



Research Paper

The Effect of E-WOM and Price Perception Toward Purchase Decisions of Point Coffee Products

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ABSTRACT: This study aims to determine the partial and simultaneous effects of Electronic Word of Mouth (E-WOM) and price perception toward purchase decisions of Point Coffee products. The design used in this study is the quantitative method, with purposive sampling as the sampling method. The total sample of this study is 400 respondents. Likert scale is used for data collection, and the items are as follows: purchase decision scale, Electronic Word of Mouth (E-WOM) scale, and price perception scale. This study used multiple linear regression analysis technique to test the hypothesis. The results of this study are as follows: (1) Electronic Word of Mouth (E-WOM) has a positive effect toward customer purchase decision of Point Coffee products; (2) Price perception has a positive effect toward customer purchase decision of Point Coffee products; (3) Electronic Word of Mouth (E-WOM) and price perception has a simultaneous effect on purchase decision of Point Coffee products. If the Electronic Word of Mouth (E-WOM) and price perception are more positive, people will have a greater chance to decide to purchase Point Coffee products. Point Coffee is expected to provide more platforms for consumers to share more experiences and reviews when purchasing or consuming Point Coffee products. It is also recommended that Point Coffee consistently increase the amount of content containing product information on the internet.

KEYWORDS: Purchase Decision, Electronic Word of Mouth, Price Perception

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I. INTRODUCTION

The vast development of information and communication technology, especially in the telecommunication industry, in recent years is known as the "Digital Economy" (Badan Pusat Statistik, 2021). The growing number of internet users in Indonesia affects the marketers' strategy in marketing their products or services. Data from Badan Pusat Statistik (2021) shows that 62,10% of Indonesia's population accessed the internet in 2021.

The growing number of internet users encourages people in business to attract consumers' attention, from the marketing strategy, increasing service quality to product quality (Pentury *et al.*, 2019). Marketers are also intensely doing digital marketing to communicate directly with consumers. Marketers use online marketing, social media, and cellular marketing to create loyal customers, build a stronger brand, and gain profits (Kotler & Keller, 2016).

Social media is used widely as a marketing strategy to affect consumers' purchase decisions (Kotler & Keller, 2016). Social media usage as a connection between consumers and brand encourage consumers to share their experience or reviews regarding product or services in audio, video or writing form with others online through blogs, discussion forums, review sites or social media. Many consumers' experiences and reviews towards a product or service affect consumers purchase decisions (Cheung & Thadani, 2010).

II. LITERATURE REVIEW AND HYPOTHESIS

2.1 Purchase Decision

According to Kotler and Keller (2016), a purchase decision is a step in the purchase process where consumers decide which product they will purchase or use. The consumer purchasing decision process consists of five processes: problem recognition, information search, alternative evaluation, purchase decision, and post-

purchase behaviour. When a customer is about to purchase a product, they will pay attention to reviews from previous consumers to acknowledge the product's advantages and disadvantages (Yulindasari & Fikriyah, 2022).

According to Kotler and Armstrong (2017), a few factors strongly affect consumer purchase: 1) Cultural factors. Cultural factor affects consumer behaviour profoundly and widely. Marketers need to understand the roles of culture, sub-culture, and social class of consumers. 2) Social factors. Consumer behaviour is affected by social factors, such as consumers' small groups, social networking, family, and social status. 3) Personal factors. The purchase decision is affected by personal characteristics, such as jobs, age and life cycle stage, economic situation, lifestyle and personality, and self-concept. 4) Psychological factors. Purchase choice is affected by four main psychological factors: motivation, perception, learning, beliefs, and attitude. One factor that affects purchase decisions included in the social characteristic is Word of Mouth (WOM). When a consumer is making a purchase decision, they usually search for information regarding the desired product or service. Consumers can quickly search for product or service information through direct communication or social networking.

Generally, consumers trust the opinion of the closest people, such as family, friends, and acquaintances, compared to marketing communications to decide to purchase a product or service. Unlike marketing communication, trust happens because the opinions disclose their genuine opinion and feelings regarding a product or service. Therefore, WOM through the closest people, such as family and friends, can have a significant effect on purchase decisions and the success of a business (Hawkins & Mothersbaugh, 2010).

2.2 Word of Mouth (E-WOM)

Word of Mouth (WOM) has evolved to a new form of communication called Electronic Word of Mouth (E-WOM), which is based on the information and technological advancement and growing access to the internet (Cheung & Thadani, 2010). Electronic Word of Mouth (E-WOM) is a marketing strategy using the internet to create a mouth-to-mouth effect to promote marketing efforts and goals. Different from traditional WOM, E-WOM communication is more consistent and accessible. Cheung and Thadani (2010) explained that E-WOM communication can happen everywhere. E-WOM encourages consumers to talk about the product or service developed by the company in the form of audio, video or writing to others online through blogs, discussion forums, review sites, or social media (such as Facebook, Instagram, TikTok, and others).

E-WOM has become essential for consumers to share their opinions and is considered more effective than WOM because of its broader range and accessibility (Jalilyand & Samiei, 2012). Online reviews from a consumer can be feedback and recommendation from experienced consumers towards specific products and services that can embrace potential consumers to make purchase intentions (Yulindasari & Fikriyah, 2022).

2.3 Price Perception

Another factor that consumers consider before purchasing a product or service is price perception, which is part of the psychological factor. Perception is a process where consumers choose, manage, and interpret information through vision, sound, and taste (Kotler & Keller, 2016). Price is the sum of all the values customers give to attain benefits from having or using an item or service (Kotler & Armstrong, 2017). Price perception is related to how price information is entirely understood by the consumer and gives a deep meaning to them (Peter & Olson, 2009). Consumer behaviour is very influential when evaluating and researching the price of a product (Saefurahman & Hadi, 2019). The price information is perceived through the vision and hearing senses. The information is then understood, meaning interpreted and made meaningfully. Therefore, the price assessment of a product that is said to be expensive, cheap, or mediocre for everyone can be different because it depends on individual perceptions based on the environment and individual conditions (Peter & Olson, 2009).

Consumer reviews of various products and services are reviewed online through social media, particularly fast-food or beverage products. Fast-beverage products consumers have loved recently are coffee, marked by the number of coffee shops available in Indonesia. The numbers are motivated by the importance of the coffee industry as one of the plantation commodities in the Indonesian economy. In the 2020/2021 period, data from International Coffee Organization (ICO) shows that coffee consumption in Indonesia reaches a high record, with 5 million sacks of 60 kg, which shows an increase in coffee consumption in Indonesia by 4,04% from the previous period. The increase opens growth in the coffee processing industry because of Indonesia's extensive market and the availability of raw materials (Kemenperin, 2019).

One of the coffee shop businesses in Indonesia is Point Coffee. Point Coffee was founded on 30th May 2016. PT Inti Idola Anugerah (IIA) partnered with PT Indomarco Prismatama (Indomaret) as the coffee shop chain operator with Point Coffee brand to fulfil coffee enthusiast needs whilst embracing the millennial generation. Point Coffee is a "Grab & Go" concept coffee shop (Indomaret, 2018). Burhan Bahar, the director of PT Inti Idola Anugerah, explained that the presence of Point Coffee is to fulfil coffee enthusiasts' needs and to

embrace the millennial generation (Sanusi, 2019). Through social media, Point Coffee actively shares information regarding various promos, such as "I Like Monday Upsize" every Monday, shares information about coffee, and shares stories with consumers through the Point Coffee Instagram account.

Previous research from Yulindasar and Fikriyah (2022) shows that E-WOM has a significant positive effect on purchase decisions. Research regarding price perception towards purchase decisions done by Wahyuni and Ginting (2017) regarding the effects of quality product, price, and distribution toward purchase decision Astra Motor Product shows that price has a significantly positive effect on the purchase decision. Previous research by Jodi (2021) shows that E-WOM and price perception simultaneously affect purchase decisions. Other research by Kusuma, Listyorini, and Hadi (2022) also shows that E-WOM and price perception simultaneously affect the purchase decision.

This research aims to acknowledge the effect of Electronic Word of Mouth and price perception simultaneously toward purchase decisions on Point Coffee products. This study helps acknowledge the extent of E-WOM and price perception effects toward purchase decision of Point Coffee products, therefore as a reference in planning a precise marketing strategy to increase the sales of Point Coffee products through the internet.

III. RESEARCH METHODS

The research method used in this study is the quantitative method with an explanatory research type. The population of this research is the public that acknowledges Point Coffee products in Indonesia. The sampling method in this research used a purposive sampling technique. Purposive sampling technique is where the sample selected by several (Sugiyono, 2013). The criteria used in this research are individuals who acknowledge Point Coffee products. The total respondents were gathered as the research sample are 400 individuals, and the data collection method used is the scale method, likert scale.

The constructs in this study were measured using items modified from existing literature. Eleven items adjusted from Taruna (2022) will be used to measure purchase decision. Eight items adjusted from Taruna (2022) will be used to measure Electronic Word of Mouth (E-WOM). Price perception was measured by eight items adjusted from Swisstiani (2014). Likert scales were used to measure each item. Jeffrey's Amazing Statistics Program (JASP) will be used to analyzed descriptive and statistics findings in this study.

IV. RESEARCH RESULTS AND DISCUSSION

4.1 Results of Descriptive Statistical Analysis

Characteristics of respondents based on province showed that respondent comes from 19 out of 37 provinces in Indonesia. The majority of the respondent comes from North Sumatra, with 148 respondents (37%), followed by West Java with 53 respondents (13,25%), and DKI Jakarta with 40 respondents (10%). Additionally, 34 respondents (8,5%) come from East Java, and 32 (8%) come from Central Java. A total of 21 respondents (5,25%) come from DI Yogyakarta, 20 (5%) from Banten, 17 (4,25%) from East Borneo, and 8 (2%) come from Bali. Respondents from South Borneo and Lampung were five respondents each (1,25%), and respondents from Jambi, West Borneo, and South Celebes were three totals each (0,75%). Respondents from Bangka Belitung, Riau Islands and Riau were two totals each (0,5%). Additionally, respondents from Central Borneo and West Celebes were one total each (0,25%).

Characteristics of respondents based on gender showed that the subject of this research is 249 (73,5%) female and 106 (73,5%) male. The number shows more female respondents than males in this research. Characteristics of respondents based on age showed that the respondents in this study were respondents with an age range of 8-23 years (Generation Z), as many as 272 respondents (68%), respondents with an age range of 24-39 years (Generation Y) as many as 66 respondents (16, 5%), and respondents with an age range of 40-55 years (Generation X) were 62 respondents (15.5%). The number shows that in this study, there were more respondents with an age range of 8-23 years (Generation Z) than respondents with other age ranges.

The novelty in this research is that even though Point Coffee targets the Millennial generation, it shows that the respondents who have strongly likely to decide to purchase Point Coffee products dominated Generation Z, with 152 respondents (38%), followed by Generation Y with 27 respondents (6,75%), and Generation X with 12 respondents (3%).

Characteristics of respondents based on recent education showed that there were 215 respondents (53.75%) participating had completed high school education as their last education, followed by 140 respondents with bachelor degree (35%) and 19 respondents with diploma and master's degree (4.75%). While the respondents with the last education in junior high school were 4 respondents (1%), the last education in elementary school was 2 respondents (0.5%), and the last education in doctoral degree was 1 respondent (0.25%).

Characteristics of respondents based on work showed that most respondents are students, with 248 respondents (62%). There are 101 private workers (25.25%), 22 entrepreneurs (5.5%), and 4 civil servants (1%). Then as many as 25 respondents (6.25%) answered other jobs uncategorized on the scale.

4.2 Results of Multiple Linear Regression Analysis and Discussion

A summary of the results of multiple linear regression analysis calculations in this study can be seen in Table 4.1 below:

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	.077	2.044		.038	
E-WOM	.503	.070	.302	7.190	<.001
Price Perception	.742	.062	.500	11.907	<.001
a. Dependent Variable: Purchase Decision					
R Square	.503				
Fstatistics	201.285				

Based on Table 4.1, it can be seen that X1 (Electronic Word of Mouth) has a t-statistics of 7,190. Meanwhile, X2 (price perception) has a t-statistics of 11,907. These numbers show that t-statistics of Electronic Word of Mouth (7,190) and price perception (11,907) > t table (1,966). Therefore, the Electronic Word of Mouth and price perception variables partially affect the purchase decision.

The constant value generated from the regression of this research is 0,077. Meanwhile, the regression coefficient value of the X1 variable (E-WOM) is 0,503. These numbers show that the other independent variable has a fixed value, and the Electronic Word of Mouth (E-WOM) variable increased by 1%. Therefore, the purchase decision value will increase by 0,503. The regression coefficient of the X2 variable (price perception) is 0,742, which means that if the other independent variable has a fixed value and the price perception variable increased by 1%. Therefore, the purchase decision value will increase by 0,742.

Based on the table above, it is known that the standardized coefficient beta value of the Electronic Word of Mouth variable is 0,302. Meanwhile, the standardized coefficient beta value of the price perception variable is 0,500. In this case, the standardized coefficient variable value of price perception > Electronic Word of Mouth (E-WOM) or 0,500 > 0,302. These numbers show that price perception affects more dominantly than Electronic Word of Mouth (E-WOM) regarding the purchase decision of Point Coffee products.

4.3 Discussion

The purpose of this research is to examine the effect of Electronic Word of Mouth (E-WOM) and Price Perception toward Purchase Decision of Point Coffee products.

4.3.1. The Effect of Word of Mouth on Purchase Decision

Based on the analysis, the results show that Electronic Word of Mouth (E-WOM) has a significant positive effect toward purchase decision of Point Coffee products. This result is also consistent with the previous study conducted by Rusli & Muluandi (2019). Previous studies and this study showed that the Electronic Word of Mouth (E-WOM) contributes to purchase decision (Rusli & Mulyandi, 2019). These results indicate that the more positive Electronic Word of Mouth (E-WOM), people will have a greater chance to decide to purchase Point Coffee products.

Electronic Word of Mouth is a positive or negative remark from customers regarding a product or a company that is available to others and institutions through the internet (Thurau *et al.*, 2004). E-WOM was done through various online platforms such as blogs, review sites, social media, and other internet-based communication tools (Nair & Radhakrishnan, 2019). Research showed that consumers engaged in E-WOM to reduce uncertainty and help choose the best offer to affect benefits (Rosario *et al.*, 2016). This statement is proven by the 69,5% of respondents who accessed reviews regarding Point Coffee products through social media.

Consumers often recommend their colleagues to certain businesses for the best offer. The consumer would express their impression of new restaurants, retail stores, or films to their colleagues (Peter & Olson, 2009). Other than that, the more consumers discuss the product, the more likely it attracts attention to the topic of the product. Valence is the notion that E-WOM could be positive, negative, or neutral (Liu, 2006), referring to pieces of information found in E-WOM messages, and the effect expressed therein. In this case, consumers'

preference regarding a product is constructed, reinforced, or modified through E-WOM. Research showed that this is the effect of persuasion or the informational effect of E-WOM (Godes & Mayzlin, 2009). Valence can be seen in various ways, such as the usage of "amount of positive *tweets*" or "one-star rating percentage" (Rosario et al., 2016).

Facts where positive E-WOM has a more significant effect on a purchase than negative E-WOM fully underline positive bias (Zhang, Craciun, and Shin, 2010). This discovery endorses the notion that favourable information creates a more significant effect in the online context than unfavourable information. The information above parallels the previous research that showed consumers prefer and are more affected by positive E-WOM because they suspect that negative E-WOM is likely to come from business competitors (Ong, 2011). Positive WOM enhances the product's popularity, which increases purchases and loyal customers with low price sensitivity (Casalo, Flavian, & Guinaliu, 2008). The consumer will purchase a product if the business has a good reputation and few negative reviews.

Personal communication from friends or relevant acquaintances is a solid form of communication, and marketers can try to plan promotion by promoting Electronic Word of Mouth (E-WOM), such as by asking a friend to join a health club meanwhile the information bearer can get free two-months membership (Peter & Olson, 2009).

4.3.2. The Effect of Price Perception on Purchase Decision

Price perception is how consumers fully understand and give deep meaning to the price (Peter & Olson, 2009). Purchase decisions are based on how consumers view the price and the actual price right now—not the price the marketer stated. The internet has changed the way consumers and businesses interact. Consumers can directly compare prices from thousands of vendors, check prices, quote them, and even get products for free. Purchase decisions are based on how consumers view the price and what they consider the actual price right now—not the price the marketer stated (Kotler & Keller, 2016).

Peter & Olson (2009) also explained that in the cognitive process of price information, consumers compare the price stated and the prices or price range they have in mind for the product. The price in mind to compare is called the internal reference price, which serves as a guide to evaluate whether the price stated can be accepted. This knowledge is then compared to other products' prices, causing purchases.

Dodds and Monroe (1985) also showed that price is the ultimate indicator of product quality, and the name brand reinforced the effect of price-quality trust. Quality perception will be compared or exchanged for the perceived financial sacrifice to form perceived value. The product's price is used as a reference to compare the price differences of similar products. A higher reference price than a lower selling price indicates a "deal" and reinforces positive transaction value or reduced perceived sacrifice or loss (the price generally paid for the product).

More specifically, consumer use price not only as a measure of sacrifice—that is, the extent to which consumers reflect on the amount they will "give" by paying a monetary price for a product, but also as an indicator of product or service quality (Monroe, 2012). In parallel with Akdogan (2021), price is a vital quality indicator when a consumer does not have enough information regarding the quality of a product quality or when the price is the only available lead. Price perception affects purchase decisions because the price of the product offered is considered affordable by consumers with good product quality (Umbola, Mawuntu, and Potolau, 2019).

4.3.3. The Effect of Electronic Word of Mouth and Price Perception on Purchase Decision

According to Kotler and Armstrong (2017), consumer purchases are affected by cultural, social, personal, and psychological factors. Electronic Word of Mouth (E-WOM) and price perception are the factors affecting a purchase decision. E-WOM has become essential for consumers to share their opinions and is considered more effective than WOM because of its broader range and accessibility (Jalilyand & Samiei, 2012). Through E-WOM, respondents can find others' experiences regarding a product of Point Coffe through social networking, such as review sites, discussion forums, and social media.

Social networking provides information regarding the advantages and disadvantages of Point Coffee's products and the price of Point Coffee's products that are accessible to everyone. Various product information and reviews received by the respondents construct positive price perceptions toward Point Coffee's products, creating strong tendencies to buy Point Coffee's products. The information above parallels with previous research by Jodi (2021) that showed that E-WOM and price perception simultaneously affect purchase decisions.

Based on the results, it can be understood that Electronic Word of Mouth (E-WOM) dan price perception simultaneously affect purchase decisions. Therefore, the alternative hypothesis that Electronic Word of Mouth and price perception simultaneously affect purchase decisions is accepted.

V. CONCLUSION

Based on the research analysis results, the conclusions are: (1) Electronic Word of Mouth positively affects the purchase decision of Point Coffee's products; (2) Price perception positively affects the purchase decision of Point Coffee's products; (3) Electronic Word of Mouth and price perception simultaneously affect the purchase decisions of Point Coffee's products; (4) As many as 191 respondents (47,75%) have strong tendencies to decide to purchase Point Coffee's products; (5) Subjects with strong tendencies to decide to buy Point Coffee products dominated by Generation Z with 152 respondents (38%); (6) As many as 289 subjects (72,25%) receive positive E-WOM regarding Point Coffee's products; (7) As many as 284 respondents (71%) have positive price perceptions regarding Point Coffee's products.

Suggestions that researchers can give after examining the problems in this research is to find other factors that can affect Point Coffee outside of Electronic Word of Mouth and price perception. A suggestion for Point Coffee as a business is to provide a platform for consumers to share more experiences and reviews when buying or consuming Point Coffee's products. It is advisable to consistently increase the content containing Point Coffee information on social media.

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