

Determinants Of Purchase Decision Green Product Golden Viera On Instagram

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Abstract: This study aims to determine the effect of electronic word of mouth and green product on purchase decisions on Golden Viera Instagram followers. This research is a quantitative study. This research uses a quantitative approach with a survey method. The population in this study were all Golden Viera followers who had bought Golden Viera in Instagram. Data collection was carried out by distributing questionnaires to Golden Viera customers as many as 100 respondents. The sampling technique used was simple random sampling. The data analysis technique used was multiple linear regression analysis using SPSS Version 27 software. The results showed that partially the electronic word of mouth had a positive effect on the purchase decision. The green product has a positive effect on the purchase decision and simultaneously the electronic word of mouth, green product has a positive effect on the purchase decision. From the results of the regression equation, it is found that the purchase decision of electronic of the mouth has a higher influence than the green product.

Keywords: Electronic Word Of Mouth, Green Product, Purchasing Decisions

INTRODUCTION

Seeing the increasingly advanced development of the internet, the internet is not only used as a means of communication, but is also used for online business. Therefore, business people are competing to take advantage of social media as a marketing medium so that products can be recognized by the public. The use of the internet which is becoming more practical with a variety of other complete features can make it easier for consumers to meet their needs. This makes it easier for people to access what they need through social media which will later determine their purchase decisions for the product. In making purchasing decisions, consumers usually consider various things in choosing a product, one of which is by looking at social media. Social media has now become a trend in marketing communications. The industry is also thriving in the online market.

Internet use in Indonesia in 2023 is estimated as many as 212.9 million Indonesians use the internet and it is also known that there are 167 million people in Indonesia actively using social media. By looking at these data, it cannot be denied that social media is now very useful for marketing media such as online businesses because it is very easy and time-saving, cost-effective compared to direct shopping. Social media used such as Instagram, TikTok, Facebook, and YouTube. This data comes from a survey conducted by (Hootsuite We Are Social). As is known, a buyer who wants to use a product will first learn some information that needs attention before making a purchase. In choosing a beauty product, several important aspects come into play, including reviews, suitability of the product for one's skin, product ingredients, price, and brand reputation. Golden viera serves as an illustrative skincare brand that effectively utilizes Electronic Word Of Mouth (e-WOM) strategies on social media platforms such as Instagram. Using this strategy is the best advertising conversation because

it does not require large costs, wide reach, and fast information dissemination and can make consumers very confident to buy the product.

In addition to using the electronic word of mouth strategy to increase consumer confidence, golden Viera also uses the Green Product strategy, namely green products that are produced and used to reduce the adverse effects on skin health so that consumers do not need to worry about chemicals that can damage the skin because all ingredients This product uses 100% natural ingredients and is halal. Seeing that in this day and age there are many skincare products that promise white skin, bright shine instantly, actually the products being sold use harmful ingredients such as chemicals, mercury, parabens and others which will damage the skin, skin allergies, skin cancer and lead to death if consumed continuously. continuously. Therefore golden viera makes natural products using herbal ingredients. Apart from using ingredients that are safe for the skin, Golden Viera can also be used for women, men and pregnant women. Using social media as a marketing medium is the right choice considering that the millennial era was born in the midst of technological trends that are used to the presence of gadgets so that they can easily benefit and can improve purchasing decisions, aiming at customer satisfaction. Research that links customer satisfaction with customer loyalty is research conducted on (Qomariah, 2012) and (Indarto et al., 2018). On the other hand, the consumer decision-making process refers to the behavior or actions that precede, influence, and follow decisions related to acquiring products that satisfy consumer needs (Setianingsih & Nursaidah, 2023).

Based on the description of the background above, the researcher tries to conduct further research regarding electronic word of mouth and green products which are important factors for consumer purchasing decisions.

LITERATUR RIVIEW

Electronic Word Of Mouth and Purchase Decisions

Electronic Word Of Mouth (e-WOM) is not much different from the convention Word Of Mouth (WOM) because they are both disseminating information and providing recommendations, but the difference lies in the media and how to put it where Electronic Word Of Mouth (e-WOM) This utilizes the internet network which can be accessed by the wider community and can influence purchasing decision making (Pebriyanti et al., 2022).

According to research (Prayoga & Mulyandi, 2020) e-WOM is divided into three indicators, namely : 1) Intensity, 2) Valence of Opinion, and 3) Content. E-WOM has a strong relationship in determining consumer purchasing decisions. This online marketing concept can influence a wide audience through interpersonal networks in its promotional activities. Technological developments and advances in communication are now making it easier for consumer to exchange information and it is easily accessible to other consumers. There is a relationship between Electronic Word of Mouth and purchasing decisions. In making a purchase, consumers first look for information related to the product they are going to buy so that it fits what they want.

Green Product and Purchase Decisions

According to (Khoiruman & Purba, 2020) Green products are those that don't harm people or the environment, don't generate a lot of trash, or use animal cruelty as a component. Factors that influence the purchase decision besides the review given, namely seeing the raw materials used, green products are one of the ingredients that are natural and safe to use.

There are three green product indicators in the study (Santoso & Fitriani, 2016), particularly: 1) eco-friendly products are beneficial to the environment, 2) The performance of green products is as expected and 3) Green products use ingredients that are safe or harmless. Green Product is a product created using safe and harmless materials for human health and the environment so as to reduce environmental damage. The results showed that the better the green product, the higher the decision to purchase Tupperware products (Hanifah et al., 2019). This effect is due to the fact that the raw materials used for Tupperware products are materials that are harmless to product users and the environment. When consumers believe in the product to be used, which is environmentally friendly and safe to use, it will indirectly affect consumer attitudes towards making a purchase.

METHOD

This research is a quantitative descriptive research with an associative research approach with casual relationships. Associative research to analyze the relationship or influence between two variables. The causal associative approach used in this study aims to examine the role of purchasing decisions through Electronic Word Of Mouth and Green Product on Golden Viera products.

The population in this study were all Golden Viera followers who had bought Golden Viera on Instagram. Data collection method by distributing questionnaires to Golden Viera consumers as many as 100 respondents. researchers used a sampling technique that is simple random sampling. to determine the sample, the researcher used the Slovin formula so that the number of samples needed was based on the slovin formula, namely 100 respondents taken from Instagram followers Golden Viera.

The sample of this study is the Instagram account @goldenviera, which is more specific, namely active followers on Instagram @goldenviera with the following criteria:

- a. Golden Viera consumers who are 17 years and over
- b. Consumers who follow Instagram @goldenviera
- c. Instagram followers @goldenviera who have purchased more than one golden viera product

The data analysis technique used is Multiple Regression, Validity test, reliability test, multiple regression, and hypothesis testing Analysis using of statistical software SPSS Version 27.

RESULTS AND DISCUSSION

Validity Test

The validity test was carried out per item statement with 30 respondents. Validity test results obtained for the each variabbles which have rcount > rtable (0,361), it can be concluded that the data can be used and declared valid.

Table 1. Validity Test Result

Variable	Item	Rcount	rtable	Result
Electronic Word of Mouth (x1)	X1.1	0.578	0.361	Valid
	X1.2	0.535	0.361	Valid
	X1.3	0.827	0.361	Valid
	X1.4	0.705	0.361	Valid
	X1.5	0.513	0.361	Valid
	X1.6	0.601	0.361	Valid

Variable	Item	Rcount	rtable	Result
	X1.7	0.717	0.361	Valid
	X1.8	0.661	0.361	Valid
	X1.9	0.523	0.361	Valid
Green Product (x2)	X2.1	0.524	0.361	Valid
	X2.2	0.781	0.361	Valid
	X2.3	0.575	0.361	Valid
	X2.4	0.773	0.361	Valid
	X2.5	0.807	0.361	Valid
	X2.6	0.706	0.361	Valid
	X2.7	0.713	0.361	Valid
	X2.8	0.766	0.361	Valid
	X2.9	0.802	0.361	Valid
Purchase Decisions (Y)	Y.1	0.754	0.361	Valid
	Y.2	0.867	0.361	Valid
	Y.3	0.869	0.361	Valid
	Y.4	0.828	0.361	Valid
	Y.5	0.781	0.361	Valid
	Y.6	0.714	0.361	Valid
	Y.7	0.824	0.361	Valid
	Y.8	0.787	0.361	Valid
	Y.9	0.711	0.361	Valid
	Y.10	0.841	0.361	Valid
	Y.11	0.415	0.361	Valid
	Y.12	0.858	0.361	Valid

Source: Processed data (2023)

Reliability Test

The reliability as measured by the Cronbach's Alpha statistical test is greater than the significance value of 0.60.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Result
Electronic Word Of Mouth	0.794	Reliabel
Green Product	0.895	Reliabel
Purchasing Bills	0.774	Reliabel

Source: Processed data (2023)

Multiple Linear Regression Test

Table 3. Results of Multiple Regression Tests

	Unstandardized Co- efficients		Standardized Co- efficients	T	Sig.
	B	Std. Error	Beta		
Constant	14.256	5.570		2.565	.012
Electronic Word Of Mouth	.632	.155	.389	4.086	<.001
Green Product	.282	.097	.278	2.918	.004

Source: Processed data (2023)

F Test Result

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1192.265	2	596.132	24.322	<.001 ^b
Residual	2377.445	97	24.510		
Total	3569.710	99			

Source: Processed data (2023)

Multiple linear regression is a version of regression or prediction that requires several independent variables or predictors of independent variables. Based on the output of Table 3. Unstandardized Coefficients column B for regular (a) is 14.256, while the coefficient for Electronic Word of Mouth (b) is 0.632 and Green Product (b) is 0.282 simultaneously. So, the regression equation can be written: $Y = 14.256 + 0.632 X_1 + 0.282 X_2 + e$. The coefficient (b) is known as the regression coefficient and represents the exchange of variable X through one unit.

Based on the results of the t test presented in Table 3, it can be concluded that the two variables of electronic word of mouth and green product have a positive and significant effect on consumer purchasing decisions. Evidenced by the tcount for ewom of $4.086 > t_{table} 1.984$, these results are in accordance with research by (Kioek et al., 2022) which proves that Instagram social media provides useful information. clearly based on the experiences shared by previous consumers who have purchased these products, can make consumers make decisions with confidence purchase. While Tcount for green products is $2.918 > t_{table} 1.984$, Meanwhile, the Tcount for green products is $2.918 > t_{table} 1.984$, in line with (Lestari et al., 2023) which shows that green products made from natural ingredients and guaranteed quality can strengthen purchasing decisions.

The results of the F test show that there is a significant influence of electronic word of mouth and green products on purchasing decisions, as evidenced by the calculated F value of 24.322 with F table of 3.09; As a result, F count is greater than F table. These results are in line with (Immawati & Anggi, 2023) which states that the stronger eWOM and green products are received by sellers in the market, the greater the incentive to influence purchasing decisions. These features serve as a trusted source of customer information that can significantly influence purchasing decisions.

CONCLUSION

Researchers have proven that there is a strong influence on Ewom and green products on purchasing decisions both independently and simultaneously. These results are also consistent with previous research which consistently review the influence of reviews and green products in shaping decisions when making purchases.

The results of the R2 33,4% data analysis review that eWOM reviews and green products have the same effect on purchasing decisions. So that there are additional factors that influence the purchasing decision of golden viera.

LIMITATION AND SUGGESTION

With regard to the electronic word of mouth variable, it is hoped that the company can further enhance promotions through social media in innovative and creative ways so that many consumers are interested. While the green product variable is expected that the company can improve a good strategy in maintaining the green product concept by being more committed to always prioritizing its products with raw materials that are safe to use without damaging the skin face. For future researchers, it is expected to add other variables such as price and product quality to increase purchasing decisions for golde viera products.

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