The Influence of E-Wom and Product Quality on iPhone Purchase Decisions among People in Jombang City

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A R T I C L E I N F O

A B S T R A C T

The iPhone is one of the best products for most people, but in reality, the iPhone still gets low reviews from the public. This is partly because the quality of iPhone products is still not good. The purpose of this research is to determine the influence of Electronic Word of Mouth and product quality on iPhone purchasing decisions among people in Jombang City. This research uses primary data obtained from distributing questionnaires and secondary data obtained from literature and the internet. The sampling method used was purposive sampling of 100 respondents. The data analysis method used is Partial Least Square (PLS). The results of this research show that: (1) Electronic Word of Mouth can increase iPhone purchasing decisions among people in Jombang City. (2) Product quality can increase iPhone purchasing decisions among people in Jombang City.

INTRODUCTION

In the current era, which is commonly known as the era of Industrial Revolution 4.0, internet development is increasing every year. Almost all fields use the internet, including education, economics, and so on. People in general find it easier to access the internet via smartphone, this is because it is small and easy to carry everywhere. The public pays attention to the choice of smartphones. Of course, people will choose smartphones with the best specifications and at affordable prices.

According to the graph of the market share of mobile operating systems in Indonesia for 2018-2023 sourced from DataStatista.com, Android users still occupy the highest number in the smartphone market, but the graph shows a fluctuating situation or ups and downs every year. Meanwhile, iPhone users are increasing every year.

Julivand and Samiei (2012) state that E-WOM is a negative or positive statement made by actual, potential, or previous consumers regarding a product or company where this information is available to people who view or read on the internet and other social media. Knowledge about products will make consumers more critical before making purchasing decisions. Consumers need to know about the product before buying the product1.

Apart from E-WOM, buyers must pay attention to the quality of the product before buying an iPhone. Product quality is a factor that consumers assess before making a purchasing decision. Therefore, the quality of the product must of course be considered so that buyers can get goods that are good for use and so that the goods can be durable or last a long time.

A review from an article/forum called expert reviews shows that the quality of the latest iPhone variant itself looks ordinary without any striking differences from the old variant. There are only a few advantages and these are not worth the much higher price. So it gets a low rating. This shows that the quality of the iPhone is still relatively poor. Therefore, consumers must understand and pay attention to the quality of a product before deciding to buy that product.

The purchase decision is the next stage after the intention or desire to purchase (Morissan, 2010). Consumers may also form an intention to purchase the most preferred brand3. If the buyer has found the product he wants and has carried out evaluations of the product, the buyer will make a purchasing decision. Every consumer or buyer has their way of doing it make purchasing decisions 4.

There are still quite a lot of iPhone users because the quality of the iPhone is different from other smartphone brands and the price is quite affordable or comparable to the quality. However, the phenomenon that occurs is that there is still a lot of negative information about the iPhone and the quality of the iPhone product is still doubtful because it is not much different from other brands of cellphones. From this problem or phenomenon, the author wants to know the influence of E-WOM and product quality on iPhone purchasing decisions among people in Jombang City.

LITERATURE REVIEW

Marketing

According to Kotler and Keller (2009), "Marketing is one of the main activities that needs to be carried out by companies, whether goods or services companies, to maintain the survival of their business."

Consumer Behavior

According to Harman Malau (2017:217), consumer behavior is the behavior of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas for satisfaction.

Electronic Word Of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) according to Kotler and Keller (2016) is marketing using the internet to create a word-of-mouth effect to support marketing efforts and goals. E-WOM is a communication tool from one customer to another customer who does not know each other to share information about a product/service that has been consumed/used5.

According to Lin and Chen (2013), Electronic Word Of Mouth (E-WOM) indicators are divided into 3, namely as follows:

1. *Quantity* (X1.1)

Refers to the number of comments on a product upload. The greater the number of online reviews/ comments, the more users the product has, which means this product is quite valuable and popular

2. *Quality* / Kualitas (X1.2)

Defined as the quality of a review. The stronger the information written in the review about the product, the more consumers will trust and believe in the product. The qualities of E-WOM itself include reviews that are easy to understand, real/not made up, and objective

3. *Sender's Expertise* / (X1.3)

Consumers are often more confident and confident if the delivery of the product is carried out by someone who is an expert in their field and someone who has more knowledge and knowledge about the product/service.

Product Quality

According to Kotler and Keller (2016: 37) product quality is a product's ability to carry out its functions, this ability includes durability, reliability, and accuracy, which is obtained by the product as a whole. Product quality means the size or level of good or bad products which consists of factors inherent in goods and services so that the product can be used by consumers.

Product quality indicators according to (Rosmitha., 2018) consist of several indicators, namely:

1. Product Performance (X2.1) Reflected by the product's ability to carry out its function
2. Product Features (X2.2)
3. Perceived Quality (X2.3) The extent to which the product meets specifications
4. Reliability (X2.4) How well the product can successfully carry out its function when the product is used for a certain period and under certain conditions
5. Conformity to Specifications (X2.5) Adjustments to the program or features that have been provided.

Buying Decision

According to Philip Kotler & Kevin Lane Keller (2009:184), Purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them.
Purchasing decision indicators according to Tjiptono (2012:184) are as follows:
1. Product selection (Y1.1)
   Consumers can make decisions to buy a product or use their money for other purposes.
2. Brand selection (Y1.2)
   Buyers have to decide which brand to buy. Each brand has its differences.
3. Selection of dealer (Y1.3)
   The buyer must decide on which dealer to visit. Each buyer has different considerations in determining a dealer, this could be due to factors such as close location, low prices, complete inventory of goods, and so on.
4. Purchase time (Y1.4)
   Consumer decisions in choosing when to buy can vary, for example: some buy once a month, or once every three months.
5. Purchase amount (Y1.5)
   Consumers can make decisions about how much of a product they will buy at any one time.

Hypothesis

H1: It is suspected that Electronic Word of Mouth has a positive influence on iPhone Purchase Decisions among People in Jombang City

H2: It is suspected that product quality has a positive influence on iPhone purchasing decisions among people in Jombang City

METHODOLOGY

Quantitative research is a type of this research. Primary data and secondary data are used for data collection techniques in this research. Researchers obtained primary data from questionnaires that had been collected by researchers and answered by the iPhone user community in

Jombang City. Researchers obtained secondary data from reading, articles, and the internet. The sample used was 65 respondents. In this study, researchers analyzed data using the basic component Structural Equation Modeling (SEM) method using the Partial Least Square (PLS) analysis application. This research method was carried out by distributing 65 questionnaires to the iPhone user community in Jombang City.

RESEARCH RESULT
PLS Model Analysis

From Figure 1. It needs to be underlined, that the number of factor loading values for each indicator can be seen between the variables and indicators and above the arrow, the magnitude of the path coefficients (path coefficients) can also be seen, namely located above the arrow line between exogenous variables and endogenous variables. Apart from that, what is right in the circle of endogenous variables (Participation Decision variable) is the large R-Square value.
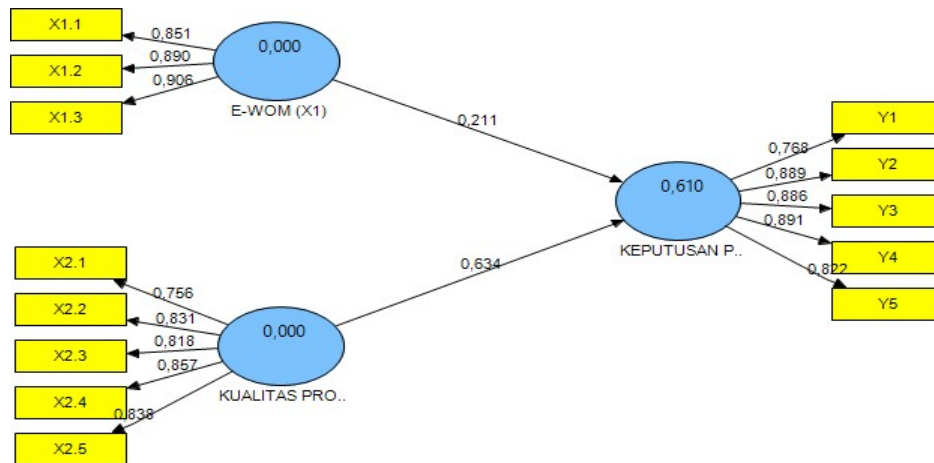

Figure 1. Image of Outer Model with factor loading, Path Coefficient and R-Square
Source: data processing, SmartPLS output

Data Validity
AVE (Average Variance Extracted)

Table 1. Average Variance Extracted	
	AVE
E-WOM (X1)	0,778824
PURCHASE DESICION (Y)	0,726609
PRODUCT QUALITY (X2)	0,673599

Source: Data Processed

The next form of calculation is the Average Variance Extracted (AVE) value, which is the number that shows how much indicator variance a variable has latent. If the AVE Convergent value is >0.5, it indicates fairly good validity for the latent variable. The condition for good form is if the AVE total for each construct is >0.5. The AVE test results on the E-WOM variable (X1) amounted to 0.778824, the Product Quality variable (X2) amounted to 0.673599, and Purchase Decision (Y) amounted to 0.726609, all variables in this study showed a value of >0.5, So all the variables in this research have good validity

Table 2. Composite Reliability

	Composite Reliability
E-WOM (X1)	0,913470
PURCHASE DESICION (Y)	0,929799
PRODUCT QUALITY (X2)	0,911508

Source: Data Processed

Referring to table 2 above, the number of composite reliabilities is used to measure construct reliability. The stability of indicators in measuring latent variables and constructs is said to be reliable if the composite reliability number is >0.70. The results of the Composite Reliability test show that variable X1= 0.913470, variable.

Table 3. Latent Variable Correlation

	E-WOM (X1)	PURCHASE DESICION (Y)	PRODUCT QUALITY (X2)
E-WOM (X1)	1,000000		
PURCHASE DESICION (Y)	0,598787	1,000000	
PRODUCT QUALITY (X2)	0,611194	**0,763172**	1,000000

Source: Data Processed

The table above shows that the correlation value between one variable and another variable is medium. The highest and strongest correlation results lie in the Product Quality variable with the Purchase Decision variable, namely 0.763172. It can also be stated that of the variables in this research, the Product Quality variable is a variable that can influence the level of participation decisions.

Table 4. R-Square

	R Square
E-WOM (X1)	
PURCHASE DESICION (Y)	0,610389
PRODUCT QUALITY (X2)	

Source: Data Processed

In the table above, the R2 value = 0.610389. This value can be defined as a model that can explain the Purchasing Decision variable which is influenced by the independent variable amounting to 61.03%, while the remaining 38.97% is explained by other variables that are not in this research. Apart from knowing the R2 value, the Goodness of Fit of the research model can be known from the size of Q2 or the Stonne-Geisser's test which is used to validate the model's ability to predict. The calculation is Q 2= 1 – (1 – 0.610389) = 0.610389. Based on the calculation of Q 2 with a result of 0.610389, to fulfill the predictive relevance/stonne-Geisser's model this research can be used.

Table 5. Path Coefficien (Mean, STDEV, T-Values, P-Values)

	Path Coefficients (O)	Sample Mean (M)	Standar Deviation (STDEV)	T Statistics (|O/STERR|)	P-Values
E-WOM (X1) -> PURCHASE DECISION (Y)	0,211258	0,200450	0,088878	2,376950	0,019
PRODUCT QUALITY (X2) -> PURCHASE DECISION (Y)	0,634052	0,646443	0,075659	8,380400	0,000

Source: Data Processed

From table 5 it can be concluded that the estimates say:
Hypothesis 1: Because the path coefficient value is 0.211258, and the T-statistic value is 2.376950 > 1.96 or P-Value 0.019 < 0.05, then the temporary estimate of E-WOM has a positive influence on iPhone Purchase Decisions among People in Jombang City. So it can be accepted with significant positive results
Hypothesis 2: Because the path coefficient value is 0.634052, and the T-statistic value is 8.380400 > 1.96 or P-Value 0.000 < 0.05, then the temporary estimate of Product Quality has a positive influence on iPhone Purchase Decisions among People in the City Jombang. So it can be accepted with significant positive results

DISCUSSION
The Influence of Electronic Word of Mouth (E-WOM) on iPhone Purchase Decisions among People in Jombang City
Based on the results of research that has been carried out, the results show that the Electronic word-of-mouth variable has a significant positive effect on iPhone purchasing decisions among people in Jombang City. So the hypothesis in this research can be accepted. This means that the better/positive the reviews or information on an iPhone, the more people in Jombang City's purchasing decisions for iPhones will increase. The results of

the data analysis show that the most influential indicator in the Electronic word-of-mouth variable is the Sender's Expertise. This means that if an explanation or review about the iPhone is carried out by an expert and someone who has more knowledge about the iPhone product, it will make people more confident so that people's purchasing decisions will be higher.

The results of this research are by research from Gita Nur Fitri and Chatarina Yunita (2023) showing that E-WOM has a significant influence on purchasing decisions. Furthermore, research conducted by Alvendo Teguh Santosa (2019) concluded that E-WOM influences the purchasing decision process. This can be because E-WOM is one of the most easily accessible information centers via social media and also provides honest and neutral reviews from various social media users who have experienced dining at Zenbu PVJ7. So the conclusion is that the higher the E-EWOM/people who give good reviews/comments about a product, the higher the consumer's interest in making purchasing decisions.

The Influence of Product Quality on iPhone Purchase Decisions among People in Jombang City

Based on the results of the research that has been carried out, the results show that the Product Quality variable has a significant positive effect on iPhone purchasing decisions among people in Jombang City. So the hypothesis in this research can be accepted. This means that the better the quality of the product, the more iPhone purchasing decisions among people in Jombang City will increase. The results of the data analysis show that the most influential indicator in the Product Quality variable is Reliability. This means that the more the product succeeds in carrying out its function well within a certain period and under certain conditions, the higher the public's purchasing decisions will be.

Research from Faris Nurrohman and Agung Utama (2018) shows that product quality has a positive and significant effect on purchasing decisions. The results of this research show that the higher the product quality, the greater the purchasing decision. Then research from Indiyatno Nur Setiyadi, Agus Rahman Alamsyah, and Ike Kusdyah Rachmawati (2022) shows that product quality has a positive effect on purchasing decisions. High product quality will make consumer purchasing decisions increase significantly9. So, it can be concluded that product quality is an important factor in influencing purchasing decisions. The better the quality of a product, the greater the purchasing decision.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion of the influence of Electronic Word of Mouth and product quality on iPhone purchasing decisions among people in Jombang City, it can be concluded that Electronic Word of Mouth can increase iPhone purchasing decisions among people in Jombang City, the more positive reviews/information they receive. on social media about

iPhone products, the higher the decision to purchase iPhones among people in Jombang City. Product quality can increase iPhone purchasing decisions among people in Jombang City. The better the product quality provided, the higher the iPhone purchasing decisions among people in Jombang City will be.

Several suggestions can be used as material for consideration in making decisions, as well as considerations for further research. So far the iPhone company has been good at maintaining the quality of the iPhone, but the iPhone company should continue to improve its quality, such as adding new, more sophisticated, and complete features so that it is not less competitive with other smartphones. So that consumers are not disappointed and can provide good assessments or reviews and high ratings for iPhone products. It is hoped that further research can improve the deficiencies in this research. Either by adding other variables that are not yet listed or the same variable as a different object.

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