

Impact Of Brand Engagement And Ewom On Consumer Purchase Intention: The Moderating Role Of Income

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Abstract

Most previous studies have placed brand engagement and eWOM as mediating variables or moderation variables, while other existing studies that have placed brand engagement and eWOM as independent variables have no revenue as moderation variables. This study aims to investigate the influence of brand engagement and electronic word of mouth (eWOM) on purchase intent, with revenue as a very important moderation variable in the digital era. Brand engagement and eWOM have an important role in influencing purchasing decisions, especially among students of the Faculty of Economics, University of Jakarta who are active users of social media. This study uses a quantitative method through an online survey that is taken randomly (random sampling) from the student population to collect the necessary data. An online survey conducted to look for the relationship between brand engagement, eWOM, and purchase intent, to see whether income serves as a moderation factor affecting relationships

Keywords: brand engagement; electronic Word of Mouth; revenue; purchase intention; income; social media.

1. Introduce

Indonesia ranks third in the number of social media user accounts in the Asia-Pacific region as of January 2024 (Statista a, 2024). Around 224 million people access the internet in Indonesia (Statista b, 2022). The number of Indonesian internet users seems to be in line with the fact that Indonesia is the fourth most populous country in the world (Luthfia et al., 2020). In addition, Indonesia's internet usage is supported by the affordability and availability of widespread mobile device use (Lubis & Febrianty, 2018), plus government-supported internet expansion. More specifically, as on the TikTok platform alone, Indonesia became the largest country in Tiktok Audience in July 2024 (Statista c, 2024), with 7.8 as the average number of social platforms used every month (Meltwater, 2024). The constant and rapid use of social media has skyrocketed in recent decades including in Indonesia (Vidyanata, n.d.). Due to the increasing number of internet users in the Indonesia

Given the number of internet usage Indonesia is one of the countries with the largest internet users among the Pacific-Asian countries, it is important to find the important factors that drive purchase intent in a successful social media campaign on social media such as TikTok. In terms of consumer purchase intent goals, Meliawati et al. (2023) stated that social media marketing and product displays on social media encourage consumer purchase intention. while Nakayama et al (2023) in their findings found that it is consumer engagement that influences purchase intent mediated by online trust. Deep in Kosovo, Emini & Zeqiri, (2021) have found that brand engagement fully mediates social media marketing and purchase intent, while brand awareness does not play a mediating role in purchase intent. Furthermore, eWOM significantly influences consumer intent to purchase products in Northern Cyprus (Alrwashdeh et al., 2019). Anubha (2021).

The eWOM variable and brand engagement are the most recurring variables that influence purchase intent, but most of the available research was conducted in different countries or did not specifically include the role of revenue mediation among audiences on the TikTok platform. Considering cultural differences between countries and possible revenue effects, this study titled "The Impact of Brand Engagement and eWOM on Consumers Purchase Intention: The Mediating Role of Income" is proposed to close the current research gap, given that Witek-Hajduk et al (2021) in their findings, stated that revenue can moderate the impact of various factors, such as brand type and country of origin effect on consumer purchase intent. for further supporting facts García-Salirrosas et al. (2021). Their study underscores the importance of income as a determinant of purchasing behavior in cross-cultural settings, revealing that economic factors are crucial

2. Literature Review

2.1 Brand Engagement

Based on the theory of social exchange (Blau, 1964) and cost-advantaged analysis, brand engagement is a multidimensional construction (Verma, P., 2020; Osei-Frimpong & McLeanb, 2018). s "motivational and will-driven investment of operant resources (including cognitive, emotional, behavioral, and social knowledge/skills), and operant resources (e.g. equipment) in their interactions with brands." Hollebeek et al. (2019, p. 166), or in other words it can be said that brand engagement is a customer's investment in cognitive, emotional, and behavioral in their interactions with the brand.

Many existing studies have shown the results of brand engagement. Kumar et. AL (2021) states that engagement between visitors and brands in online brand communities tends to lead to more purchase intent among visitors driven by a sense of community, psychological ownership, frequency of engagement, brand affinity, and community contribution. This finding was supported by Khan et . al (2020) in his research findings that

H1: Brand Engagement has a significant positive influence on Purchase Intention without being moderated by revenue

2.2 Electronic Word of Mouth

eWOM is a digital word-of-mouth consisting of comments, ratings, reviews, testimonial content. Rosario, de Valck, and Sotgiu (2020) expressed their opinion on the three stages of eWOM, namely creation, exposure, and evaluation. technological enhancements allow customers to interact with each other in virtual spaces (Litvin, Goldsmith, & Pan, 2008, resulting in higher credibility on eWOM than traditional media among internet users (Cheung & Thadani, 2012). Therefore, companies and brands should focus on building a positive eWOM among customers because positive eWOM also produces positive outcomes, This is shown in the findings of Shankar, Jebarajakirthy, & Ashaduzzaman (2020) that positive eWOM was found to increase the adoption of mobile banking in emerging markets.

The indicators used to measure eWOM consist of volume, valence, source credibility, and homophylity. In addition, Han and Kim (2021) in their findings that eWOM measurement indicators include eWOM volume, Valence, and source credibility which are also supported by Ali and Cai (2022) who stated that eWOM quantity, eWOM quality, eWOM valence and perceived credibility as eWOM measurement indicators. For further research, Pour and Lotfiyan (2020) in their research that provided the eWOM framework stated that there are three main indicators of eWOM measurement consisting of individual factors, organizational factors, and environmental factors.

H2: eWOM has a significant positive influence on Purchase Intention, without being moderated by INCOME

2.3 Outcome

Warner & Hoffmeyer-Zlotnik, (2003) defines income as the receipt of economically active units such as people, communities, and cooperatives, within a specific period of time (days, weeks, months, years) consisting of regular or irregular income, temporal or seasonal. Monthly wages from employment, and business returns from property assets are included, also including capital as well as public or private transfers. In terms of income classification, the Central Statistics Agency (BPS) divides income into 4 categorizations, namely Low-Income with the amount of money received by economically active individuals (people) per month below Rp 1,500,000, Economically active individuals (people) with the amount of money received per month ranging from Rp 1,500,000 to Rp 2,500,000, Upper Middle Income with the amount of money received by economically active individuals (people) per month is around IDR 2,500,000 to IDR 3,500,000, and the last one is High Income with the amount of money received by individuals per month starting from IDR 3,500,000 and above.

H3a: INCOME has a moderating role between Brand Engagement and Purchase Intention, in the form of a significant positive influence

H3b: INCOME has a moderating role between eWOM and Purchase Intention, in the form of a significant positive influence

2.4 Purchase Intention

Purchase intent is how to motivate consumers to take purchase-related actions. Providing various offers also encourages consumers to have the intention to buy (Trianasari, 2023). Choedon and Lee (2020) also said that purchase intention can be interpreted as the possibility and desire of consumers to buy the recommended product after using social media. Purchase intention develops from consumer perception of products/services from colleagues or social media cues (Binwani and Ho, 2019).

After compiling the research instrument, the next step is to distribute the questionnaire form online through social media. After obtaining the number of samples, the data was analyzed using SEM PLS using the help of smart pls 3.0.

3. Materials and Methodology

This study uses a quantitative research approach to analyze the effects of brand engagement, and eWOM, on the development of local brands with revenue treated as a moderation variable. The study focuses on social media in general because each platform has its own way of engaging brands, types of eWOM, and their own impact on purchase intent among internet users. Data collection will be carried out through an online survey which will be distributed online. After the data is obtained, the analysis is carried out using the PLS-SEM method, and bootstrapping with the help of SmartPLS 4.0 software to measure the validity of the data obtained and analyze the relationship between the variables of the data.

3.1 Research Design

Distributed between October 2024 and November 2024, using a random sampling method in the student population of the Faculty of Economics, University of Jakarta, who have interacted with brands on social media at least once in the last three months. This sampling method ensures that the data collected is directly relevant to the research objectives, focusing on individuals who are actively engaging with online brands and are also exposed to eWOM on social media. Using the Likert scale as a Questionnaire was compiled to capture insights into respondents' perceptions of their personal experiences engaging in interactions with brands, as well as their exposure to eWOM while surfing through social media. The online questionnaire was distributed using social media networks and online messaging applications.

3.2 Data analysis

After getting data from respondents who participated in filling out an online questionnaire that had been distributed. Data analysis is carried out by focusing on several analysis standards recognized by academics around the world to measure the level of validity of data, and to find out the relationship between the variables to be researched

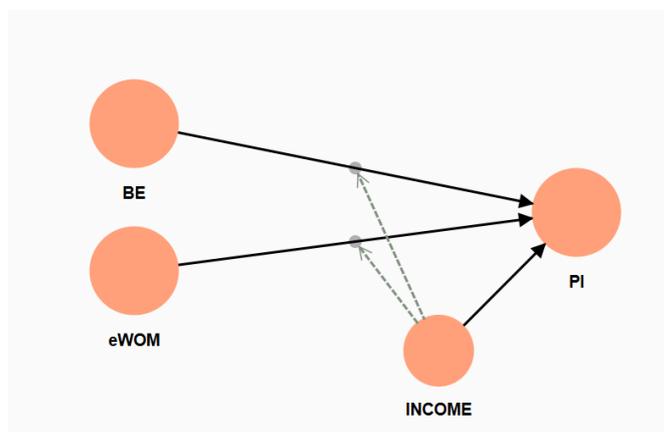


Figure 1. Research Model

4. Research result

There are 3 stages in the measurement model, and the first is to analyze the internal consistency. Second, evaluation of construction validity. Next, the final step is to determine the validity of the discrimination. Internal consistency values are obtained by assessing Cronbach alpha (CA) and Composite Reliability (CR) values, as shown in Table 2. The recommended value to meet good reliability is above 0.7. A Cronbach alpha value between 0.7 and 0.9 indicates acceptable internal consistency, while a value above 0.9 can indicate redundancy between items, which can be an indication of excessive reliability. Similarly, Composite Reliability, must exceed 0.7 to indicate strong reliability, with a value close to 0.8 or higher being ideal. After passing the internal consistency analysis, the Path Coefficient analysis will be carried out to further research the relationship between independent variables and dependent variables, as well as to as well as looking at the possible role of moderation by revenue.

The survey results showed that the respondents who participated in this study were dominated by women with a total of 58.62%, while respondents with a male gender amounted to 41.38% of the total respondents who participated. This shows that the percentage of respondents participating in this study is almost evenly divided between men and women who have a place of residence in the city of Jakarta with an almost even distribution Central Jakarta: 17.24%, West Jakarta: 20.69%, South Jakarta: 24.14%, East Jakarta: 34.48%, North Jakarta: 3.45%.

The accuracy of convergence has been demonstrated by measurement models because the extracted mean Variance [AVE] for each factor is greater than 0.5 (Fornell & Larker, 1981). Furthermore, the research model used has been tested for validity by showing a Cronbach Alpha value of > 0.5 in each variable.

Tabel 1. Reability and Convergent Validity

	CA	CR (rho_a)	CR(rho_c)	AVE
EB	0.886	0.897	0.910	0.592
Ewom	0.716	0.729	0.822	0.537
PI	0.679	0.749	0.857	0.751

Tabel 2. Fornell-larcker Criterion

	x	x2	y	z
x	0.769			
x2	0.509	0.733		
y	0.449	0.616	0.867	
z	0.334	0.226	0.177	1.000

Tabel 3. Cross Loading

	x1.i1.q1	x1.i2.q1	x1.i3.q2	x1.i4.q1	x1.i4.q2	x1.i5.q1	x1.i5.q2	x2.i1.q1	x2.i2.q3	x2.i4.q1	x2.i5.q1	y1.i2	y1.i3	z1.1	z x x2	z x x
x	0.819	0.657	0.821	0.759	0.741	0.777	0.797	0.414	0.345	0.382	0.351	0.454	0.304	0.334	-0.002	-0.123
x2	0.474	0.149	0.352	0.453	0.429	0.417	0.333	0.711	0.656	0.793	0.763	0.618	0.421	0.226	-0.385	-0.002
y	0.420	0.115	0.372	0.318	0.375	0.325	0.348	0.481	0.304	0.525	0.449	0.918	0.812	0.177	-0.240	-0.043
z	0.407	0.259	0.193	0.316	0.237	0.256	0.138	0.201	0.098	0.161	0.185	0.155	0.153	1.000	-0.029	0.096
z x x	-0.006	-0.110	-0.084	-0.171	-0.148	-0.063	-0.118	0.027	0.124	-0.035	-0.080	-0.024	-0.058	0.096	0.579	1.000
z x x2	0.020	0.110	0.005	-0.138	-0.015	-0.004	0.070	-0.242	-0.124	-0.323	-0.393	-0.272	-0.119	-0.029	1.000	0.579

Furthermore, based on the results of the Path Coefficient analysis in table 5 between the existing variables, the results show that EB represented by label X has a significant positive influence on the PI variable represented by Y, but the INCOME moderation variable represented by label Z, does not have a strong enough moderation influence, so H3a is rejected and H1 is accepted. Furthermore, the eWOM represented by the X2 label had a significant positive influence on the PI variable represented by the Y label, but there was no mediating role that had a significant effect on this relationship so that H3b was rejected and H2 was accepted.

Tabel 4. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
x1 -> y	0.271	0.242	0.130	2.089	0.037
x2 -> y	0.418	0.406	0.119	3.523	0.000
z -> y	-0.018	0.009	0.110	0.162	0.871
z x x2 -> y	-0.008	-0.029	0.129	0.063	0.950
z x x1 -> y	0.065	0.027	0.142	0.460	0.645

5. Conclusion and Discussion

Given the rapid development of technology, marketing activities have also changed. The marketing strategy used previously must be adjusted to the conditions of the times and technology. In the digital era like now, consumer behavior in making purchases has also changed along with the factors behind the purchase decision. This research is carried out to be able to contribute to society, brands, companies, and also fill existing scientific gaps. From the results of this study, it can be concluded that brand involvement with consumers has a significant influence on purchase decisions by consumers, besides that the electronic Word of Mouth also has a significant positive influence on consumer purchase decisions, but the results of this study show that in these significant positive relationships, revenue does not fulfill the role of moderator that strengthens or weakens variable.

This research was conducted on the student population of the Faculty of Economics, State University of Jakarta, with the main role as students. Therefore, there are many research gaps that can be further researched with different populations. And of course, the culture and

also the norms that apply in Indonesia as a country where this research is carried out are different from other countries which causes the need for further research with different populations, places, and times.

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