ELECTRONIC WORD OF MOUTH (E-WOM) , CELEBRITY ENDORSEMENT AND LIFESTYLE IN THE INTEREST OF BUYING ONLINE SHOP PRODUCTS.docx

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ABSTRACT

This research is motivated by the rise of what is known as Internet Commerce or Electronic Commerce (e-Commerce). From an entrepreneurial point of view, this is an opportunity for him to expand his business by establishing an online shop that is integrated into several markets. Electronic word-of-mouth (EWOM) contains letters of recommendation from the person who purchased the product. Others, such as celebrity supporters and student life, want to use the product. The purpose of this study is to show how these aspects affect buying motivation.

The method of this study uses a quantitative approach by describing multiple regression. The sampling method used is a non-probability sample, considering that not all populations can be sampled. The sample obtained consisted of 200 students.

Based on data analysis, we can conclude that there is a significant impact of EWOM on the buying interest of online shop products, a significant impact of celebrities on the buying interest of online products, and a significant lifestyle impact there. increase. Interest in purchasing online shop products affects EWOM, Celebrity Endorse. And lifestyle at the same time interest in buying online shop products.

Keywords_ Electronic Word Of Mouth, Celebrity Endorsment, Lifestlye, Buying Interest

INTRODUCTION

The development of information technology is increasingly progressing day by day. Almost all activities carried out by humans are related to information technology, namely by involving the internet. This is also very influential on existing economic activities, namely about trade by utilizing internet media in trading which is called e-commerce.

E-commerce is an opportunity for the community, especially for business people to find more consumers to sell their products. So that the real step taken by business people is to create an online shop or commonly called an online shop. The existence of an online shop also makes it easy for people as consumers to find information about products that are in accordance with what they need. One way of marketing that can influence consumer interest in buying a product is the existence of E-Wom. Electronic Word of Mouth (e-wom) is one of the messages that consumers describe about a product, which is about the suitability of the product with the image or the quality and service of an online shop. The indicators used from Bataineh's (2015) study are several determinants of the influence of E-wom on social media which includes Credibility (eWOM), Quality (eWOM), Quantity (eWOM)

According to a survey by Naufal and Sari (2017), ewomm has a positive effect on consumers' interest in purchasing. In addition, a study by Trusov et al (2014) shows that ewomm has a greater impact on purchasing intent than traditional females. In addition it is supported by a study by Rifon and Choi (2012), showing that ewomm communication has a positive impact on purchasing interest.

Buying interest is the ability of a consumer to buy a product. In the producer phase, which determines the willingness to buy when purchasing a product or service provided, we look at the AIDA concept or model developed by Kotler and Keller (2012: 568): attention, interest, desire, behavior. can do. According to Ferdinand (2006) of Sulistyari (2012: 22), purchase interest can be identified by indicators: transaction interest, reference interest, preference interest, and exploration interest.

Buying interest is the ability of consumers to buy a product so promotion is a way that can be used, namely with the support of endorsed celebrities or influencers who become idols among millennials. Research from Apejoye (2013) states that celebrity endorsements to support marketing offers are considered to increase consumer purchase interest. "Celebrity support for a brand is able to position the product in the minds of consumers which is an important stage in the decision making process" (Martey & Frempong, 2014). According to Sonwalkar et al (2011), celebrity endorsement is a form of communication in which a celebrity appears as a spokesperson for a particular product or brand. The spoken language, and sometimes even the charisma of a celebrity, can stop someone and get attention. "The use of distinctive and prominent supporter communicators can affect positive attitudes and consumer reactions to these products, so consumers take them into account in the purchasing process and subconsciously. It is expected to have a direct impact on behavior through "(Pradhan et al., 2014); (Rifon & Choi, 2012); (Shafiq & Ziaurrehman, 2011).

The interest in buying occurs with the life styles that occur in various circles, especially among the current millennial generation. With the assumption of the millennial generation that when it doesn't keep up with the times, it won't be said to be contemporary or hits (as the millennial generation). Kotler and Keller (2012: 192), Lifestyle is a person's lifestyle in the world that is expressed in their activities, interests, and opinions. Lifestyle describes the whole of a person in interacting with his environment. Lifestyle also describes the entire pattern of a person acting and interacting in the world and around him. Lifestyles represent the whole person who interacts with their environment. Lifestyle Measurements According to Sumarwan (2011), lifestyle measurements can be performed using psychographics.

It is a lifestyle marketing perspective that recognizes that. According to theory (Kotler, 2011), a person's lifestyle is a person's lifestyle in everyday life, expressed by related activities, interests, and opinions. Psychographics are lifestyle measurement tools with quantitative measurements that can be used to analyze very large data. Psychographic means an explanation of consumer psychology. Psychographics are often defined as a measure of AIO (Activity, Interest, Opinion), which is a measure of consumer activity, interest, and opinion.
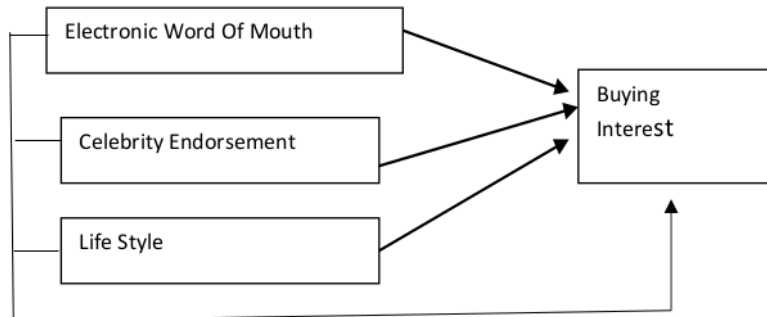
In the picture, it can be seen that there are 3 variables. Electronic Word of Mouth variable as X1, Celebrity Endorsement variable as X2 and Lifestyle variable as X3. Meanwhile, purchase intention as variable Y. The relationship between these variables is indicated by the existence of hypotheses, namely Electronic Word of Mouth has a significant effect on purchase intention, Celebrity Endorsement has a significant effect on purchase intention and lifestyle has a significant effect on purchase intention. Then the three variables X influence simultaneously or simultaneously on variable Y, namely buying interest.

METHODOLOGY

This research approach is a quantitative approach by describing some linear regressions. That is, there are independent variables and dependent variables. The independent variables in this study are females, celebrities, and lifestyles, and the dependent variable is the purchase interest rate (Y). The three variables X1, X2, and X3 are analyzed for the effect of each of these independent variables on the dependent variable (Y). The analysis then analyzed the two independent variables and continued to analyze the two independent variables together.

The population of this study was Surabaya students. The sampling method used is a non-probability sample, considering that not all populations can be sampled. The sampling method is based on the criteria of students following or following a fashion account in an online shop, and is performed with a targeted sampling method. Therefore, the sample taken is 200 students.

The data collection method used in this study was the first interview the student was asked before being given a questionnaire containing questions or statements about the four variables. In addition, one or more questionnaires are used to collect primary data about these variables.

This multiple linear regression analysis uses the classical assumption test (Ghozali, 2013) including the normality test, multicollinear test, heteroscedasticity test, and linearity test used in this study. There are two statistical tests used in this study, namely the t test and the F

test. Y). The F test is used to determine whether or not there is an effect of e-wom (X1) celebrity endorse (X2), lifestyle (X3) simultaneously on purchase interest (Y).

RESULTS AND DISCUSSION

Based on the results of the normality test by Kolmogorovsmirnov, the p-value of the residual data is known to be 0.200. Where it is a p-value or Asymp. Since Sig (2tailed) is (0.200)> 0.05, we can conclude that the tested data are normally distributed and the normality assumption is satisfied. Variable tolerances are known to be greater than 0.10 and VIF values less than 10. Therefore, this indicates that the regression model does not have multicollinearity. Therefore, the regression model is free of multicollinearity issues or there is a correlation between the independent variables. In the heterokedastity test using Spearman's rank correlation test, Sig. The (both sides) value, the absorption as the Y value of the electronic word-of-mouth (X1) variable was 0.544, and the value of Celebrity Endorse (X2) was obtained. 0.752 and lifestyle (X3) 0.850, which is greater than 0.05. From this we can conclude that the regression model has no non-uniform variance. The linearity test shows that the significance value of the linearity of the variable X1 is 0.017 and the significance value of the variables X2 and X3 is 0.000 respectively. This means that the significance value is less than 0.05. This means that the variables X1, X2, and X3 are linearly related to the variable Y.

Based on the significance test performed, the regression equation model can be written in the form of several linear regression equations as follows:

$$Y = 3.785 + 0.101 X1 + 0.104X2 + 0.319 X3 + ei.$$

Based on the first hypothesis test, the regression coefficient value for variable electron word-of-mouth (X1) is 0.101. This suggests that there is a direct impact on electronic reviews of online shop financial literacy buying interests on impulse buying behavior. When learning about financial literacy, it means that the higher the stated E-Wom, the more buying interest.

Based on the second hypothesis test, the regression coefficient value for the celebrity recommendation variable (X2) is 0.104, which is a one-way effect between the celebrity recommendation (X2) and the online shop willingness to buy (Y). Is shown. If product knowledge increases in units of direction, this leads to an increase of 0.104 in interest in purchasing online shop products and is considered removed by 0 or other variables. This means that the impact of celebrity support can motivate consumers to buy.

Based on the third hypothesis test, the regression coefficient value for the lifestyle variable (X3) is 0.319, a one-way effect between lifestyle (X3) and interest in buying online shop products (Y). is showing. If the lifestyle increases by one-way units, this leads to an increase of 0.319 in interest in buying online store products and is considered removed by 0 or other variables. This means that lifestyle has a significant impact on consumers buying interest.

Based on the fourth hypothesis test, the value of electronic word-of-mouth has a positive and significant impact on online shop buying motivation. This is shown by the t-test of the partial hypothesis test between the X1 (EWom) variables, showing the t-count (2.134)> t-table (1.971). This means that the test variable X1 (EWom) affects Y (purchase interest rate). Celebrity Endorse has a positive and important impact on your willingness to buy online. This is shown from the t-test (recommended by a celebrity) of the partial hypothesis test between X2 variables, showing the t-count (3,020)> t-table (1,971). This means that the test variable X2 (celebrity endorsement) affects Y (purchase interest rate). Lifestyle has a positive and significant impact on your interest in buying online. This is shown by the t-test of the partial hypothesis test between X3 (lifestyle) variables, showing the t-count (7,238)> t-table (1,971). In other words, the test variable X3 (lifestyle) affects Y (buying interest).

The complete t-test results that have been stated above can be seen in the table below as follows:

Tabel 1. T-test result

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.785	1.546		2.448	.015
	Electronic Word Of Mouth	.101	.048	.128	2.134	.034
	Celebrity Endorse	.104	.034	.185	3.020	.003
	Gaya Hidup	.319	.044	.447	7.238	.000
a. Dependent Variable: Minat Beli						

Coefficients^a

Sumber : Prosecced Data (2020)

Based on the fourth hypothesis test, the results of the f-test show that the calculated f-number is 21.704, while the f-table is 2.42. Then at a significance of 0.000. These results show that the calculated f-number> f-table and the significance value is less than 0.050. From this, we can conclude that EWom (X1), Celebrity Endorse (X2) and Lifestyle (X3) influence the purchase motivation (Y) of online shop products simultaneously or jointly.

The complete F test results that have been stated above can be seen in the table below as follows:

Tabel 2. Uji F

F value	F$_{table}$	Significance
27,732	2,42	0,000

Sumber : Processed Data, (2020)

CONCLUSION

Based on the research results, it can be concluded that:

1. Electronic Word Of Mouth partially has a significant effect on buying interest in online shop products. From these results it can be concluded that when the effect of word of mouth marketing is high, it will affect the interest in buying online shop products.
2. Partially Celebrity Endorse has a significant effect on buying interest in online shop products. From these results it can be concluded that when using celebrity figures who are trending will influence the interest in buying online shop products.
3. Lifestyle has a significant effect on buying interest in online shop products. From these results it can be concluded that when the student's lifestyle is high, children eat creates buying interest to buy online shop products.
4. There is a significant influence on electronic word of mouth, celebrity endorse and lifestyle on the interest in buying online shop products. This is because students are interested in buying if the three aspects, namely electronic word of mouth, celebrity endorse and lifestyle, can support them together.

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