The Role of Electronic Word of Mouth (E-WOM) on Purchase Decisions for Skin Care Products

Ida Farida

Departemen of Sharia Economics Masters, Institut Agama Islam Negeri Bonè
ida.farida@iain-bone.ac.id

Abstract

The companies in the current era of globalization are aggressively competing to gain a large market share in the beauty industry, because the beauty industry is a business that has quite a lot of enthusiasts, especially for women and includes consumables. The trend of using sosial media as a disseminator of information has increased. Because Indonesian people are very active in using sosial media. The media used in terms of disseminating information through the well-known electronic word of mouth is sosial media. The purpose of this study was to determine the role of electronic word of mouth (E-WOM) on purchasing decisions of skin care products. The qualitative method used in this study used descriptive qualitative data analysis techniques, by conducting observations, interviews and documentation of five informants who came from IAIN Bone campus students. Based on the results of the study, the authors found that electronic word of mouth (E-WOM) plays an important role in purchasing decisions for skin care products. This shows that the more positive and negative reviews from sosial media users, the greater the influence on purchasing decisions for skin care products.

I. Introduction

Companies in the current era of globalization are aggressively competing to get a lot of market share in the beauty industry because the beauty industry is one of the businesses with many enthusiasts, especially for women and includes consumables. The current phenomenon seen among women is that beauty is essential in supporting appearance. In Indonesia, there are many beauty products of various shapes and brands, not to mention imported products from outside Indonesia, such as the well-known skin care products from Korea. This encourages industrial business actors in the beauty sector, especially in Indonesia, to make breakthroughs in product development and so on, as well as maintain the product's good name by providing the best quality service to consumers to maintain the product's brand image among consumers. Public. Based on data from the Central Statistics Agency, the number of companies engaged in beauty and care in Indonesia states that the cosmetic industry grew by 5.59%. The following are the 10 best-selling body care product brands in Indonesia by market share (August 2021).
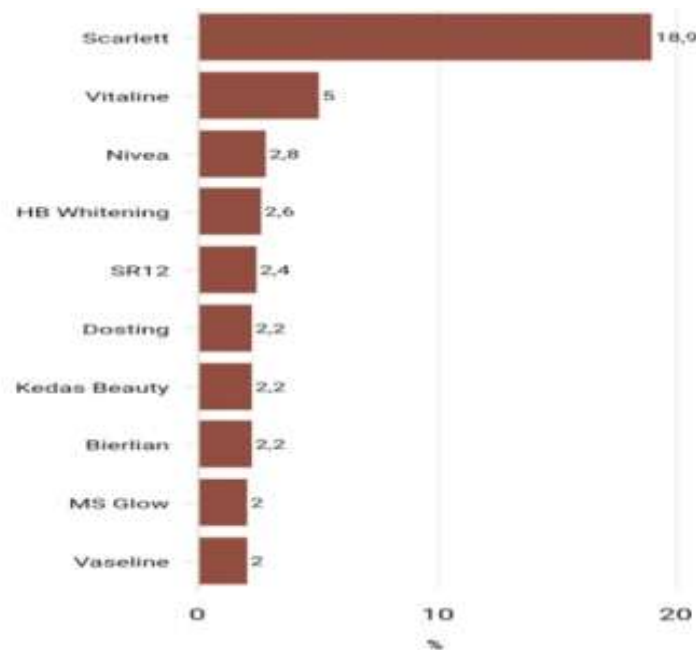
Recently, the trend of using social media to disseminate information has increased. Because Indonesian people are very active in using social media. The media used in the dissemination of information through the well-known electronic word of mouth is social media. Where in social media, customers provide information to each other with social media intermediaries. The increasing use of the internet and social media users via mobile devices today makes communicating easier for people. The fact is that currently, social media is not only used as a communication tool but also a medium for social media users to express opinions (Agatha, Cynthia, 2019). Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018).

At first, WOM communication was only delivered by informal sources who were well known to the recipients of the message; now, communication of information that affects consumer purchases can be delivered via the internet, which makes it easy for people to communicate directly with people from various parts of the world without having to meet face to face. Along with the emergence of virtual communities in social networks on the internet, the term electronic word of mouth (e-WOM) also emerged. Word of Mouth Online (e-WOM) is a word of mouth process using internet media (Sinaga, 2020). In research (Hutomo *et al.*, 2020), Word of Mouth Online (e-WOM) and brand image are models for attracting customer interest. E-WOM is marketing through social media to convey information about the experience of using products so that they are readily accepted by the public and influence purchasing decisions (Wintang, Faza Puspita & Pasharibu, 2021). E-WOM can provide alternative new information anonymously and confidentially and can provide information across distance and regional boundaries (Purwaningdyah, 2019). E-WOM is an innovation in marketing through social media and the internet (Hutomo *et al.*, 2020).

Several studies on electronic word of mouth (Setiawan and Putri, 2020; Handoko and Melinda, 2021) discuss that electronic word of mouth or e-WOM significantly positively impacts customer buying interest. Then further research (Hardjono, Riyadi and Aris, 2020)

shows that e-WOM not only affects buying interest but can also affect customer preferences and even in research (Sustariyah *et al.*, 2016), word of mouth is one of the factors in triggering the formation of consumer loyalty attitudes and as well as the results of research (Karyono and Romdonny, 2017) that word of mouth is part of the marketing mix strategy that has the impact of gradual customer loyalty. From several studies that have been found, the researchers want to find out more about how the role of electronic word of mouth (e-WOM) on purchasing decisions of skin care products among IAIN Bone students.

II. Review of Literature

Electronic word of mouth (e-WOM) is a voluntary form of consumers through the internet to provide product information that has been used to other consumers based on their experience. Online forum referrals between internet users and customer reviews on various websites allow consumers to share information more easily. Electronic word of mouth (e-WOM) refers to all positive or negative opinions from current and former consumers about a product or service being marketed by companies distributed via the internet (Kadi, Dian Citraningtyas Ari, 2020). Goyette et al. (2010) explained that there are indicators that can be used to measure electronic word of mouth (e-WOM), namely:

a. Intensity in electronic word of mouth (e-WOM) is the number of opinions consumers write on a social network. The components of intensity are:
   1) Frequency of accessing information from social networks
   2) Frequency of interaction with users of social networking sites
   3) The number of reviews written by users of social networking sites
b. Positive Valance is a positive consumer opinion about products, services and brands. The components of a positive balance include:
   1) Positive comments from users of social networking sites
   2) Recommendations from users of social networking sites
c. Negative Valance is a negative consumer opinion about products, services and brands. The component of Negative Valance is negative comments from users of social networking sites.
d. Content is the information content of social networking sites related to products and services. The components of the content include:
   1) Information on a variety of food and drinks
   2) Quality information (service, texture, temperature)
   3) Pricing information (Sinaga, 2020).

(Setiadi, 2010) conveys that purchasing decisions are buying behaviour, implying that individual activities are directly involved in exchanging money for products (goods and services). Decision-making to buy a particular product will involve physical activities, including problem recognition, information search, evaluation, selection of product alternatives and purchase implementation. Several studies have proven that there are There are three measures in determining purchasing decisions (Kotler, 2016), namely:

a. Stability on a product
b. Habits in buying products
c. Speed in buying a product.

III. Research Method

The type of research used is qualitative research. The purpose of using qualitative research is to gain an in-depth understanding of problems by interpreting meaning. The research approach used is an interpretive paradigm to understand the meaning. The analytical technique used in this research is a qualitative descriptive technique. Qualitative data in the form of a descriptive method is a method of examining the status of a group of people, an object, a condition, a system of thought, or a class of events in the past. The informants were taken from IAIN Bone students who met the criteria for using beauty products from various brands for more than 1 year. The criteria for informants that the researchers set were IAIN Bone students from various study programs (PRODI) aged 17-25 years, having facial skin that looks glowing, white and clean due to the use of skincare products. Searching for informants was carried out randomly by going through each lecture building, and after that, the researchers asked the informants for permission to interview first. Researchers conducted interviews from December 24 to December 27, 2021, at Campus 1 IAIN Bone. Interviews were conducted directly with informants from various study programs. The list of informant data is as follows:

NO	Name	Faculty	Age
1	Widya	HKI/3 (Three)	19 years old
2	Sitti Nur Asia	HTN/1 (One)	18 years old
3	Firayanti	PIAUD/5 (Five)	20 years old
4	Irma	MPI/9 (Nine)	22 years old
5	Nina	PAI/9 (Nine)	22 years old

Source: Data Analysis, 2021

IV. Result and Discussion

4.1 List of Questions

No.	Question
1.	Are you willing to do an interview?
2.	What products do you use for skin care?
3.	How long have you used the product?
4.	What are the criteria for buying skin care products?
5.	What changes did you feel after using the product?
6.	Do you have a desire to replace the product?
7.	Where did you get the information about the product?
8.	After using the product, would you recommend it to others?
9.	What kind of testimonial model are you interested in in finding product information?
10.	How important do you think E-WOM is in purchasing skin care products?

Source: Data Analysis, 2021

4.2 Interview Results

No.	Name	Response/Answer
1.	Widya	Ready
	Sitti Nur Asia	Ready
	Firayanti	Ready
	Irma	Ready
	Nina	Ready
2.	Widya	Lovely cream, Emina sunscreen and Emina loose powder
	Sitti Nur Asia	MS-Glow
	Firayanti	Skinsena, Acnes, Wardah and Scarlett
	Irma	Scarlett and Marcks talcum powder
	Nina	Serum Scarlett
3.	Widya	Approximately 3 years of use
	Sitti Nur Asia	More than 1 year of use
	Firayanti	Approximately 2 years of use
	Irma	More than 1 year of use
	Nina	More than 1 year of use
4.	Widya	Affordable price and can remove acne scars
	Sitti Nur Asia	Quality products
	Firayanti	Affordable price, can shrink facial pores and remove acne scars
	Irma	Affordable prices and can whiten the face
	Nina	Can remove acne scars
5.	Widya	Acne starts to fade and the face looks brighter
	Sitti Nur Asia	Face looks brighter, whiter and glowing
	Firayanti	Acne starts to decrease and the face looks brighter
	Irma	The face is more glowing and white
	Nina	Pimples are starting to fade
6.	Widya	Not
	Sitti Nur Asia	Not
	Firayanti	There is no intention to change the product
	Irma	Haven't thought about changing the product yet
	Nina	Not interested in changing other products
7.	Widya	From social media instagram
	Sitti Nur Asia	From social media instagram
	Firayanti	From social media whatsapp and instagram
	Irma	From social media instagram
	Nina	From youtube and tiktok app
8.	Widya	Haven't recommended to others
	Sitti Nur Asia	Already recommended to friends and family
	Firayanti	Haven't recommended to others
	Irma	Already recommended to friends
	Nina	Already recommended to friends and family
9.	Widya	Review in the form of video
	Sitti Nur Asia	Review in the form of video
	Firayanti	Reviews from friends and testimonials from celebrities

	Irma	Review in the form of video
	Nina	Reviews in the form of videos and testimonials from tiktokers
10.	Widya	Very important because I can get more information about the products I use
	Sitti Nur Asia	It's important because with e-wom I can see testimonials from people who use the product.
	Firayanti	Important because I can see the results of other people's use
	Irma	It's very important because facial skin is very sensitive so you can't just use any product
	Nina	Important because I can see firsthand how the use and results of the products I use.

Source: Data Analysis, 2021

This study uses data collection through observation, interviews and documentation. Based on these data, findings were obtained to answer the purpose of this study, namely knowing how the role of electronic word of mouth (e-WOM) on purchasing decisions for skin care products is described as follows:

4.3 Intensity

Meetings with informants produced data that they obtained information through social media. In line with Widya's statement, which revealed that before deciding to buy skin care products, he sought several reviews from social media and Instagram and obtained more information about the products to be used. In line with research findings, e-WOM, promotion through social media, Instagram, and product quality significantly affect purchasing decisions (Wintang, Faza Puspita & Pasharibu, 2021).

4.4 Positive Valance

The five informants agreed that through social media, we could see positive assessments of a product. You can also find some recommendations for using the product on social media. This is in line with Irma's statement that e-WOM is very important before choosing a product because facial skin is susceptible, so it is not permissible to use any product.

This statement is supported by findings stating that E-WOM contains comments, positive or negative information, and testimonials that recommend or do not have a significant role in influencing users' buying interests (Anisa and Yustikasar, 2021). Another finding states that positive reviews from potential customers or customers are often a consideration for other potential customers before deciding to buy a product or not. If reviews are obtained through electronic word of mouth from potential customers or customers regarding specific products that are positive, it will increase the buying interest of new potential customers (Sinaga, 2020).

4.5 Negative Valance

In addition to positive ratings, informants also received negative ratings about the product they were looking for. Social media such as Instagram also broadcast reviews from celebrities and testimonials from consumers, showing advantages and describing the side effects of using a product. In line with the findings, which show that electronic word of mouth by followers of the JNE_ID Twitter account shows that negative electronic word of mouth can create a negative response. Therefore, public opinion must be considered to

avoid negative comments and get positive responses (Sonniya Sari dan Gati Dwi Yuliana, 2017).

4.6 Content

Based on the interviews with the five informants, three have reviewed and recommended the products used. Social media such as WhatsApp and Instagram convey positive and negative effects to family and friends.

1. Decision-making in a product through the role of electronic Word of Mouth (e-WOM) based on research results obtained by researchers.

    a. Stability in a Product

    The informants used skin care products for more than 1 year, and some even had up to 3 years. This is because the perceived effect can give changes to their facial skin. As experienced by one of the informants on behalf of Sitti Nur Asia, after she used the product from MS-Glow, the result she got was that her face looked brighter, whiter and glowing. So, he feels steady and will consistently use MS-Glow for a more extended period.

    b. Habits in Buying Products

    Informants make a habit of buying products in their interviews who buy 1 package of skin care products, and some buy one product in 1 package, for example, only buying a cream or facial serum products.

    c. Speed in Buying Products

    The speed of buying the informant's product never gave a target when to buy the product, every time the skin care product ran out, and he made a purchase. In his interview, one of the informants said that to buy back skincare products, wait until they run out because now there are many places to sell skincare.

V. Conclusion

Based on the results of the research that has been described, it can be concluded that electronic word of mouth (E-WOM) plays a vital role in purchasing decisions for skin care products. This shows that the more positive and negative reviews from social media users, the greater the influence on purchasing decisions for skin care products. This study also shows that using a particular product for more than one year can give consumers an excellent perception to stay afloat and not replace it with another product. It is expected to maintain and further improve the factors that support the formation of buying interest in skin care products through social media. Innovating the company's products, especially skin care products, is in great demand. Making products at affordable prices so that the lower middle class can consume them.

References

Agatha, Cynthia, dkk (2019) 'Pengaruh Brand Image dan Electronic Word of Mouth terhadap Minat Beli Konsumen Oriflame di Manado', Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi, 7(1).

Anisa, R. and Yustikasar (2021) 'Media Komunikasi Dan Promosi Laut Biru Hotel Pangandaran', Jurnal inovasi penelitian, 2(3), pp. 735–742.

Handoko, N. T. and Melinda, T. (2021) 'the Effect of Social Media Marketing and Electronic Word of Mouth on Purchase Intention Through Brand Image on Tokopedia …', International Journal of Economics, Business and Accounting Research (IJEBAR), 2021(4), pp. 83–93. Available at:

http://jurnal.kwikkiangie.ac.id/index.php/JM/article/view/743.

Hardjono, B., Riyadi, S. A. and Aris, D. (2020) 'The Implication of e-WoM Communication on Customer Preference and Purchase Decision of Electronic Gadgets', Jurnal Dinamika Manajemen, 11(1), pp. 1–11. doi: 10.15294/jdm. v11i1.21113.

Hasbullah, Hatta, M., and Arifin, Z. (2018). Communication Pattern of Wilayatul Hisbah, Lhokseumawe City in Implementing Amar Makruf Nahi Mungkar. Budapest International Research and Critics Institure Journal, Vol. 1, No. 4, 194-205.

Hutomo, A. et al. (2020) 'Buying Interest and Trust Model: E-WOM and Brand Image', DIJEFA, 1(2), pp. 358–372. doi: 10.38035/DIJEFA.

Kadi, Dian Citraningtyas Ari, dkk (2020) 'Strategi Pemasaran Word of Mouth dan Online dalam Sentra Industri Rumah Abon Ikan Lele di Jiwan Kabupaten Madiun', Journal of Sosial Responsibility Project by Higher Education Forum, 1(2).

Karyono, O. and Romdonny, J. (2017) 'Membentuk Loyalitas Pelanggan', J-Ensitec, 4(01). doi: 10.31949/j-ensitec. v4i01.685.

Kotler, P. and K. L. K. (2016) Marketing Management, 15th Edition. Pearson Prentice Hall.

Purwaningdyah, S. W. S. (2019) 'Pengaruh Electronic Word of Mouth dan Food Quality terhadap Keputusan Pembelian', Jurnal Manajemen Maranatha, 19(1).

Setiadi, N. (2010) Perilaku Konsumen: Persektif Kontemporer Pada Motif, Tujuan, Dan Kenginan Konsumen. Edisi Revisi. Jakarta: Kencana Prenada Media Group.

Setiawan, A. and Putri, Y. S. (2020) 'The Effect of Discounts, Electronic Word of Mouth (EWOM), And Price Towards Interest In Buying In E-Commerce', Journal of Islamic Economic Scholar (JIES), 1(1), pp. 125–143. Available at: http://ejournal.uin-suka.ac.id/febi/JIES/article/view/1197.

Sinaga, B. A. & S. (2020) 'Pengaruh Electronic Word of Mouth dan Promosi Media Sosial terhadap Minat Beli pada Produk Fashion Eigeri', Jurnal Ilmiah Manajemen, 8(2).

Sonniya Sari dan Gati Dwi Yuliana (2017) 'Electronic Word of Mouth Melalui Youtube: Studi Terhadap Beauty Vlogger Kosmetik Wardah', CoverAge: Journal of Strategic Communication, 8(1), pp. 59–69. Available at: www.labana.id,

Sustariyah, S. et al. (2016) 'Factors determining value and customer trust building', International Journal of Applied Business and Economic Research, 14(11), pp. 7961–7968.

Wintang, Faza Puspita & Pasharibu, Y. (2021) 'Electronic Word of Mouth, Promosi Melalui Sosial Media Instagram dan Kualitas Produk terhadap Keputusan Pembelian', Jurnal Penelitian dan Pengembangan Sains dan Humaniora, 5(1).