The Influence of Electronic Word of Mouth and Consumer Involvement on Product Purchasing Decisions at Supplier CV.Adijaya, West Bandung District

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A R T I C L E I N F O

A B S T R A C T

CV.Adijaya Supplier company is engaged in the sale of imported and local food raw materials for the needs of hotels, restaurants and bakeries abbreviated as horecaba since 2012 until now. The company sells goods from importers for resale both for sale to individuals and large parties. The goods sold are imported goods from abroad and within the country. This study is designed to determine, both partially and simultaneously on purchasing decisions, how much influence Electronic Word Of Mouth and consumer involvement have in influencing purchasing decisions. Descriptive methods and associative methods will be applied to the research conducted in this study. The sample in this study amounted to 163 respondents. Sampling using Probability Sampling. Testing the validation and reliability of research instruments is also carried out in the analysis method using a number of linear regression analyses. Based on the results of the study, there is an influence of the external variables Electronic Word of Mouth and Consumer Engagement on the endogenous variables of Purchasing Decisions partially and simultaneously. Other factors that have not been studied in this study explain the magnitude of the influence of the work environment and education on performance, namely R2 x 100%7 of 66.7.7% and 33.3% respectively

INTRODUCTION

The CV. Adijaya Supplier firm specialises in selling imported and locally sourced food raw materials for the requirements of hotels, restaurants, catering, and bakeries, commonly referred to as horecaba, since 2012. The enterprise has remained in the horecaba sales industry for 11 years to date. The company has recently seen a notable increase in sales and has now embarked on a venture of procuring goods from importers to resell them for individual or bulk purchases. As a result, we are presently a horecaba supplier and are expanding our reach into traditional and modern markets. Our goods comprise both domestic and imported varieties.

Our top priority is customer satisfaction. For this purpose, efficient service is crucial in attaining the objective. At present, the enterprise operates solely in Garut and Cirebon, and its Head Office and Warehouse are stationed in Bandung. The company additionally possesses sales data and a directory of associated business partners.

Electronic Word Of Mouth refers to the informal and timely sharing of meaningful information between buyers and sellers (Dimyati, Mudjiono and, 2016, p. 21). Electronic Word of Mouth at CV Adijaya Supplier, which is still not optimal, may be caused by several factors. One of them is the slow internet network. Social media requires internet access, sometimes causing issues due to insufficient coverage, particularly in areas that lack network coverage. The rapid spread of the internet has not yet reached all areas which could be a contributing factor.

Consumer involvement is a psychological state with varying levels of intensity that greatly impacts the relationship exchange process. The objective is to integrate brands into consumers' conversations and daily lives in a significant manner (Brodie, Roderick J, 2016). Consumer engagement remains subpar due to various considerations, such as less popular products or brands and the presence of any perceived risks when purchasing and using products that do not align with their preferences.

The purchasing verdict denotes the stage in the purchaser's decision-making process where the consumer actually procures the product (Kotler, Phillip and Kevin Lane Keller, 2016, p. 179). Purchasing decisions have been unexpectedly impacted by inadequate consumer satisfaction with a product, resulting in numerous consumer complaints and reduced consumer confidence. In relation to the information presented above, the aim of this study is to examine whether Electronic Word of Mouth and consumer involvement have a positive effect on consumer purchasing decisions. Through the analysis of the connection between these factors, this research seeks to provide a thorough understanding of how effective purchasing decision-making strategies can be implemented by company management, through the utilisation of Electronic Word of Mouth and consumer involvement. The study's findings are anticipated to direct CV management and Adijaya Supplier in creating more efficient policies and practices, enhancing their purchasing decisions.

LITERATURE REVIEW
Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is an important factor influencing the consumer decision-making process. Businesses must understand what motivates consumers to share positive news about the products they have purchased to improve business performance and strategic decision making. Understanding why consumers voluntarily share positive news about products they have purchased is critical for businesses looking to improve their performance and strategy.

Electronic Word of Mouth refers to the informal exchange of relevant and timely information between buyers and sellers (Dimyati, Mudjiono, 2016, p. 21). Thurau, et al., (2014: 14) say Electronic Word Of Mouth is a statement made by actual, potential or previous consumers about a product or company where this information is available to people or institutions via the internet media.

The dimensions of Electronic Word Of Mouth are as follows (Dimyati, Mudjiono and, 2016, p. 23):

1. Intensity

E-WOM intensity is the number of opinions written by consumers on a social networking site. The message (Topics) contained in WOM is the substance that is discussed.

2. Opinion (Valance of Opinion)

Opinion or Valance of Opinion is the opinion of consumers, both positive and negative, about a product, service and brand.

3. Content

Content is information from social networking sites related to products and services.

H1: There is an influence of Electronic Word Of Mouth on purchasing decisions at CV. Adijaya Supplier

Consumer Engagement

Consumer involvement refers to the personal importance and/or interest perceived by consumers in acquiring, consuming, and disposing of goods, services, or ideas. As consumers become more involved, they become increasingly motivated to pay closer attention, comprehend, and elaborate on information about their purchases (Mowen & Minor, 2022).

Customer engagement, having a level of intensity which has an important role to play in the process of building new relationships, is a psychologic condition. The objective is for brands to play an important part of consumers' conversations and lives. (Brodie, Roderick J, 2016)

Consumer involvement is defined as a motivational status that drives and directs the cognitive and behavioral processes of consumers when they make decisions (Setiadi, J Nugroho, 2013, p. 171).

According to Brodie (2016: 126) customer engagement is a psychological condition that has a level of intensity and which plays an important role in the relationship exchange process. With the following dimensions:

1) Cognitive dimension
2) Emotional dimension

3) Behavioral dimension

H2: There is an influence of consumer involvement on purchasing decisions at CV. Adijaya Supplier.

Purchase Decision

According to Kotler and Lane Keller (2016), purchasing decisions occur when buyers actually make a purchase.

Buchari Alma (2016) It notes that a number of factors include financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, persons and processes affect these decisions. In that way, when shopping for a product, consumers will be able objectively to consider information and make their own conclusions in the absence of any bias or objective assessment.

According to Tjiptono (2015: 21) consumer purchasing decisions are a process where consumers recognize the problem, seek information about certain products or brands.

The dimensions of purchasing decisions are as follows (Kotler, 2016, p. 188):

1) Product Choice

Consumers make decisions to buy a product or use services with money for other purposes.

2) Brand Choice

Consumers in making decisions about the brand to buy, each brand has its own differences.

3) Choice of Distributor

Consumers in making decisions about which distributor to visit.

4) Purchase Time

Decisions made by consumers in choosing the time can vary, for example, some buy every day, once a week, once every two weeks, or even once a month, and so on.

5) Purchase Quantity

Consumers in making decisions about how much product to spend at a time.

6) Payment Method

Consumers in making decisions about payment methods that will be made in making decisions to use products or services.

H3: There is an influence of Electronic Word Of Mouth and consumer involvement on purchasing
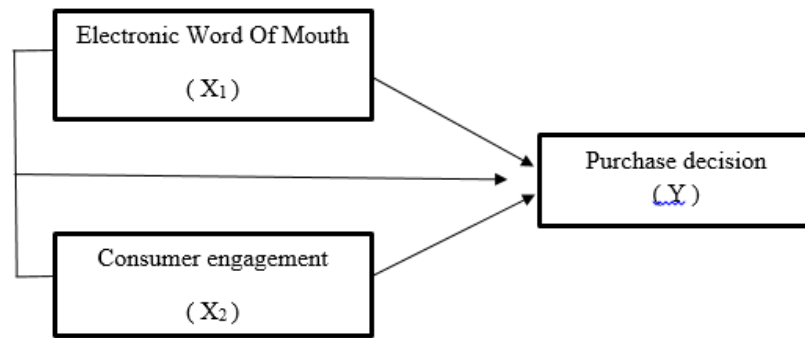
Figure 1. Research Paradigm

METHODOLOGY
Research Design

The authors of this study used descriptive and associative methodologies, in addition to quantitative research techniques. As stated by Sugiyono (2017, p. 8), quantitative research methods are positivist-based research approaches used to examine certain populations or samples. These methods gather data with research instruments and employ quantitative statistics to test pre-established hypotheses.

According to Sugiyono (2017, p. 35), descriptive research investigates independent variables - either stand-alone or multiple - without comparing or correlating them. The study's objective is to identify and describe the conditions of related variables, namely service quality, consumer confidence, and usage interest. The employment of descriptive methods aims to achieve this end.

Meanwhile, Sugiyono (2017) describes associative research as a tool to investigate associations between variables. Therefore, in this study, associative methods will be employed to explore the connections among service quality indicators, consumer confidence, and usage intention.

Population and Sampling Technique
Population

For the purpose of analysing and drawing conclusions, a group of objects or individuals having particular characteristics identified by researchers are referred to as populations. (Sugiyono, 2011, p. 57). For this study, the population consisted of all online consumers of CV Adijaya Supplier, totaling 275 individuals based on consumer data obtained directly from the public relations department, spanning from March 1st, 2023.

Sample

The sample is a subset of the population comprising of individuals or subjects chosen from the larger population (Soedibjo. S Bambang, 2013, p. 102). To determine the sample size, we used the Slovin formula: $n=N/(1+ne^2)$ where n is the sample size, N is the population size, and e represents the margin of error due to sampling, usually set at 5%. The sample size for this study is 163 after the calculation has been made.

The sample size for this study was 163 subjects on the basis of these calculations. Probability methods used In particular, the use of random sampling

techniques that each person in a population is likely to have an equally good chance of being chosen has been applied. Sampling through the lottery is an example of such techniques. This method would be used, for example, if we were to select a sample of two from the population of five visitors.

These calculations show that the appropriate sample size for this study is 163 participants. In particular, methods of probability sampling were used where each person in the population was given a chance to be chosen for its sample. Sampling through the lottery is one example of this method. For example, if we wanted to select a sample of two from a population of five visitors, we would use this technique.

Operational Variables

Variable operations are needed to determine the type, indicator, and scale of each of the variables involved so that hypothesis testing in research can be carried out in accordance with the circumstances (Sugiyono, 2015, p. 38).

Table 1. Variable Operationalization

Variable	Definition	Dimension	Indicators	Scale	Item No.
Elecronic Word of mouth (X1)	Elecronic Word of mouth is the exchange and sharing of meaningful and timely information informally, between buyers and sellers. The dimensions of Electronic Word Of Mouth are intensity, Valance of Opinion, and content (Dimyati, 2016: 21).	Intensity	Interaction with social media consumers	Ordinal	1
			Duration in ad serving on Social Media	Ordinal	2
			The number of ad appearances on Social media	Ordinal	3
			The number of reviews written by users of social networking sites	Ordinal	4
		Valence of opinion	Positive comments from users of social networking sites	Ordinal	5
			Number of opinions about the product	Ordinal	6
			Social media users' interest in the product	Ordinal	7
			Recommendations from users of social networking sites	Ordinal	8
		Content	Product price information is clear	Ordinal	9
			Product quality information is clear	Ordinal	10
			Payment method information	Ordinal	11

Variable	Definition	Dimension	Indicators	Scale	Item No.
			Information on the production center of goods	Ordinal	12
Customer engagement (X2)	Customer engagement is a psychological condition that has a level of intensity and which plays an important role in the relationship exchange process (Brodie 2016: 126).	*Cognitive*	Memorable experience	Ordinal	13
			Trusted brand	Ordinal	14
			Studying service performance	Ordinal	15
			Understand advertising messages	Ordinal	16
		Emotional	Has a good image	Ordinal	17
			Product has emotional appeal	Ordinal	18
			Realizing the benefits of the product	Ordinal	19
			The need for the product	Ordinal	20
		Behavioral	Product as desired	Ordinal	21
			Products according to interests	Ordinal	22
			Products according to needs	Ordinal	23
			Products according to purchasing power	Ordinal	24
Purchase Decision (Y)	The purchase decision is the stage in the buyer's decision-making process where consumers actually buy (Kotler and Armstrong, 2016: 179).	Product choice	Quality products	Ordinal	25
			Durable products	Ordinal	26
		Brand choice	Famous brand	Ordinal	27
			Brands can be sold quickly	Ordinal	28
		Choice of dealer	Fast delivery	Ordinal	29
			Exact delivery	Ordinal	30
		Purchase Time	Discounted price	Ordinal	31
			When needed	Ordinal	32
		Purchase amount	No purchase restrictions	Ordinal	33
			Product availability	Ordinal	34
		Payment method	Cash	Ordinal	35
			Transfer	Ordinal	36

Source: Created by Researchers, 2023

RESULTS
Descriptive Analysis Results

Based on findings from a study that involved giving questionnaires to 163 participants. There is a standard weight value to describe the data that has been collected. The resulting standard weight value is as follows:

Table 2. Standard Weight Value

Weight Value	Category
624 – 784	Not very good
523 – 653	Not good
392 – 522	Good enough
261 – 391	Good
130 – 260	Very good

Source: Process Data, 2023

Table 3. Results of Descriptive Analysis of Electronic Word Of Mouth (X_1)

Indicator	SS	S	R	TS	STS	score	Kriteria
	5	4	3	2	1		
Interaction with social media consumers	76	71	13	3	0	709	Very good
Duration in ad serving on Social Media	64	68	26	3	2	678	Good
The number of ad appearances on Social media	60	68	32	3	0	674	Good
The number of reviews written by users of social networking sites	48	64	46	4	1	643	Good
Positive comments from users of social networking sites	41	67	50	4	1	632	Good
Number of opinions about the product	44	61	52	6	0	632	Good
Social media users' interest in the product	41	57	59	5	1	621	Good
Recommendations from users of social networking sites	36	61	59	7	0	615	Good
Product price information is clear	34	59	62	7	1	607	Good
Product quality information is clear	36	63	56	8	0	616	Good
Payment method information	44	53	55	9	2	617	Good
Information on the production center of goods	58	61	40	3	1	661	Good

Source: Data Processed by Researchers, 2023

Based on the results of descriptive analysis, it is evident that Electronic Word of Mouth (eWOM) comprises 12 statements with an average weighted value of 642. This score falls within the Very Good category, ranging from 624 to 784. The statement expressing the least weight is "Information about product prices is clear," with a score of 607. There is a statement in "Interaction with social media consumers" that holds the highest actual weight value of 709.

Table 4. Results of Descriptive Analysis of Customer Engagement (X_2)

Indicator	SS	S	R	TS	STS	score	Kriteria
	5	4	3	2	1		
Memorable experience	72	85	4	1	1	715	Very good
Trusted brand	72	77	7	6	1	702	Very good
Studying service performance	67	80	12	3	1	698	Very good
Understand advertising messages	71	75	16	1	0	705	Very good
Has a good image	68	78	15	2	0	701	Very good
Product has emotional appeal	66	76	21	0	0	697	Very good
Realizing the benefits of the product	78	62	21	1	1	704	Very good
The need for the product	74	71	16	1	1	705	Very good
Product as desired	74	72	13	3	1	704	Very good
Products according to interests	78	62	17	3	3	698	Very good
Products according to needs	70	76	13	3	1	700	Very good
Products according to purchasing power	81	66	13	3	0	714	Very good

Source: Data Processed by Researchers, 2023

On the basis of that descriptive processing, it can be assumed that a consumer involvement variable comprises 12 statements with an aggregate real weight of 704 and has been included in the category 'Good' because they occur within interval 624 784.The results above have the lowest actual weight value on the statement "The product has emotional appeal" with an actual weight value of 697. There is a statement with the highest actual weight value in the statement "Memorable experience" with an actual weight value of 715.

Table 5. Descriptive Analysis Results of Purchase Decision (Y)

Indicator	SS	S	R	TS	STS	score	Kriteria
	5	4	3	2	1		
Quality products	41	91	21	2	8	644	Good
Durable products	43	95	20	5	0	665	Good
Famous brand	36	95	20	6	6	638	Good
Brands can be sold quickly	42	105	13	3	0	675	Good
Fast delivery	45	108	5	5	0	682	Good
Exact delivery	26	104	29	4	0	641	Good
Discounted price	45	102	12	0	4	673	Good
When needed	66	85	10	2	0	704	Very good
No purchase restrictions	63	84	10	3	3	690	Very good
Product availability	50	106	6	1	0	694	Very good
Cash	61	97	3	2	0	706	Very good
Transfer	60	86	15	2	0	693	Very good

Source: Data Processed by Researchers, 2023

According to the results of descriptive processing, it is apparent that a purchasing decision variable includes 12 statements with an averaging real weight value of 675 and therefore they are included as part of the good range in view of this interval: 624 784.The results above have the lowest actual weight value on the statement "Famous brand" with an actual weight value of 638. There is a statement with the highest actual weight value on the statement "Cash" with an actual weight value of 706.

Results the Influence of Electronic Word of Mouth and Consumer Involvement on Purchasing Decisions for CV.Products Adijaya Supplier

To see the significance results can be seen in the multiple linear regression output results below:

Table 6. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.148	2.351		3.465	.001
	X1	.368	.039	.464	9.414	.000
	X2	.467	.044	.520	10.565	.000

Source: SPSS Software Output Results, 2023

From the table above, it is known that the regression equation formed is as follows:

β = 8.148

X1 = 0,368

X2 = 0,467

The equation for multiple linear regression is:

Y = 8.148 + 0.368 X1 + 0,467 X2

Where Y is Purchase decision, X1 is Electronic word of mouth and X2 is Consumer involvement so that the regression equation above means that: Each coefficient (0.368 for Electronic word of mouth and 0.467 for Consumer involvement) provides information about how changes in the predictor variable (X1) relate to changes in the response variable (Y), assuming the regression model is representative and appropriate for the data at hand.

Table 7. Simultaneous Determination Coefficient Analysis Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773ᵃ	.598	.592	1.634

a. Predictors: (Constant), Employee Loyalty, Job Satisfaction

Source: SPSS Software Output Results, 2023

The coefficient of determination of the regression model (R Square) is calculated at 0.667. This shows that Electronic word of mouth and consumer involvement in this study jointly affect customer satisfaction with a coefficient of determination (R^2 x 100%) or 66.7%.

Table 8. Partial Determination Coefficient Analysis Results

Model		Standardized Coefficients	Correlations
		Beta	Zero-order
1	Electronic word of mouth (X1)	0.464	0.659
	Consumer involvement (X2)	0.520	0.695

Source: Data Processed by Researchers, 2023

The following computations are then performed in order to determine the partial influence on each variable:

1. Electronic word of mouth (X_1)   :0,464 X 0,659 X 100% = 0,306 or 30,6%
2. Consumer involvement (X_2)   :0,520 X 0,659 X 100% = 0,361 atau 36,1%

Therefore, 0.306 (X_1) + 0.361 (X_2) = 0.667 (66.7%)

According to the above calculations, an independent variable electronic word of mouth X1 has a partial R value of 0.306 which indicates that it might influence purchase decisions by 30.6%. Based upon results of the concurrent coefficient determination test at 66.7%, partial R^2 values are obtained at 0.361 in relation to Consumer Involvement Variable X2, indicating that 36.1% of influence on purchase decisions is due to an Independent Variable Consumer Involvement.

Results the Influence of Electronic Word of Mouth and Consumer Involvement on Purchasing Decisions for CV.Products Adijaya Supplier

After carrying out the regression test and the coefficient of determination test, the hypothesis test is then carried out, namely the t-test and F-test as follows:

Table 9. T-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.148	2.351		3.465	.001
	X1	.368	.039	.464	9.414	.000
	X2	.467	.044	.520	10.565	.000

Source: SPSS Software Output Results, 2023

From the table above, it is known that the regression equation formed is as follows: Y = 8.148 + 0.368 X1 + 0.467 X2 Where Y is purchasing decision, X1 is Electronic word of mouth and X2 is consumer involvement so that the regression equation above means that: Each coefficient (0.368 for Electronic word of mouth and 0.467 for consumer involvement) provides information on how changes in the predictor variable (X1) relate to changes in the response variable (Y), assuming the regression model is representative and in accordance with existing data.

Table 10. F-Test Results
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2939.042	2	1469.521	160.217	.000[b]
	Residual	1467.535	160	9.172		
	Total	4406.577	162			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1
Source: SPSS Software Output Results, 2023

Based on the results of the analysis from the table above, Fcalculate is 160,217 while the Ftable value at the real level (α) is 5% with free degrees v1 = k; v2 = n – k-1 = 124-2-1 = 121

DISCUSSIONS

The Influence of Electronic Word of Mouth on Purchasing Decisions at CV.Adijaya Supplier

Based on table 9 above, it is known that the standard coefficient beta value for the electronic word of mouth variable (X1) is 0.464 and the standard zero order (correlation between X1 and Y) is 0.659, from these two results, calculations can be made to determine the partial effect of each Electronic Word Of Mouth (X1) variable on Purchasing Decisions (Y) as follows:

Std Beta X Std zero order x100%

0.464 x 0.659 x 100% = 30.6%

From these calculations it can be concluded that the magnitude of the influence of electronic word of mouth (X1) on purchasing decisions (Y) is 30.6%.

The Influence of Consumer Involvement on Purchasing Decisions at CV.Adijaya Supplier

Based on table 9 above, it is known that the standard coefficient beta value for the Consumer Involvement variable (X1) is 0.520 and the standard zero order (correlation between X2 and Y) is 0.695 from the two results obtained, calculations can be made to determine the partial effect of the Consumer Involvement variable (X2) on Purchasing Decisions (Y) as follows:

Std Beta X Std zero order x100%

0.520 x 0.695x 100% = 36.1%

From these calculations it can be concluded that the effect of Consumer Involvement (X2) on Purchasing Decisions (Y) is 36.1%.

The Influence of Electronic Word of Mouth and Consumer Involvement on Purchasing Decisions at CV.Adijaya Supplier

Based on the above calculations, it can be seen that the greatest influence was obtained from the Electronic Word Of Mouth variable (X1) with an influence contribution of 30.6%, while the Consumer Involvement variable (X2) contributed an influence of 36.1%.

From the results of these calculations, the following calculations can be made to obtain the magnitude of the simultaneous influence:

influence x1 y	0.464	x	0.659	0.306	
influence x2 y	0.520	x	0.695	0.361	+
influence x1 x2y (R²)				0.667	

This value is in accordance with the results of the SPSS calculation in 4.14, namely the coefficient of determination (R2) of 0.667, meaning that the amount of influence of the work environment and training on performance is (R2 x 100%) 66,.7% and the remaining 33.3% is explained by other factors not examined in this study.

CONCLUSIONS AND RECOMMENDATIONS
Conclusions
Based on the data obtained and the results of data processing in this study, the following conclusions can be drawn:

1. Electronic Word Of Mouth is in the good category, but there are still aspects that are not good regarding information about product prices clearly on purchasing decisions.
2. Consumer involvement is included in the Very good category, but there are still aspects that are not good about the product having emotional appeal.
3. Purchasing decisions are in the good category, but there are still unfavorable aspects regarding well-known product brands.
4. The magnitude of the influence of Electronic Word Of Mouth on purchasing decisions is 30.6%,
5. The amount of training Consumer Involvement on purchasing decisions is 36.1%.
6. The magnitude of the influence of the work environment and training on purchasing decisions is 66.7% and the remaining 33.3% is explained by other factors not examined in this study.

Recommendations
Based on the conclusions above, there are several suggestions that can be given with the results or analysis and discussion in this study, namely as follows:

1. CV. Adijaya Supplier must review the information about product prices clearly on purchasing decisions. Because product price information has an influence on purchasing decisions. Price is one of the important factors that consumers consider in making purchasing decisions. Prices that are too high or too low can affect consumer interest in buying the product.
2. CV. Adijaya Supplier must review the product has emotional appeal. Because emotional appeal is one of the important factors that can influence consumer purchasing decisions. Consumers tend to be more interested in buying products that can fulfill their emotional needs …
3. CV. Adijaya Supplier is advised to review well-known product brands. Because well-known product brands have several advantages over product brands that are not well-known. By reviewing well-known product brands, Adijaya Supplier can increase the chances of success of its products.
4. CV. Adijaya Supplier is expected to maintain or increase Elecronic Word of mouth which is better and conducive to helping improve purchasing decisions. E-WOM can be a very influential factor in consumer purchasing decisions, especially for consumers who are new to the product. E-WOM can provide valuable information for consumers, such as product quality, product features, and product usage experience.
5. CV. Adijaya Supplier is expected to maintain or increase consumer involvement which is an important aspect in purchasing decisions. Consumer involvement is an important factor that can influence purchasing decisions and consumer loyalty. Consumers who are involved

with a particular product or brand will be more likely to buy the product repeatedly and recommend it to others.

6. CV. Adijaya Supplier is expected to maintain or increase Elecronic Word of mouth and Consumer Engagement because both of these have an impact on purchasing decisions.

FURTHER STUDY

Researchers are aware of the various flaws in this study, and they are of the opinion that more research on the effects of service quality, client confidence, and usage interest is still required.

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