	X _{4.2}	.978**	Valid
	Y.1	.898**	Valid
<i>Keputusan Pembelian (Y)</i>	Y.2	.845**	Valid
	Y.3	.924**	Valid

	Y.4	.881**	Valid
<i>Sou</i>	Y.5	.813**	Valid
<i>rce:</i>	Y.6	.484**	Valid

Primary data processed in 2019

The correlation coefficients for all statement items of the variable are >0.3 , which indicates their validity for use as research instruments.

Reliability Test

Table .3 Results of Reliability Testing for the Variables

Variabel	Cronbach's Alpha	Results
Intensity	.907	Reliabel
Content	.941	Reliabel
Positive Valence	.861	Reliabel
Negative Valence	.951	Reliabel
Buying Decision	.896	Reliabel

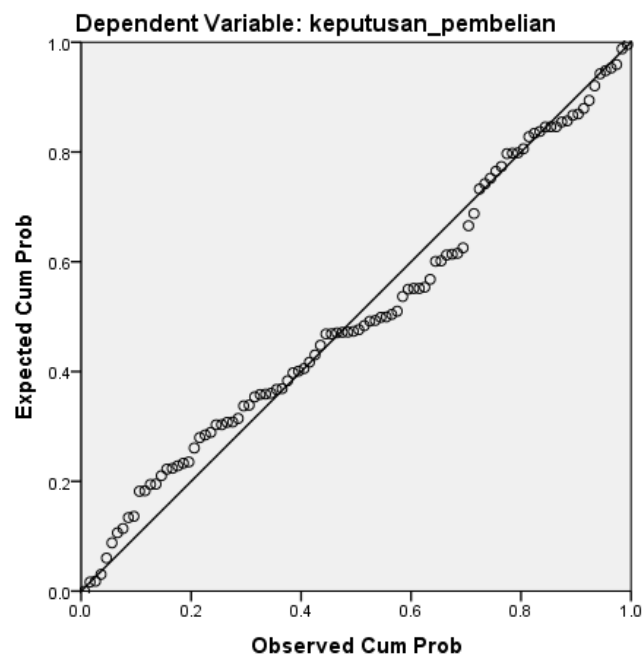
Source: Primary data processed in 2019

The results of the reliability test from the table show that all Cronbach's Alpha coefficients are >0.60 . Therefore, it can be concluded that the instruments are reliable (consistent) for use as research instruments.

Classical Assumption Testing

Normality Test

Normal P-P Plot of Regression Standardized Residual



Source: Primary data processed with SPSS 23 in 2019

Figure 1. Results of Normality Testing for the Research Variable Using Normal P-P Plot

It can be observed that the data distribution shows a spread around the diagonal lines and follows the direction of the diagonal lines. Therefore, it can be concluded that the regression model produced meets the assumption of normality.

Multicollinearity Test

Table .4 Results of Multicollinearity Testing

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	variabel_intensity	.418	2.393
	variabel_content	.432	2.315
	variabel_positive_valence	.470	2.126
	variabel_negative_valence	.995	1.005

a. Dependent Variable: keputusan_pembelian

Source: Primary data processed with SPSS 23 in 2019

From the table above, it is evident that the VIF (Variance Inflation Factor) values are below 10, and the tolerance values are above 0.1, indicating that each independent variable is free from multicollinearity issues.

Hypothesis Testing

Multiple Linear Regression Analysis Results

Table.5 Summary of Multiple Linear Regression Analysis Results and Regression Equation

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	8.266	1.793		4.609	.000
X1	-.014	.162	-.010	-.084	.933
X2	.191	.116	.193	1.648	.103
X3	.676	.146	.522	4.638	.000
X4	-.044	.187	-.018	-.237	.813

a. Dependent Variable: Y

Source: Primary data processed with SPSS 23, 2019 (Appendix 6)

Based on the data obtained from the table, the equation can be expressed as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4$$

$$\text{Purchase Decision} = 8.266 - 0.014 + 0.191 + 0.676 - 0.044$$

Therefore, based on the calculation results, the explanations are as follows:

- The constant value of 8.266 means that when the values of the *intensity* (X1), *Content* (X2), *Positive Valence* (X3), and *Negative Valence* (X4) variables are all zero, the purchase decision at *Kedai Ice Kepal* (Y) has a value of 8.266.

- b. The regression coefficient for *the Intensity variable* (b1), which is -0.014, signifies that if *the intensity* (X1) increases by one unit, the purchase decision will decrease by -0.014, but it is not statistically significant.
- c. The regression coefficient for *the Content variable* (b2), which is 0.191, means that if *the Content variable* (X2) increases by one unit, the purchase decision will increase by 0.191, but it is not statistically significant.
- d. The regression coefficient for *the Positive Valence variable* (b3), which is 0.676, indicates that if *the Positive Valence variable* (X3) increases by one unit, the purchase decision will significantly increase by 0.676.
- e. The regression coefficient for *the Negative Valence variable* (b4), which is -0.044, suggests that if *the Negative Valence variable* (X4) increases by one unit, the purchase decision will decrease by -0.044, but it is not statistically significant.

F-Test Results

Table. 6 Multiple Linear Regression F-Test Results

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1108.087	4	277.022	18.249	.000 ^b
Residual	1442.103	95	15.180		
Total	2550.190	99			

a. Dependent Variable: keputusan_pembelian

b. Predictors: (Constant), variabel_negative_valence, variabel_intensity, variabel_positive_valence, variabel_content

Source: Data processed with SPSS 23, 2019

Based on the table above and the ANOVA or F-test conducted, the calculated F-value is 18.249 with a probability of 0.000. Since the probability is much smaller than 0.05, it can be concluded that the model in this research is considered appropriate. This result indicates that the regression model used meets the assumption of the suitability of a research model with the analyzed research data.

t-Test Results

Table.7 Results of t-Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Results	
	B	Std. Error	Beta				
1 (Constant)	8.266	1.793		4.609	0		
X1	-0.014	0.162	-0.01	-0.084	0.933	Tidak Signifikan	
X2	0.191	0.116	0.193	1.648	0.103	Tidak Signifikan	
X3	0.676	0.146	0.522	4.638	0	Signifikan	
X4	-0.044	0.187	-0.018	-0.237	0.813	Tidak Signifikan	

a. Dependent Variable: Y

Source: Data processed with SPSS 23, 2019 (Appendix 6)

By examining the table above in the significance column, it can be explained whether the four independent variables are significant or not as follows:

1. H1: The dimension of *intensity* has a positive and significant effect on purchase decisions at Kedai Ice Kepal in the city of Mataram.

From table 4.9, it is evident that the significance value for the intensity variable is 0.933, which is greater than 0.05. Therefore, it can be concluded that the intensity variable has no significant effect on purchase decisions. This means that the first hypothesis in this study is rejected. Statistically, the regression coefficient for the intensity variable (X1) is -0.010. A negative coefficient indicates that the intensity variable (X1) has an opposite relationship with purchase decisions (Y).

Based on the partial testing results, as shown in the table, the significance value for the intensity variable is 0.933, which is greater than the probability value of 0.05, and it is positive. Therefore, H_0 is accepted, and H_a is not fully accepted or supported by the analyzed research results. It can be concluded that the intensity variable and the purchase decision variable are not related or do not have a significant impact. This means that providing opinions or comments on the Instagram social media account @ice_kepal_mataram more frequently does not necessarily lead to higher purchase decisions at Kedai Ice Kepal.

The results of this study reject or do not support some findings from previous research conducted by Sari (2012), Mustikasari and Widanisngsih (2016), Yunitasari (2018), Adeliyasari, Ivana, and Thio (2014), which stated that intensity has a significantly positive effect on purchase decisions. The data collected by the researcher did not confirm the hypothesis.

2. H2: The dimension of content has a positive and significant effect on purchase decisions at Kedai Ice Kepal in the city of Mataram.

From the table, the significance value for the content variable is 0.103, which is greater than 0.05. Therefore, it can be concluded that the content variable has no significant effect on purchase decisions. This means that the second hypothesis in this study is rejected. Statistically, the regression coefficient for the content variable (X2) is 0.193. A positive coefficient indicates that the content variable (X2) has a positive relationship with purchase decisions (Y).

Based on the testing results, as shown in the table, the significance value for the content variable is 0.103, which is greater than 0.05, and it is positive. Therefore, H_0 is accepted, and H_a is not fully accepted or supported by the analyzed research results. It can be concluded that the content variable and the purchase decision variable are related and have a positive relationship, but it is not statistically significant. This means that even though the content on the Instagram social media account @ice_kepal_mataram is considered informative by respondents, it does not have a significant impact on purchase decisions.

The results of this study reject or do not support some findings from previous research conducted by Sari (2012), Mustikasari and Widanisngsih (2016), Yunitasari (2018), Adeliyasari, Ivana, and Thio (2014), which stated that content has a significantly positive effect on purchase decisions.

3. H3: The dimension of positive valence has a positive and significant effect on purchase decisions at Kedai Ice Kepal in the city of Mataram.

From the table, it is evident that the significance value for the positive valence variable is 0.000, which is smaller than 0.05. Therefore, it can be concluded that the positive valence variable has a significant and positive effect on purchase decisions. This means that the third hypothesis in this study is accepted. Statistically, the regression coefficient for the positive valence variable (X3) is 0.522. A positive coefficient indicates that the positive valence variable (X3) has a positive relationship with purchase decisions (Y).

Based on the testing results, as shown in the table, the significant value for the positive valence variable is 0.000, which is smaller than 0.05, and it is positive. Therefore, H_0 is rejected, and H_a is accepted.

Thus, it can be concluded that the hypothesis that positive valence has a significantly positive effect on consumer purchase decisions at Kedai Ice Kepal is supported by the analyzed research data. These two variables are related and have a positive relationship, meaning that the more consumers provide positive comments or opinions on social media like Instagram, the higher their purchase decisions. This occurs because many consumers who post positive comments or opinions about Kedai Ice Kepal on Instagram can be read by other Instagram users, which reinforces consumers' decisions to purchase Kedai Ice Kepal products.

The results of this study support previous research findings, such as those conducted by Sari (2012), Mustikasari and Widaningsih (2016), Adeliyasari, Ivana, and Thio (2014), which stated that positive valence has a significantly positive effect on purchase decisions. However, this study contradicts the findings of Yunitasari (2018), who stated that positive valence does not have a significantly positive effect on purchase decisions.

4. H4: The dimension of *negative valence* has a positive and significant effect on purchase decisions at Kedai Ice Kepal in the city of Mataram.

From the table, the significant value for the negative valence variable is 0.813, which is greater than 0.05. Therefore, it can be concluded that the negative valence variable has no significant effect on purchase decisions. This means that the fourth hypothesis in this study is rejected. Statistically, the regression coefficient for the negative valence variable (X4) is -0.018. A negative coefficient indicates that the negative valence variable (X4) has an opposite relationship with purchase decisions (Y).

Based on the testing results, as shown in the table, the significant value for the negative valence variable is 0.813, which is greater than 0.05, and it is positive. Therefore, H_0 is accepted, and H_a is not fully accepted or supported by the analyzed research results. It can be concluded that the negative valence variable and the purchase decision variable are not related or do not have a significant impact. This means that the frequency of social media users posting negative comments or opinions on Instagram does not significantly determine an increase in consumer purchase decisions for Kedai Ice Kepal products.

The results of this study support and reinforce the findings of Yunitasari (2018), who stated that negative valence does not have a significantly positive effect on purchase decisions. This study also contradicts the findings of some previous research, such as

Sari (2012), Mustikasari and Widaningsih (2016), and Adeliyasari, Ivana, and Thio (2014), which stated that negative valence has a significantly positive effect on purchase decisions.

Coefficient of Determination Test Results

Table. 8 Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.659 ^a	.435	.411	3.896
a. Predictors: (Constant), variabel_negative_valence, variabel_intensity, variabel_positive_valence, variabel_content				
b. Dependent Variable: keputusan_pembelian				

Source: Data processed with SPSS 23, 2019

Based on the table above, we obtained an R-value of 0.659. This result indicates a strong correlation or relationship between *the variables Intensity (X1), Content (X2), Positive Valence (X3), and Negative Valence (X4)* with *the purchase decision variable (Y)* of 65.9%, implying a close relationship. The higher the R-value, the stronger the relationship between the independent and dependent variables. With an R-value of 0.659, the coefficient of determination (*R Square*) is $0.659 \times 0.659 = 0.435$. This means that the ability of the independent variables, namely *Intensity (X1), Content (X2), Positive Valence (X3), and Negative Valence (X4)*, to explain the variance of the dependent variable, which is the purchase decision, is 43.5%. This implies that 55.6% (100% - 43.5%) of the variance in the dependent variable is explained by other unexamined factors. Meanwhile, the Adjusted R Square is 0.411, indicating that the contribution of the independent variables, *Intensity (X1), Content (X2), Positive Valence (X3), and Negative Valence (X4)*, to the purchase decision is 41.1%, while the remaining 58.9% (100% - 41.1%) is explained by other unexamined variables.

Conclusion

Intensity is not correlated or linearly related to purchasing decisions and does not have a significant impact on purchasing decisions at *Ice Kepal Store* in Mataram City. This means that the more respondents access information on Instagram and the more often they provide opinions or comments on the Instagram social media @ice_kepal_mataram, it does not necessarily imply a higher likelihood of making a purchase at *Ice Kepal Store*. *Content* is correlated and linearly related to purchasing decisions but does not have a significant impact on purchasing decisions at *Ice Kepal Store* in Mataram City. This implies that although the content found on the Instagram social media @ice_kepal_mataram is considered informative by respondents, it is not significant in influencing purchasing decisions. *Positive Valence* is correlated and linearly related to purchasing decisions and significantly influences consumer purchasing decisions at *Ice Kepal Store* in Mataram City. This means that the more frequently consumers provide positive comments or opinions on Instagram social media about Ice Kepal Store, the higher the likelihood of consumers making a purchase. *Negative Valence* is not correlated or linearly related to purchasing decisions and does not have a significant impact

on purchasing decisions at *Ice Kepal Store* in Mataram City. This means that fewer Instagram users writing negative comments or opinions does not determine an increase in the number of consumers making purchasing decisions to buy *Ice Kepal Store* products.

Recommendations

As a company, *Ice Kepal Store* should pay more attention to the appearance of the Instagram account @ice_kepal_mataram, making it more creative in designing Instagram posts, and optimizing the quality of the products offered in posts. This includes uploading newer and previously unposted content, making the Instagram account more attractive to *followers*, and increasing engagement from respondents compared to other *online* businesses. *Ice Kepal Store* should provide more informative content related to the products to be uploaded, such as providing clearer information about the composition and benefits of the products, rather than just mentioning the product name and price. This will make the products offered by *Ice Kepal Store* more engaging to respondents, providing them with knowledge and experiences about the products they intend to purchase. *Ice Kepal Store* should host promotions on Instagram, including using *Instastories* and direct Instagram posts, to promote product purchases through supporting apps like Go-Jek and Grab. Examples of promotions could include discounts with a minimum purchase of Rp30,000, "buy two get one free" for all product types, and other promotional offers. By doing so, respondents will be more inclined to recommend *Ice Kepal Store* products to others through supporting apps like Go-Jek and Grab on Instagram. *Ice Kepal Store* should work on minimizing negative comments from consumers and focus more on the points mentioned above. This will help consumers feel secure and comfortable in making purchasing decisions as they won't encounter negative comments about *Ice Kepal Store* on Instagram. Steps to minimize negative comments include being more creative in Instagram post design, providing informative content, optimizing the quality of posts by sharing new and previously unposted product images, and hosting promotions more frequently. This will encourage consumers to leave more positive comments about *Ice Kepal Store* for others to see. Future research should consider using other research theories besides Goyette et al, such as theories by Eunha Jeong and Hennig-Thurau et al. Research on *Electronic Word of Mouth* (e-WOM) should explore variables that haven't been utilized by researchers, such as "*Helping the company*" and "*Concern for others*" from Eunha Jeong's theory or "*Platform assistance*" and "*Economic incentives*" from Hennig-Thurau et al's theory and other e-WOM researcher theories. Future research should involve a larger sample size than the current study. Research questions arising from the analysis of respondent characteristics may include inquiries such as "Do women indeed post more reviews about food and beverages on Instagram social media?"

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