

THE INFLUENCES OF E-WOM OF REFERENCE GROUP AND INSTAGRAM INFLUENCER TOWARD WARDAH AND MAYBELLINE BRAND IMAGE**PENGARUH E-WOM DARI KELOMPOK REFERENSI DAN INFLUENCER INSTAGRAM TERHADAP CITRA MEREK WARDAH DAN MAYBELLINE**

By:

Lulu Islami Nur Afifah¹**Frederik G. Worang²****Fitty Valdi Arie³**

¹²³International Business Administration, Management Department
Faculty of Economics and Business
Sam Ratulangi University, Manado

E-mail:

¹luluislami24@gmail.com²frederikworang@gmail.com³fitty_arie@unsrat.ac.id

Abstract: Internet is one of the most critical aspects of this period. The growth of the internet has resulted in the emergence of E-WOM from reference group and Influencer in social media. The review of E-WOM of reference group and influencer can be positive or negative based on the experience. This study aims to analyze and gain a more comprehensive understanding of the influence of E-WOM of reference group and Instagram influencers on the brand image partially and simultaneously. The study was conducted on 100 students of Sam Ratulangi University using quantitative method and Multiple Linear Regression as the analysis tool. The result revealed that E-WOM and Instagram Influencer partially and simultaneously has positive effect on brand image. Therefore, the brands need to consider the reviews of the products from the consumer and influencer.

Keywords: *Electronic word of mouth, reference group, instagram influencer, brand image*

Abstrak: *Internet menjadi salah satu aspek yang paling kritis pada periode ini. Pertumbuhan internet telah menghasilkan munculnya E-WOM dari kelompok referensi dan Influencer dalam social media. Ulasan dari kelompok referensi dan influencer di social media, dapat berisi tentang ulasan yang positif atau negative. Penelitian ini bertujuan untuk menganalisa tentang pengaruhnya E-WOM dari kelompok referensi dan Instagram Influencer pada citra merek. Penelitian dilakukan terhadap 100 mahasiswa Universitas Sam Ratulangi, dengan menggunakan metode kuantitatif dan Regresi Linier Berganda sebagai alat analisis. Hasil penelitian mengungkapkan bahwa E-WOM dan Instagram influencer secara parsial dan simultan memiliki pengaruh positif terhadap citra merek. Oleh karena itu, Perusahaan merek Wardah dan Maybelline perlu mempertimbangkan ulasan produk dari konsumen dan influencer.*

Kata Kunci: *Elektronik word of mouth, influencer Instagram, citra merek*

INTRODUCTION

Research Background

In this era, globalization and technology are massively changed. The ease of accessing information and transportation makes the internet user are increased over time. The internet activity most favored by Indonesian internet users is social media. Social media ultimately has a very significant influence on changes in social habits, the ease of communication also provides flexibility for society to know other people's opinions on an issue and trend among them on their common interest. It is proven that social media has become a mass media that can gather public opinions on an issue and influence consumer habits. Among other social media platforms, Instagram is known as favorable social media with the huge users and as the best place for spread information.

The growth of the internet has resulted in the emergence of Electronic Word of Mouth. According to Thureau-Hennig (2004), E-Word of Mouth is a positive or negative statement based on the opinions of consumers that can be accessed by a large audience through the internet and social media. People who provide information is also believed to have an influence on the customer perception. In this case, such as reference groups, which including families, friends, and the role social status of consumers who are tend to be more trusted for give the information. In fact, consumers trust the opinions of those who have used the product more than advertising and promotional media launched by companies. The term "social media influencer" refers third party of the brand company and customer who deliver information and has ability to create information that customer needed by using effective and attractive way, who also generally has expertise in their respective parts. The more expertise that influencer had, it will build their credibility as influencer in the perception of audience about the product review. This is reflecting to Solomon (2017) stated that social media influencers influenced the perceptions of consumers towards the product.

A brand image is a set of product information that is entrenched in the customer's memory and influences their perceptions of the product (Keller, 2013). Wardah and Maybelline are famous brands in Indonesia that also known has good quality with the affordable price and also easy to get. With the digital revolution that has affected all aspects of our lives, the customer tends to prefer the information by E-WOM of reference group and Influencers as in their perception, both of reference group and influencer has credibility to give the information from their review by including their expertise and experience based on knowledge than just the commercial ads.

Based on the background above, the author's interest to conduct research on students of the Faculty of Economics and Business, Sam Ratulangi University, regarding the influence of E-WOM of reference group and Instagram influencer toward Wardah and Maybelline brand image. This study aims to find out whether E-WOM from reference group and Instagram Influencer, influence the brand image of Wardah and Maybelline in the audience's perception partially and simultaneously.

Research objectives

1. To identify the effect of Electronic Word of Mouth and Instagram Influencer on brand image of Wardah and Maybelline cosmetic simultaneously
2. To identify the effect of Electronic Word of Mouth on the Brand Image of Wardah and Maybelline partially
3. To identify the effect of Instagram Influencer on the Brand Image of Wardah and Maybelline partially

THEORITICAL FRAMEWORK

Marketing Communication

According to Kotler and Keller (2015), marketing communications are tools used by companies to inform, convince, and remind customers about the products and brands they sell, either directly or indirectly. Marketing communications also perform by demonstrating to customers how and why a product is used, as well as who uses it, where it is used, and when it is used. Consumers may discover who makes the product and what the business and brand stand for, which could encourage them to try it or use it.

Electronic Word of Mouth

Kotler and Armstrong (2013) defined WOM as the influence of friends' statements and recommendations on individuals/individuals trusted, acquaintances, and other customers' purchasing behavior. Dellarocas and Narayan (2006) examined the motivations for e-WOM communication from the viewpoint of public good,

emphasizing that a large number of online posts would encourage individuals to share their consumption experiences with others, benefiting the entire society.

Reference Group

According to Schiffman and Kanuk (2000), Reference group is any person or group that provides as a point of comparison or reference for an individual in creating general or specific values, attitudes, or specific guidelines for behavior. From a marketing perspective known as individuals who use reference groups as frames of reference in determining purchase or consumption decisions.

Influencer

According to Bruns (2018), Influencers are activists who are well-connected, influential, powerful in their minds, and set trends for their followers. Social media influencers referred as individuals who are considered opinion leaders on social media sites in a specific area of interest, such as beauty, food, lifestyle, or fashion. According to Hutapea (2016), Beauty influencers are individuals with knowledge or a specialization in the field of beauty who share details about items they've used and their own personal experiences with them.

Brand Image

According to Kotler (2007), brand image refers to consumers' perceptions and beliefs, such as associations formed in their minds. As a consequence, the brand logo is a set of brand values. According to Chien-Hsiung (2011), Customers assume the quality of products based on the brand image, which further unsettles their purchase behavior. Meaning, if the brand has experienced an increase in the purchase of their products, it makes a profit gain to the organization.

Previous Research

Atika Hermanda, Ujang Sumarwan, and Netti Tinaprillia (2019) aimed to discover how social media influencers influenced the brand image, self-concept and the purchase intention of cosmetic consumers. The research would implement the cross sectional design, with the data gathered through online questionnaires shared in social media accounts. The samples would be gathered using the convenience sampling technique, with respondents up to 219 people. The research implemented the purchase intention as the endogenous variable and social media influencers as the exogenous variable, as well as brand image and self-concept as the intervening variable. The analysis method that would be implemented was the Structural Equation Modeling (SEM), using the SmartPLS software. The research resulted in the significant negative influence of both social media influencer and self concept towards the purchase intention, in contrast with the brand image which had a significant positive effect.

Leonardus WW Mihardjo, Sasmoko, Firdaus Alamsjah, and Elidjen Djap (2019) aimed at assessing the role of digital leadership, whether it directly or indirectly influences the customer experience orientation in developing business model innovation. This study was conducted through survey to 88 senior leader respondents from Indonesia telecommunication firms, in which Smart-PLS application was used to analyze the data. The result show that digital leadership had direct and indirect impacts on customer experience orientation in developing business model innovation.

Shiya Azi Sugiharto and Maulana Rezi Ramadhana (2018) aimed to determine the effect of influencer credibility on attitudes on the Maybelline brand. In addition, this study also aims to determine the credibility factors of influencers that most influence attitudes on the Maybelline brand. This research uses descriptive correlational method using a quantitative approach. This study used a simple linear regression method because there is one independent variable and one dependent variable. The population in this study were female students of the Telkom University Faculty of Communication and Business who had watched and or followed a video made by Tasya Farasya regarding Maybelline products. The number of samples used in this study were 100 respondents. In this study has a positive effect between the variable credibility of influencer (X) on the attitude variable on the brand (Y) on the Maybelline brand. This is evidenced by hypothesis testing using the - t test. The data produces that the value $t_{\text{count}} (7.334) > t_{\text{table}} (1.984)$. The credibility factor of influencers that most influences attitudes towards brand is attractiveness.

Conceptual Framework

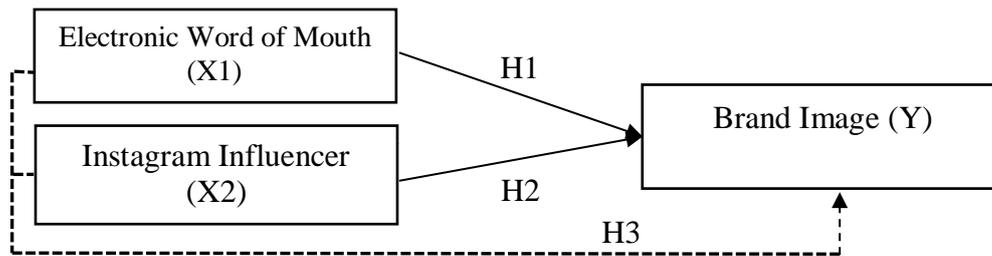


Figure 1. Conceptual Framework

Source: Literature Review (2021)

RESEARCH METHOD

Research Approach

The approach used in this research is quantitative that show the relationship between variables. According to Malhotra (2010), Quantitative research is a method of investigation that aims to measure data by use of statistical analysis.

Population, Sample Size, and Sampling Technique

The undergraduate student in the Sam Ratulangi University is the population in this study. The sample size is determined by using the formula of Rao (2006) Based on the calculation, the sample size that will be used in this research is 100 respondents. The sampling technique of this research is purposive sampling which needs the researcher's judgment to choose the criteria that will enable to answer the research questions and the research objectives. The criteria of the sample of this study are the students in Sam Ratulangi University, especially the student who had experience using Wardah and Maybelline.

Data Collection Method

In order to obtain the necessary primary data, the technique used in this study is distributed questionnaires. According to Sugiyono (2008), a questionnaire is a data gathering technique in which the respondent is asked to answer a series of questions or written inquiries. Therefore, the questionnaire instrument must be able to be used to obtain valid and reliable data about the measured variables. In this research, researchers are using a nine-point scale to measure the variables.

Operational Definition of Research Variable

1. Electronic Word of Mouth. Any statement made by customers about a product or brand, which is made available to multitude of people and institution via the internet. (Indicators: Intensity, Valence of Opinion, Content, Visual Cue, and Recommendation Consistency)
2. Instagram Influencer. Individuals who are considered opinion leaders on social media sites in a specific area of interest. (Trustworthiness, Expertise, Attractiveness, and Source Experience)
3. Brand Image. Perception and belief carried out by consumers and often be an initial consideration for consumers. (Indicators: Strength, Uniqueness, and Favorable)

Data Analysis Method

Validity and Reliability Test

According to Ghazali (2018), validity test aims to measures the accuracy between research data and the data occurred as the actual objects of the research. In this case, the measurement data is questionnaires, which would be accurate if the questionnaires could interpret the data collected. According to Ghazali (2018), reliability is a test that shows whether the measuring instruments used in the study have reliability as a measuring instrument, including the consistency of measurement results obtained from time to time, or it can be said that reliability is a test that determines how reliable measurement results are when repeated using the same measuring instrument.

Multiple Regression Analysis Model

This study used multiple linear regression analysis to find out how much the influence of several independent variables have on the dependent variable and can also predict the value of the dependent variable if all the independent variables have known values. Below is the equation:

$$Y = \alpha + b_1X_1 + b_2X_2 + \varepsilon$$

Where:

Y = Brand Image

α = Constant Number

b = Direction Number or Regression Coefficient

X₁ = Electronic Word of Mouth

X₂ = Instagram Influencer

ε = Standard error

RESULT AND DISCUSSION

Result

Validity Test and Reliability test

The validity test of this study is carried out by using Microsoft Excel with the formula of Product Moment Correlation, where the items are valid if r value > r table. The results show that each item of the variable E-WOM (X₁), Instagram influencer (X₂), and brand image (Y) has r value greater than r table with a 5% significance level (0.195). It can be stated that all of the item of the variable is valid. The reliability test of this study is carried out by using SPSS 20 with Cronbach Alpha formula. If the item value of Cronbach Alpha is > 0.6, the data can be stated as reliable or consistent. The results show that the Cronbach's Alpha value of the variable E-WOM (X₁), Instagram influencer (X₂), and brand image (Y) is greater than 0.6. Therefore, it can be declared that the data is reliable.

Classical Assumption Test

Multicollinearity Test

Table 1. Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
EWOM	.389	2.571
Influencer	.389	2.571

Source: Data Processed, 2021

Table 1 shows that the tolerance value of the independent variables is more than 0.100, and the VIF value is below 10.0, so it can be concluded that there is no multicollinearity problem in the regression model. The regression model has no multicollinearity problem if the VIF value is below 10.00 and the tolerance is more than 0.100.

Heteroscedasticity

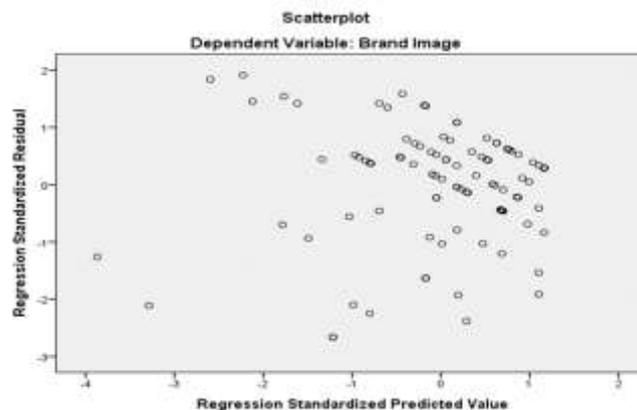


Figure 2. Heteroscedasticity
Source: Data Processed (2021)

Figure 2 shows that the scatterplot spreads and does not form a certain pattern. Therefore, it can be stated that heteroscedasticity does not occur in the parameter coefficient for all independent variables in this study.

Normality Test

According to Gozhali (2018), the data can be stated normally distributed if the points or data are adjacent to the diagonal line. Figure 3 shows that the data are normally distributed because the point or data are adjacent to the diagonal line.

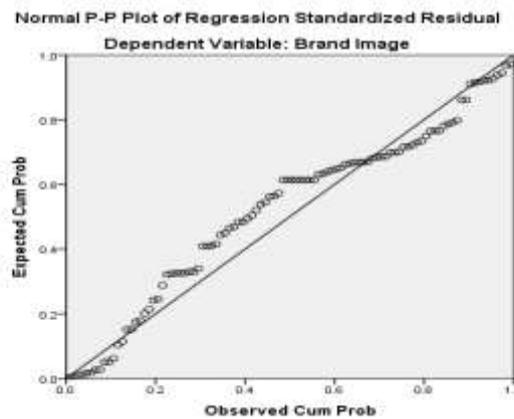


Figure 3. Normality Test
 Source: Data Processed (2021)

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
(Constant)	7.137	2.074			
EWOM	.132	.080	.209	.389	2.571
Influencer	.365	.100	.457	.389	2.571

Source: Data Processed SPSS, 2021

Based on data analysis using SPSS 20, the results of the regression equation are as follows:

$$Y = 7.137 + 0.132X_1 + 0.365X_2 + e$$

From the multiple linear regression equation above, it can be interpreted as follows:

1. The constant value is 7.137 which is positive, meaning that if there is no change in the variable E-WOM (X_1) and Instagram influencer (X_2). The values of X_1 and X_2 are 0 then the brand image is 7.137.
2. The regression coefficient value for E-WOM is 0.132 and it is positive, it means that if variable E-WOM (X_1) changes with the assumption that if the variable Instagram influencer (X_2) is constant, the brand image (Y) increases by 0.132.
3. The regression coefficient value for Instagram influencer is 0.365 and positive means that if the variable Instagram influencer (X_2) changes with the assumption that if the variable E-WOM (X_1) is costly, the brand image (Y) increases by 0.365.

Hypothesis testing

Table 4. Partial Test (t-test Output)

Variable	T _{count}	T _{table}	Description
E-WOM (X_1)	6.804	1.985	Accepted
Influencer (X_2)	7.834	1.985	Accepted

Source: Data Processed, 2021

1. Table 4 shows that the t_{count} of X_1 is $6.804 > t_{\text{table}} = 1.985$ and since the level of significant is lower than 5% (0.05) meaning that H_1 is accepted. The electronic word of mouth variable has a significant positive influence on brand image.
2. Table 4 shows that the t_{count} of X_2 is $7.834 > t_{\text{table}} = 1.985$ and since the level of significant is lower than 5% (0.05) meaning that H_2 is accepted. The influencer variable has a significant positive influence on brand image.

Table 5. Simultaneous Test (f-test Output)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	462.469	2	231.235	32.616	.000 ^b
Residual	687.691	97	7.090		
Total	1150.160	99			

Source: Data Processed, 2021

From table 5 shows the $F_{\text{count}} > F_{\text{table}}$ or $32.616 > 3.09$ and the significant level is $0,000 < 0,05$, it can be concluded the variable E-WOM (X_1), and influencer (X_2) has a positive and significant effect on brand image (Y) simultaneously. It means that H_3 is accepted.

Discussion

Electronic Word of Mouth on Brand Image

The influence of the E-WOM of the online review by reference group through social media on the Wardah and Maybelline cosmetics in the eyes of consumers. Thus, it can influence the brand image. The result show E-WOM variable has a positive effect on brand image of Wardah and Maybelline cosmetics product. The audience agrees that the statement recommendation giving by close friends or families will be more trustworthy. These results support the findings of Setiawan (2014) where e-WOM has an important direct impact on destination image, as well as an indirect effect on satisfaction and loyalty that is mediated by destination image. According to Mihardjo et al. (2019) stated E-WOM of online review by reference group is good and influenced the consumer perception.

Instagram Influencer on Brand Image

Influencer variable using Instagram media is the most influential variable in the brand image of the Wardah and Maybelline cosmetics. It is having t-value higher than the other variable. The trust built by social media influencers with their followers lead to increased consumption of a brand, where the influencers while doing their review most likely to use attractive way to conveying the information of the product. This result agrees with Kadekova & Holiencinova (2018) who stated influencers have the power to influence the buying decisions of others because of their authority, knowledge, position or relationship with their audience. According to Khan and Lodhi (2016) about Influencers' actions give them the ability to affect society because social media users pay attention to what they communicate and do.

Electronic Word of Mouth and Instagram Influencer on Brand Image

The two independent variables (electronic word of mouth and Instagram influencer) together have a positive and significant effect on the dependent variable (brand image). This digital era made the existence of E-WOM from reference group and influencer as third party of brand company and customer. It shows that drastic changes in technology and the extensive use of the internet, which allows consumers to exchange consumption-related advice by engaging in online activities, the way consumers communicate with one another has changed dramatically. It can be said that both independent variables in this research has a positive and has important role in influenced the Brand Image of Wardah and Maybelline also in convincing the customer.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Electronic Word of Mouth partially has a positive and significant effect on brand image of Wardah and Maybelline cosmetics. There is a relationship between E-WOM from reference group and brand image of these brands.

2. Instagram Influencer partially has a positive and significant effect on Brand Image of Wardah and Maybelline cosmetics. There is a relationship between influencer using media Instagram and brand image of these brands.
3. The independent variables which are electronic word of mouth and Instagram influencer, simultaneously have a positive effect on brand image.

Recommendation

Based on the findings obtained in this study, here are some suggestions made as a complement to the research results:

1. Brand companies of Wardah and Maybelline need to consider word of mouth about product by reference group and review product by influencer through Instagram as media to communicate, if they want to produce a product, they have to ensure the quality and quantity of the product itself, as if the product has a bad or negative effect, it will give a negative image of the brand, and lead to negative profit income of the brand.
2. Further researchers can develop this research or simply as a reference by using other method of examining the E-WOM and Instagram Influencer on brand image, either though in-depth interviews with respondents or though questionnaires, so that the information can be more varied.

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