



## The Influence of Social Media Marketing and Electronic Word Of Mouth on Consumer Purchase Decisions of Coil Rocket Builds in Sidoarjo

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### ABSTRACT

This research aims to examine whether models of social media marketing and electronic word of mouth contribute to purchasing decisions for Coil Rocketbuilds products. In this research, the population is consumers who have purchased Rocket Builds brand coils and live in Sidoarjo with a sample size of 70 respondents. The data collection method in this research uses a survey method and uses partial least squares as a data analysis tool. The research results found that social media marketing and electronic word of mouth had a big impact on purchasing decisions for Coil Rocket Builds products.

## INTRODUCTION

Business competition in all industries have fierce competition to be able to sell products and services in order to achieve the company's vision and mission and get as much profitability as possible. The rapid development in the business world also provides an overview of the increasing welfare of the community, this increased welfare will also increase the purchasing power of the public or consumers. But on the other hand, this development has led to increasingly fierce competition in the business world (Japlani, 2020).

One of the components of an e-cigarette is the coil. E-cigarette coils, often also referred to as "coils" or "coil pods," are one of the essential components in e-cigarette (e-cigarette) devices. This is the part responsible for generating the heat necessary to convert the e-cigarette liquid (usually containing nicotine and aroma) into a vapor that can be inhaled by the user. One of the brands that sells coil products is Rocket Builds. Rocket Builds offers consumers a dual coil product in which two heating coils are used simultaneously to generate heat and convert e-cigarette liquid into a vapor that can be inhaled by the user. The main advantage of using a dual coil is that it can increase the production of steam and heat generated by the e-cigarette device.

Based on the data obtained from the results of the visit to the research object, it was obtained that Rocket Builds in making sales fluctuated, but in the last 5 months it was found that Rocket Builds experienced a consecutive decline in sales. This needs to be noted by Rocket Builds that there are factors that affect the decline in sales experienced and there needs to be an evaluation for Rocket Builds.

Rocket Builds does marketing via social media on the Instagram platform, TikTok, and also marketplaces such as Tokopedia and Shopee. Rocket Builds has a number of followers of 1,543 accounts on Instagram social media, this shows that Rocket Builds has a relatively large reach in offering products on the Instagram social media platform Rocket Builds runs social media marketing using photo and video content. The content was obtained by Rocket Builds but the number of likes on the content amounted to 58 likes. This shows that the comparison of the number of Instagram followers with the number of likes is still far from it. So this has an indication that the attraction of content carried out by Rocket Builds in carrying out social media marketing can affect the purchase of consumers. This is supported by Novita & Astuti (2020) who conducted research on the influence of promotion using social media on the purchase decision of Be glow skincare products for product users who got the result that social media is the most powerful medium to be used as promotional media, even social media is also used as an interactive marketing tool, service, and building relationships with customers and potential customers.

In addition to social media marketing, the factor that can influence the purchase decision is electronic word of mouth. Along with the development of technology and information, the concept of Word-of-Mouth has developed and given birth to a concept that is in accordance with the change itself, namely Electronic Word of Mouth (eWOM) (Dewi, 2021). Purchase reviews are obtained through the marketplace and Rocket Builds social media, based on reviews found

by researchers, there are good reviews about products that have been purchased by consumers because of the satisfaction they experience when making a purchase, but other reviews also have bad reviews from users who are not satisfied with the products they have purchased in terms of taste and consumer suitability when buying products. This shows that good and bad reviews can affect consumers when they want to make a purchase through other people's experiences written on the marketplace and also social media from Rocket Builds. This is supported by research from Prayoga & Mulyandi (2020) which obtained the results of research that electronic word of mouth can have a meaningful impact on the decision to purchase coffee products at Fore Coffee Shop.

Based on the above background, this study aims to: (1) determine the influence of social media marketing on the purchase decision of Rocket Builds coils. (2) To find out the influence of electronic word of mouth on the purchase decision of coil rocket builds.

## **LITERATURE REVIEW**

### ***Marketing Management***

According to Yoesoep Edhie (2022), marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating and exchanging products and services as well as values between people and others. The goal of marketing is to attract new customers by creating a product that suits the consumer's desires, promising superior value, setting attractive prices, distributing products easily, promoting effectively, and retaining existing customers while still holding the principle of customer satisfaction. The role of marketing today is not only to deliver products or services to consumers but also how these products or services can provide satisfaction to customers.

### ***Social Media Marketing***

Social media marketing is a marketing technique or tactic that uses social media as a means to promote a product (link to an online business website) or a service, or other products more specifically. Social media marketing is more about the development and use of social media areas as a means or place to build a target market for online businesses (Fauzi, 2021).

Research on social media marketing has been carried out a lot, the latest research conducted by Prasetyo (2023) produces indicators, namely 1) Online Communities, 2) Sharing of content, 3) Interaction, 4) Accessibility

According to Sukron (2021), the more attractive sales promotions through Social Media Marketing are, consumers will be aware of the existence of the product so that consumers can decide to buy and use the product

### ***Electronic Word of Mouth***

Electronic Word of Mouth is all informal communication addressed to consumers through internet-based technology related to the use or characteristics of certain goods and services, or their sellers (Luviana, 2022)

According to Hamiseno (2022), in measuring the influence of electronic word of mouth using the following indicators: 1) Intensity 2) Positive Opinion 3) Content According to Ramadhana & Ratumbuysang (2022), a good impression of a product will encourage the emergence of the desire of potential consumers to buy, which is ultimately determined by the purchasing attitude of satisfied consumers is an indirect guarantee.

### ***Purchase Decision***

According to Kristanto & Pudjoprastyono (2021), a purchase decision is an action that consumers will take when they know a product and decide to buy a product. Consumer purchase decisions can be influenced by whether or not a product is attractive. The more benefits a product provides, the higher the desire for consumers to have it

According to Kotler & Keller (Bernado, 2015) the indicators in the purchase decision are: 1) The existence of personal sources of information (family, friends, neighbors, colleagues). 2) There is a commercial influence (advertising, packaging, display). 3) Post-purchase satisfaction.

Decision making is an action taken to overcome a problem that occurs and must be faced or steps taken to achieve an objective by combining knowledge to evaluate two or more behavioral alternatives and choose one of them, which consists of inputs, processes and outputs. And there are five roles in decision-making, namely: Idea Originator, Influencer, Decision Maker, Buyer, and User. (Daulay & Ikram, 2019)

## **METHODOLOGY**

The research method used to carry out this research is by using quantitative methods. In this study, the population is consumers who have purchased Rocket Builds brand coils domiciled in Sidoarjo. The sample was taken from the population of consumers who had made purchases at Rocket Builds domiciled in Sidoarjo with the criteria of 1) Rocket Builds consumers. 2) Age 17 years and above. 3) Have seen social media accounts and Rocket Builds reviews. 4) Domiciled in Sidoarjo with a sample of 70 respondents. Data was obtained from a questionnaire in the form of a Google Form distributed online, which contained several statements related to the research. The data analysis method of this study is by the PLS (Partial Least Square) method with Smart PLS.

## **RESULTS**

The results of the questionnaire distribution to the sample were a total of 70 respondents which found that respondents with the >25 years old category got the most numbers with 42 respondents or 60%. The most common gender was male with 57 respondents or 81.4%.

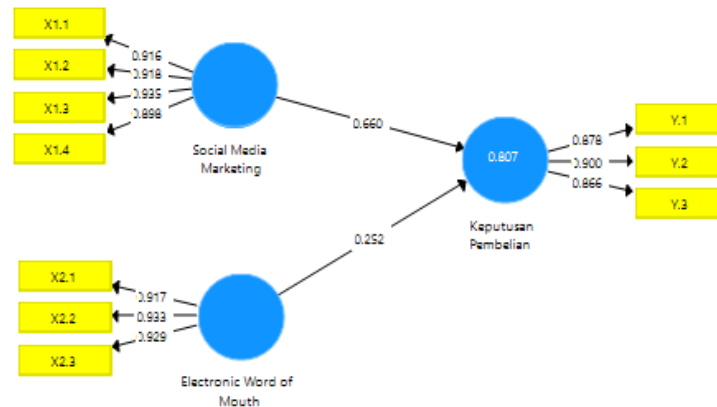


Figure 1. Outer Model with Factor Loading, Path Coefficient, and R- R-Square

**Data Analysis**

Table 1. Outer Loadings (Mean, STDEV, T-Values)

	Social Media Marketing	Electronic Word of Mouth	Purchase Decision
X1.1	0,916		
X1.2	0,918		
X1.3	0,935		
X1.4	0,898		
X2.1		0,917	
X2.2		0,933	
X2.3		0,929	
Y.1			0,878
Y.2			0,900
Y.3			0,866

(Source: Data Processing Results)

Based on the outer loading table above, all reflective indicators on the variables of social media marketing (X1), electronic word of mouth (X2), and purchase decisions (Y), show that the factor loading (original sample) is greater than 0.50 and or significant (T-Statistic value is greater than the Z value  $\alpha = 0.05$  (5%) = 2.38801), thus the estimated results of all indicators have met the Convergent validity or validity is good.

**Table 2. Composite Reliability**

	Composite Reliability
Social Media Marketing	0,955
Electronic Word of Mouth	0,948
Purchase Decision	0,912

(Source: Data Processing Results)

The results of the Composite Reliability test showed that the social media marketing variable (X1) was 0.955, the electronic word of mouth variable (X2) was 0.948, and the Purchase Decision Variable (Y) was 0.912, the three variables showed a Composite Reliability value above 0.70 so that it can be said that all variables in this study are reliable.

**Table 3. R-Square**

	R Square
Purchase Decision	0,807

(Source: Data Processing Results)

R Square value = 0.807. This can be interpreted that the model is able to explain the phenomenon of Purchase Decisions which are influenced by independent variables, including social media marketing and electronic word-of-mouth variants of 80.7%. The remaining 19.3% was explained by other variables outside this study (other than social media marketing and electronic word of mouth).

**Table 4. Path Coefficients (Mean, STDEV, T-Values, P-Values)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Electronic Word of Mouth -> Purchase Decision	0,252	0,257	0,124	2,025	0,043
Social Media Marketing -> Purchase Decision	0,660	0,655	0,120	5,508	0,000

(Source: Data Processing Results)

According to the results of the table above, social media marketing has a positive effect on the Purchase Decision can be accepted, with path coefficients of 0.252 and a T-statistic value of 2.025 greater than the value of  $Z \alpha = 0.05$  (5%) = 1.96, or P-Value  $0.043 < 0.05$ , meaning that the better the marketing strategy through social media carried out by rocket builds, the more consumers will buy coil products from rocket builds.

The results of this study are in accordance with research conducted by Thophilus Alpha Kristiawan & Keni (2020), Dian Novita & Lin Suciani Astuti (2020), Ardiansyah Japlani (2020), Uswatun Hasanah and Hery Pudjoprastyono (2023), Dwiki Williams Jordan Lupano (2020).

Electronic Word of Mouth has a positive effect on the Purchase Decision can be accepted, with path coefficients of 0.660 and a T-statistic value of 5.508 greater than the value of  $Z \alpha = 0.05$  (5%) = 1.96, or P-Value  $0.000 < 0.05$ , which means that the better the marketing strategy through social media carried out by rocket builds, the more consumers will buy coil products from rocket builds.

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## CONCLUSIONS

Based on the results of the test using PLS analysis to test the influence of several variables on the purchase decision of the Official Syllabus customer and some of the discussions of the results presented, the following conclusions can be drawn:

1. Social media marketing has a meaningful effect on the decision to purchase rocketbuilds customers, meaning that the better the marketing strategy through social media carried out by Rocketbuilds, the more consumers will buy coil products from Rocketbuilds.
2. Electronic word of mouth has a great effect on the decision to buy Coil RocketBuilds products, meaning that the better the reviews or reviews written by consumers about Coil RocketBuilds products on the internet such as e-commerce and social media, the more consumers will take action in making decisions to buy RocketBuilds products.

## RECOMMENDATIONS

With the conclusion obtained above, there are also suggestions given for consideration as an element of decision-making, he stated as follows:

1. The marketing strategy carried out by Rocketbuilds in terms of social media is expected to pay attention to and increase the level of interaction carried out to consumers, where the better the interaction with consumers such as replying to consumer questions in the comment column or direct messages because the better the level of interaction with consumers, the higher the consumer's desire to buy coils from rocket builds.
2. Positive opinions about coil Rocketbuilds products have the biggest impact on consumer action, namely making a purchase, so when

consumers after making a purchase on Rocketbuilds, consumers can be followed up again to fill in reviews about their experience when buying the product so that the positive experience can have an influence on potential consumers who want to make a purchase. 3. For researchers, they can then use other variables such as product quality, brand image, and others to get more optimal research results.

### **FURTHER STUDY**

Given their own limited experience and competence, it is not surprising that the researcher discovered numerous linguistic, writing, and presenting style flaws when composing this essay. The researcher consequently anticipates shrewd criticism and recommendations from a range of sources to ensure the work is flawless.

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