

## The Influence of Electronic Word of Mouth (E-Wom) and Brand Image on Purchasing Decisions for Gaga Instant Noodles in Surabaya City

Deta Riza Aulya<sup>1</sup>, Siti Aminah<sup>2\*</sup>

Universitas Pembangunan Nasional "Veteran" Jawa Timur

**Corresponding Author:** Siti Aminah [sitiaminah1961@gmail.com](mailto:sitiaminah1961@gmail.com)

---

### ARTICLE INFO

*Keywords:* E-WOM, Brand Image, Purchase Decision, Instant Noodle, Gaga

*Received :* 29, July

*Revised :* 12, August

*Accepted:* 26, August

©2024 Aulya, Aminah: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The aim of this research was to identify and analyze the effect of electronic word-of-mouth and brand image on purchasing decisions for Gaga instant noodles in Surabaya city. This research uses quantitative research methods. Data collection was carried out through distributing questionnaires and using a Likert scale. Data analysis uses the Structural Equation Model (SEM) method via SmartPLS 3.0 software. The research results show that electronic Word-of-mouth and brand image were able to contribute well to consumer purchasing decisions for Gaga instant noodles in Surabaya city.

---

## **INTRODUCTION**

The era of modernization encourages everything to run instantly, so most people want things to be easy and fast. In meeting their daily intake needs, they tend to choose the type of instant food that is considered easy and fast (Amin, J. 2021). Instant food products are very popular with the public. Reporting by the World Instant Noodles Association shows that Indonesia is the second country with the highest level of instant noodle consumption in the world, with 14,260 billion packs in 2022.

Reporting through the Top Brand Index, showing the percentage level of the top 5 instant noodle brands during the period 2020–2023, it can be seen that Gaga instant noodles occupied the fourth position with a score of 1.7%. In 2021, it was the first year for Gaga instant noodles to successfully occupy the top 5 instant noodles in Indonesia. However, the score obtained of 1.7% is still relatively low when compared to the three brands above it. The low score of Gaga instant noodles shows that the buying decision behavior of Gaga instant noodles is also low.

At the end of August 2023, there was a trend phenomenon on social media that resulted in the decision to purchase Gaga instant noodles actually increasing. Based on research conducted by Solihah et al. (2024), sales of Gaga instant noodles experienced a rapid increase of 709.4% at the end of August 2023, which was indicated by Gaga instant noodles successfully selling more than 4.7 thousand products in the official store on the Tokopedia marketplace. The research results are in line with the sales of Gaga instant noodles in the TikTok online store originating from Surabaya City, which experienced a fairly rapid increase in August and September, which were in the third quarter of 2023. The phenomenon of Gaga instant noodles' purchasing decisions actually increasing is indicated by the increase in sales since the end of August 2023, which is opposite to the small score of Gaga instant noodles in the Top Brand Index, which indicates the low purchasing decision behavior of Gaga instant noodles. This is also shown by sales at the TikTok online store in Surabaya city, where the fourth quarter of 2023 and the first quarter of 2024 experienced a decrease in sales.

One of the factors that influences purchasing decisions for Gaga instant noodles is brand image. Brand image is the perception, memory, and understanding of the brand as a whole, both from product attributes to the way the product is introduced to the wider community (Genoveran & Samukti, 2020). Brand image is important because having a strong brand image can create a sense of buying interest, which in turn will influence consumers to make a purchase decision.

Apart from that, another factor is electronic word-of-mouth (E-WOM). E-WOM can be in the form of positive and negative opinions made by prospective customers, customers, and former customers regarding a product or company that can be accessed by everyone via the internet. In August 2023, there was a trend phenomenon about the emergence of historical facts about the creation of Gaga instant noodle products related to the competing instant noodle brand, Indomie. This caused a fairly high level of E-WOM activity. This trend

encourages some people to flock to buy and compare Gaga instant noodles with competitors.

Electronic word-of-mouth (EWOM) greatly influences consumer choices, according to studies done by Audina, L. N., and Kurniati, R. R. (2020). Electronic word-of-mouth (e-wom) partially does not influence purchase decisions at Bangi Cafe Cilacap, contrary to the conclusions of Fajriyah, A., and Karnawat, N. B. (2022). Fahrezi, A., and Sukaesih, U. (2023) found that consumers' perceptions of a brand significantly impact their propensity to buy that brand. Wowor et al. (2021) found no substantial influence of brand image on purchase decisions, however this contradicts that.

The purpose of this research was to identify and analyze the effect of electronic word-of-mouth (E-WOM) and brand image on purchasing decisions for Gaga Instan Noodles in Surabaya City.

## **LITERATURE REVIEW**

### ***Electronic Word of Mouth (E-WOM)***

According Kotler & Keller (2016) in Solikhah (2023), E-WOM is marketing that uses the internet to create word-of-mouth effect to support marketing objectives and encourage consumers to review products or services developed by the company in the form of video, audio, and writing to others via online or electronic means. According to Goyette et al. (2010: 11) and Sari et al. (2017: 100–101), electronic word of mouth is divided into 3 indicators, namely intensity, opinion value, and content.

### ***Brand Image***

According to Widjayanti & Suprihadi (2018), brand image is a product characteristic that distinguishes one brand from another by interacting with consumers so that it penetrates into their minds. Consumers who have a positive attitude towards a brand are more likely to buy the product. Meanwhile, according to Dwinanda (2022), brand image is a clue used by consumers to evaluate products when they do not have sufficient knowledge about a service or product. According to Kotler & Keller in Leony (2023), there are three indicators of brand image: the superiority of brand association, the strength of brand association, and the uniqueness of brand association.

### ***Purchase Decisions***

Purchasing decisions are the actions of consumers to buy or not buy a product or service. Consumers will experience a level of satisfaction if the goods obtained match their needs and desires. Purchasing decisions are a form of consumer behavior when using a product. In using a product to make a purchase decision, consumers will go through a process that is a description of consumer behavior, analyzing various choices to make a decision to make a purchase (Rahmawati, 2021). According to Kotler Philip (2021), there are four indicators: product stability, buying habits, recommendations from others, and repeat purchases.

**H1: Electronic Word of Mouth (E-WOM) has a positive effect on purchase decisions on gaga instant noodles in Surabaya city**

Amilatuzzakiyah, M., and Evelina, T.Y. (2023) suggest that electronic word-of-mouth will of course be closely related to purchasing decisions. Judging from the many conversations and reviews of people who use a product or service, that is taken into consideration by consumers before buying a product. Further support for this comes from a study by Sholikhah, L. M., and Aminah, S. (2023) that found that E-WOM influences consumers' decisions to buy Marina body and hand lotions.

**H2: Brand Image has a positive effect on purchase decisions on gaga instant noodles in Surabaya city**

To maintain the strength and advantage of a brand image, it is important to routinely position the brand image in the minds of customers. If a brand is able to create a strong brand image, the brand will always be remembered, which will increase the purchase decision for a product or service. This agrees with the findings of Al'amin (2023), who studied the Surabaya market for Laurier brand sanitary napkins and discovered that consumers' perceptions of the brand might affect their purchase decisions.

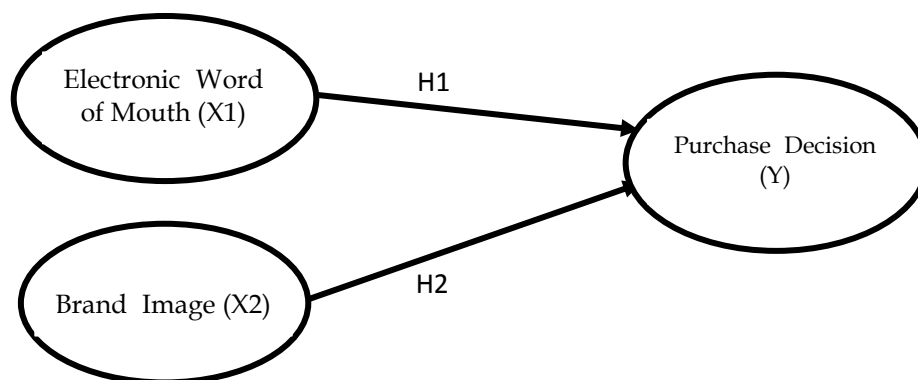


Figure 1. Conceptual Framework

**METHODOLOGY**

This research uses descriptive-quantitative methods. The target population is consumers who have purchased Gaga instant noodles in Surabaya city. To determine the sample, in this research use the *non-probability* sampling method with the purposive sampling technique. The number of samples is obtained by summing the indicators, and the results are multiplied by a parameter of 5-10. In this research used 10 indicators with 7 parameters, so required sample was 70 respondents. Data collection was carried out through the distribution of questionnaires. Data analysis using the Structural Equation Model (SEM) method through SmartPLS 3.0 software.

**RESEARCH RESULT**

*Interpretation of PLS Data Processing Results*

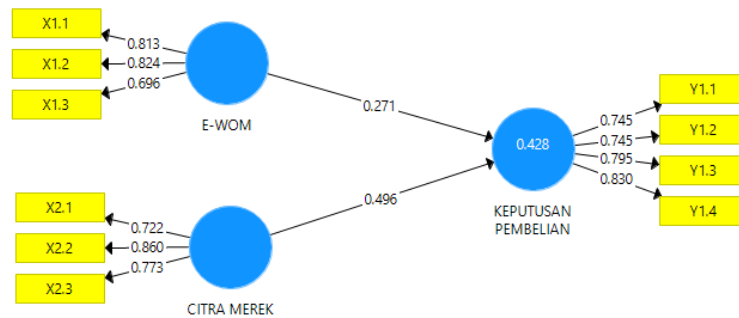


Figure 2. Outer model with factor loading, path coefficient and *R-Square*

In the PLS output above, it can be seen the magnitude of the factor loading value for each indicator, which is above the arrow between the variable and the indicator. Then the magnitude of the path coefficient, which is above the arrow line between the exogenous variable and the endogenous variable, as well as the amount of *r-square* that is in the circle of endogenous variable, namely the purchasing decisions variable.

*Cross Loading*

Table 1. *Cross Loading*

	BRAND IMAGE	E-WOM	PURCHASING DECISION
X1.1	0.24513	0.81335	0.39450
X1.2	0.42577	0.82418	0.36122
X1.3	0.27413	0.69566	0.34251
X2.1	0.72196	0.07548	0.39508
X2.2	0.86007	0.37537	0.51618
X2.3	0.77325	0.44823	0.50568
Y1.1	0.52452	0.40474	0.74469
Y1.2	0.43570	0.21975	0.74460
Y1.3	0.43694	0.36287	0.79461
Y1.4	0.47712	0.44574	0.83032

From the results of cross loading testing, it is acquired that all loading factor values for each indicators on each variables, namely the Electronic Word of Mouth (X1), Brand Image (X2), and Purchase Decision (Y) variables, represent a loading factor value that is greater than the loading factor indicators of other variables. It can be concluded from these results that all indicators in this research have good validity.

*Average Variance Extraced (AVE)*

**Table 2. Average Variance Extraced (AVE)**

	AVE
E-WOM	0.60825
CITRA MEREK	0.61963
KEPUTUSAN PEMBELIAN	0.60746

Average Variance Extracted (AVE) value, which is a value that represent the amount of indicator variables contained by the latent variable. The Average Variance Extracted (AVE) test results for the Electronic Word of Mouth (E-WOM) was 0.60825; Brand Image was 0.61963; and the Purchase Decision was 0.60746. The three variables shows values above 0.5. So overall all the variables in this study are said to be good validity.

### *Inner Model (Structural Model Testing)*

**Table 3. Path Coefficients (Mean, STDEV, T-Values)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STDEV)
E-WOM -> KEPUTUSAN PEMBELIAN	0.27130	0.28838	0.10204	0.10204	2.65885
CITRA MEREK -> KEPUTUSAN PEMBELIAN	0.49642	0.49877	0.10005	0.10005	4.96158

Based on table above, the conclusions regarding the hypotheses are as follow:

Hypothesis 1: Electronic Word of Mouth (E-WOM) has a positive effect on purchasing decisions for Gaga Instant Noodles in Surabaya City can be accepted. With path coefficients of 0.27130 and a T-statistic value of 2.65885, which is higher than  $Z\alpha = 0.05$  (5%), or 1.96, it is significant (positive).

Hypothesis 2: Brand image has a positive effect on purchasing decisions for Gaga Instan Noodles in Surabaya city can be accepted. With a path coefficient of 0.49642 and a T-statistic value of 4.96158 greather than  $Z\alpha = 0.05$  (5%) = 1.96, then significant (positive).

As the following figure shows from the smartPLS output with bootstrapping, the findings of the T-Statistic value are statistically significant.

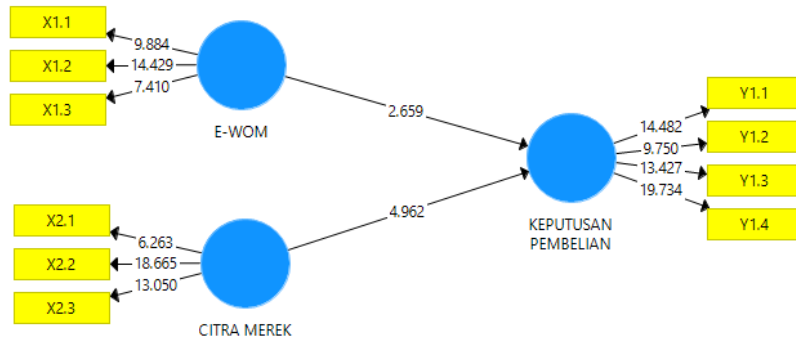


Figure 3. Inner Model with Bootstrapping *T-Statistic* significance value

## DISCUSSION

### H1: Electronic Word of Mouth (E-WOM) has a Positive Effect on Purchase Decision for Gaga Instant Noodles in Surabaya City

Based on the results of the research that has been done, it indicates that Electronic Word of Mouth (E-WOM) has significant influence on purchasing decisions. This shows that the more consistent the electronic word-of-mouth that occurs on social media, the higher the purchasing decision for Gaga instant noodles.

It can be seen that the indicator of the electronic word-of-mouth that has the highest influence on purchasing decisions is opinion valence. This indicates that opinions and reviews on social media are the most important thing for someone when making a purchasing decision. If someone recommends and reviews Gaga instant noodle products on social media, they are more likely to purchase them.

### H2: Brand Image has a positive Effect on Purchase Decision for Gaga Instant Noodles in Surabaya City

Based on the results of the research that has been conducted, the results show that brand image has a positive effect on the purchasing decision variable for Gaga instant noodles in the city of Surabaya. This shows that the higher the brand image owned by the company, the higher the purchasing decision for Gaga instant noodles.

It can be seen that the indicator of the brand image variable that has the highest influence on purchasing decisions is the strength of brand association. This is an advantage for a company because stronger brand associations about Gaga instant noodles that are easily remembered and spoken by consumers, the more purchasing decisions will occur. The strength of this brand association has been embedded in the minds of consumers in the city of Surabaya regarding Gaga instant noodles, both in terms of taste, logo, packaging, and distinctive flavors.

## CONCLUSIONS AND RECOMMENDATIONS

The test result in this research stated that electronic word of mouth (E-WOM) and brand image were proven to affect purchasing decision for Gaga instant noodles in Surabaya city. This indicates that Electronic Word of Mouth

(E-WOM) is able to increase purchase decision for Gaga instant noodles in the city of Surabaya. Thus, the better the reviews submitted by consumers on social media for Gaga instant noodles, the higher the purchasing decisions that occur. Also, this shows that brand image is able to increase purchase decision for Gaga instant noodles in Surabaya city. Thus, the higher the brand image of Gaga instant noodles, the greater the purchasing decisions.

#### ADVANCED RESEARCH

The limitation in this research is that it only uses the electronic word of mouth (E-WOM) and the brand image. Therefore, it is hoped that future researchers can include other variable outside in this research.

#### REFERENCES

- Ainul, Y. (2023). Analisis Citra Merek, Inovasi Produk, Word of Mouth Terhadap Keputusan Pembelian Tekiro di Surabaya. Skripsi. Universitas Pembangunan Nasional "Veteran" Jawa Timur: Surabaya.
- Al' Amin, V.R., & Fitriyah, Z. (2023). Pengaruh Citra Merek, Kualitas Produk Terhadap Keputusan Pembelian Pembalut Wanita Merek Laurier Di Surabaya. *INOVASI: Jurnal Ilmiah Ilmu Manajemen*, 10(1), 200-208.
- Amilatuzzakiyah, M., & Evelina, T. Y. (2023). Pengaruh Promosi Social Media Instagram Dan *Electronic Word of Mouth* Terhadap Keputusan Pembelian Pada Mie Gacoan. *Jurnal Aplikasi Bisnis*, 9(2), 153-159. <https://doi.org/10.33795/jab.v9i2.3029>
- Arjil, R., S. (2019). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Loyalitas Yang Dimediasi Kepuasan Pelanggan Goride Jakarta. Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) Jakarta.
- Asyifa, I., N. (2023). Pengaruh Citra Merek, *Electronic Word of Mouth* Dan Brand Ambassador Terhadap Keputusan Pembelian Mie Sedaap Korean Spicy Chicken Di Solo Raya (Doctoral dissertation, UIN RADEN MAS SAID).
- Audina, L. N., Kurniati, R. R., & Zunaida, D. (2013). Pengaruh Electronic Word of Mouth Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Pada Marketplace Shopee. *Jurnal Administrasi Niaga/Bisnis (JIAGABI)*, 9(2), 244-252.
- Dewi, N. P. A., Fajariah, F., & Suardana, I. M. (2023). Pengaruh Content Marketing dan Electronic of Mouth pada Platform TikTok terhadap Keputusan Pembelian di Shopee. *Kompeten: Jurnal Ilmiah Ekonomi Dan Bisnis*, 1(4), 178-190. <https://doi.org/10.57141/kompeten.v1i4.23>
- Dian, C. A. K., Hari P., & Linda D. R. (2021). Pengaruh E-Promotion, E-WOM Dan Lokasi Terhadap Kepuasan Konsumen Melalui Keputusan Pembelian

Sebagai Variabel Intervening. MBR (Management and Business Review).  
Vol 5 No 2, 224-238.

- Eryana, P., Gen, G. G., & Donny, H. F., (2023) Pengaruh Persepsi Harga, Kualitas Produk, Dan Brand Image Terhadap Keputusan Pembelian Produk Mie Instan Gaga Mie. JABKES : Jurnal Aplikasi Bisnis Kesatuan, 3(3), 201-210. <https://doi.org/10.37641/jabkes.v3i3.2361>
- Fahrezi, A., & Sukaesih, U. (2021). Pengaruh Citra Merek Terhadap Keputusan Pembelian Produk Merek Aldo (Studi Kasus di Pondok Indah Mall Jakarta). SNPK: Seminar Nasional Pariwisata dan Kewirausahaan, 189-199.
- Fajriyah, A., & Karnowati, N. B. (2023). Pengaruh Viral Marketing, Electronic Word Of Mouth, dan Kepercayaan terhadap Keputusan Pembelian di Bangi Cafe Cilacap. Prosiding University Research Colloquium, 98-112.
- Gita, A. F., (2023). Analisis *Electronic Word of Mouth* (E-WOM) dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Pada Social Commerce Tiktok Shop. Universitas Pembangunan Nasional "Veteran" Jawa Timur: Surabaya.
- GoogleTrends. Perbandingan Trends Mie Instan Gaga dan Indomie di Indonesia. Diakses pada 31 Maret 2024, dari <https://trends.google.com/trends/explore?geo=ID&q=mie%20gaga,mie%20indomie>
- Leony, N. T., (2023). Pengaruh Lifestyle, Kualitas Produk, Dan Brand Image Terhadap Keputusan Pembelian Kendaraan Bermotor Yamaha Nmax Pada Masyarakat Di Kota Denpasar. Universitas Mahasaraswati Denpasar.
- Nailufar, S. (2021). Pengaruh Citra Merek (Brand Image) Terhadap Minat Beli Penumpang Pada Maskapai Citilink Rute Pontianak - Surabaya. STTKD Sekolah Tinggi Teknologi Kedirgantaraan Yogyakarta.
- Pasaribu, K. V., & Yulawati. (2019). Pengaruh Dimensi *Electronic Word of Mouth* Terhadap Keputusan Berkunjung dan Kepuasan Konsumen. Jurnal Riset Manajemen Dan Bisnis Dewantara (JMD), 2(2), 99-112. <https://doi.org/10.26533/jmd.v2i2.439>
- Rahmawati. (2021). Pengaruh Dimensi *Electronic Word of Mouth* (E-Wom) Terhadap Keputusan Pembelian Di Marketplace Shopee Dalam Perspektif Ekonomi Islam (Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Islam Angkatan 2018 UIN Raden Intan Lampung). Fakultas Ekonomi dan Bisnis Islam. Universitas Islam Negeri Raden Intan: Lampung.

- Santoso, N. O., & Yuniati, T. (2018). Pengaruh Citra Merek, Kualitas Produk, Desain Produk dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *Jurnal Ilmu Dan Riset Manajemen*, 7(7), 1-20.
- Schiffman & Kanuk. 2007. *Perilaku Konsumen*. Edisi Kedua. Jakarta : PT. Indeks Gramedia.
- Shofia, R., & Soebiantoro, U. (2023). Gaya Hidup dan Citra Merek Terhadap Keputusan Pembelian pada Produk Kopi Nescafe di Kabupaten Mojokerto. *Jurnal E-Bis*, 7(2), 682-692. <https://doi.org/10.37339/e-bis.v7i2.1359>
- Solihah, U. A., Suci, R. P., Rahayu, Y. I., & Iswari, H. R. (2024). Pengaruh Citra Merek dan *Electronic Word of Mouth* Terhadap Keputusan Pembelian Yang Dimediasi Kepercayaan Konsumen. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, 3(3), 667-678. <https://doi.org/10.56799/ekoma.v3i3.3072>
- Solikhah, L. M., & Aminah, S. (2023). Pengaruh Kualitas Produk Dan Pemasaran Viral E-Wom Terhadap Keputusan Pembelian Produk Hand Body Lotion Marina. *COSTING: Journal of Economic, Bussines and Accounting*, 7(1), 1478-1486
- Sugiyono. 2019. *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Top Brand Award. Diakses pada 31 Maret 2024, dari [https://www.topbrand-award.com/top-brand-index/?tbi\\_year=2023&category=makanan-dan-minuman&type=brand&tbi\\_find=gaga](https://www.topbrand-award.com/top-brand-index/?tbi_year=2023&category=makanan-dan-minuman&type=brand&tbi_find=gaga)
- Tripambudi, B.W., & Purwanto, S. (2023). The Influence of Brand Image and Advertising Effectiveness on Purchasing Decisions for Supermie Instant Noodles in Gresik District. *Journal of Social Research*.
- Weitzl, W. (2017). *Measuring Electronic Word-of-Mouth Effectiveness Developing and Applying the eWOM Trust Scale*. Springer Gabler.
- World Instan Noodles Association. Diakses pada 31 Maret 2024, dari <https://instantnoodles.org/en/noodles/demand/table/>
- Wowor, C. A. S., Lumanauw, B., & Ogi, I. W. J. (2021). Pengaruh Citra Merek, Harga, dan Gaya Hidup Terhadap Keputusan Pembelian Kopi Janji Jiwa di Kota Manado. *Jurnal EMBA*, 9(1), 1058-1068.