

**ANALYSING THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (EWOM) AND
SOCIAL MEDIA INFLUENCER ON PURCHASE INTENTION FOR CULINARY
BUSINESSES AT FLAMBOYAN STREET MANADO**

**ANALISIS PENGARUH ELECTRONIC WORD OF MOUTH DAN INFLUENCER MEDIA SOSIAL
TERHADAP MINAT BELI PADA BISNIS KULINER DI JALAN FLAMBOYAN MANADO**

By:

Kanaya J. A. Wijaya¹
S. L. H. V. Joyce Lapian²
Maria V. J. Tielung³

¹²³International Business Administration, Management Program

Faculty of Economics and Business
Sam Ratulangi University Manado

Email:

¹kjawijaya@gmail.com

²lapianjoyce@gmail.com

³mariatielung@unsrat.ac.id

Abstract: Social media can be utilized as a cost-effective digitalmarketing method, and can quickly increase the popularity of a business. Through social media, customers can share their experiences in using products/services from a company which are expressed in various forms, including in the form of audio, video, and writing such as comments and reviews from customers to tell the product or service to others by online in order to increase purchase intention. This study aims to analyze the influence of Electronic Word of Mouth (eWOM) and Social Media Influencer on purchase intention in culinary businesses on Flamboyan Street, Manado. The research method used is quantitative with a sample size of 150 Gen Z and Millennials who actively use social media. The data collection method was carried out through a questionnaire with a Likert scale. Data analysis methods include classical assumption testing, multiple linear regression analysis, hypothesis testing using the t test and F test. The research results show that eWOM and influencers have a significant impact on consumer purchasing intention in culinary businesses on Flamboyan Street, Manado.

Keyword: Electronic Word of Mouth (eWOM), Social Media Influencer, Purchase Intention

Abstrak: Media sosial dapat dimanfaatkan sebagai metode pemasaran digital yang hemat biaya, dan dapat dengan cepat meningkatkan popularitas suatu bisnis. Melalui media sosial, pelanggan dapat berbagi pengalamannya dalam menggunakan produk/jasa dari suatu perusahaan yang dituangkan dalam berbagai bentuk, antara lain dalam bentuk audio, video, dan tulisan seperti komentar dan review dari pelanggan untuk menceritakan produk atau jasa tersebut kepada orang lain secara online untuk meningkatkan minat beli. Penelitian ini bertujuan untuk menganalisis pengaruh Electronic Word of Mouth (eWOM) dan Influencer Media Sosial terhadap minat beli pada bisnis kuliner di Jalan Flamboyan Manado. Metode penelitian yang digunakan adalah kuantitatif dengan jumlah sampel sebanyak 150 orang yang terdiri dari Gen Z dan Millenial yang aktif menggunakan media sosial. Metode pengumpulan data dilakukan melalui pembagian kuesioner dengan menggunakan skala likert. Metode analisis data dalam penelitian ini meliputi pengujian asumsi klasik, analisis regresi linier berganda, pengujian hipotesis dengan menggunakan uji T dan uji F. Hasil penelitian menunjukkan bahwa eWOM dan influencer mempunyai pengaruh yang signifikan terhadap niat beli konsumen pada usaha kuliner di Jalan Flamboyan Manado.

Kata Kunci: Electronic Word of Mouth (eWOM), Influencer Media Sosial, Minat Beli

INTRODUCTION

Research Background

Food is a primary human need; food is so necessary for our existence that the search for food has been the main occupation of human beings throughout history. Culinary business, being one of the businesses that most people are involved in. Based on the data that provided by BPS, in 2020-2021 in North Sulawesi, the most popularly industries in Industri Mikro dan Kecil (IMK) are the food and beverage, where there are 26,344 - 35,975

food businesses and 3,948 - 5,177 beverages businesses.

The rapidly change of telecommunications tools have a big impact on society, it started with the development of the telegraph which allowed the transmission of messages over long distances, and evolved to the telephone, radio, and television, and nowadays in the modern era, the internet, smartphone were created, and now networks have even been developed to 5G, so now every individual allowed to connect each other. In a marketing context, social media is seen as a platform where people connect each other, and a place to share information. However, more than that social media also can be utilized as a cost-effective digital marketing method, and can quickly increase the popularity of a business. According to Peters et al., (2013), the specialized nature of social media as "dynamic, interconnected, egalitarian and interactive organisms", has resulted in three major changes in the market, the first change is social media empower companies and clients to do things that were not done in the past, in the past individuals and companies were not free to promote the products or services they offered, but nowadays, the possibility of promoting products or services has grown rapidly due to advances in technology, especially the internet and social media.

Now, individuals and companies can use various online platforms such as websites, social media such as Facebook, Instagram, Tiktok as well as various e-commerce platforms to reach a wider audience at a relatively low cost and also various transportation service platforms such as Gojek and Grab which also facilitate online food sales and provide delivery services, which can make it easier for people to easily carry out purchase transactions. The second change is that the way companies and clients relate to and influence each other has been transformed by social media. Social interactions in which there are "actions", either passive observation or through communication, that impact the consumption choices and behaviors of others, and third proliferating social media data has allowed companies and customers to build better relationship and improve decision-making in business. With increasingly rapid technological developments, can make it easier for entrepreneurs to spread information and allowed promote their products.

Through social media customers can communicate personally, according to Cheung, et al., (2019). Between fellow customers can share their experiences in using products/services from a company which are expressed in various forms, including in the form of audio, video, and writing such as comments and reviews from customers to tell the product or service to others by online. Conversations among customers are a new solution for businesses as it increases brand recognition, brand awareness and brand recall for them and it is known as e-WOM (Electronic Word of Mouth). Hermila et al., (2023) cited Data Indonesia Id that active social media users in Indonesia has reached 167 million people in January 2023, and students are one of the largest groups of social media users, reaching a percentage of 89.7% in the student group, the majority of whom are aged 18-25 years have the highest number compared to other groups (Handikasari, Jusuf, dan Johan, 2018).

For millennial and gen Z, hanging out with friends has become one of the needs and lifestyles of young people in Manado today. The performance of the culinary business in Manado these days is soaring. Along with the growth of coffee shops, one can easily find coffee shop on every corner of Manado City. Many cafes have emerged that have strong brands and are known locally. One of them is in Sario Village, Flamboyan Street, SMA Negeri 1 Manado, and it is not only filled with cafes, but along Flamboyan Street it is also filled with many booths, selling everything from heavy meal to snack, and this is a good business opportunity. With the booming culinary businesses on Flamboyan Street has become evidence. From the background, the researcher is willing to conduct research about Analysis of the Influence of Electronic Word of Mouth (eWOM) and Influencer on Purchase Intention for Culinary Businesses at Flamboyan Street Manado.

Research Objectives

1. Analyze the influence of e-WOM on customer Purchase Intention.
2. Analyze the influence of Influencer on customer Purchase Intention.
3. Analyze the influence of e-WOM and Influencer on customer Purchase Intention.

THEORITICAL FRAMEWORK

Social Media Marketing

Basically, social media is internet-based innovation that gives room for conversation. Social media also has two interrelated functions in terms of advertising. The first is social media permits businesses to make a communication to other clients. And the second, customers can use social media in order to connect with other customers (Cheung, Pires, and Rosenberger, 2019). Perception social media could be a place to exchange news

about products within shape of content, pictures also video between the company and the customer, even between fellow customers (Kotler and Keller, 2016).

Electronic Word of Mouth (eWOM)

E-WOM is a viral marketing that utilises the internet, which is used by creating news effects to support business and marketing goals, which are expressed in various forms, including in the form of audio, video, and writing such as comments and reviews from customers to tell the product or service to others by online (Kotler and Keller, 2016).

Social Media Influencer

Influencers are social network users who have become popular on one of the platforms, so they have a lot of followers on social media. Influencers create their profiles or identities on social media that are attractive and engaging so that they have the power to communicate their choices and have the ability to influence their followers. For this significant influence, influencers regularly sponsor or join other influencers to promote products/services. (Van Reijmersdal and Van Dam, 2020).

Purchase Intention

Purchase intention is the wants and needs of the consumer in buying the product or service. With aim of definition, purchasing intention has another dimension, namely consumers decide to buy a product after evaluation (Younus, Rasheed, and Zia, 2015).

Previous Studies

Hamdani and Maulani (2018) aimed to find out the influencing factors of E-WOM on consumers' perceived quality and purchase decisions. This study used a descriptive and verification method. The samples include 76 followers of Instagram accounts of the local culinary enterprises based in Garut, Indonesia chosen using the probability, simple random sampling technique. To find out the influencing factors of E-WOM on the brand image, the data were analyzed using SPSS confirmatory factor analysis. Factors that are formed from the results of the analysis are product information and Emotions. In addition, a PLS method was carried out to explore the influence factors of E-WOM on consumers' purchase intention using SmartPLS software. Based on PLS calculation, it can be concluded that E-WOM has positive influence on purchase intention

Sati and Kazancoglu (2020) examined the effect of perceived usefulness of food influencers' recommendation on the intention to purchase food products/services. The study also tested the effect of perceived usefulness of food influencers' recommendation on consumers' attitudes, and the mediating role of consumers' attitudes between perceived usefulness of food influencers' recommendation and intention to purchase food products/services. The questionnaire was designed from previous studies consisting of perceived usefulness, consumers' attitudes and purchase intention. Data were collected from 394 participants, responding the questionnaire Instagram influencers posted. Hypotheses were tested by explanatory factor and regression analysis. All hypotheses were supported. The study results provide important inferences to food brands/businesses in terms of brand collaborations with influencers.

Ao et al. (2023) aimed at providing a meta-analysis of empirical findings of the literature on the characteristics of social media influencers on customer engagement and purchase intention. For this purpose, researchers derived eight social media influencers' characteristics, i.e., homophily, expertise, trustworthiness, credibility, congruence with the product, entertainment value, informative value, and attractiveness. The current study synthesizes 176 effect sizes derived from 62 individual studies, and 22,554 individuals act as an aggregate sample. Results revealed that these characteristics have a moderate to high correlation with customer engagement and purchase intention. The entertainment value of social media influencers has the strongest association with customer engagement among all the attributes studied in this analysis. It also concluded that the credibility of influencers impacts purchase intention more than any other attribute.

Research Hypothesis

- H₀₁: There is no influence between Electronic Word of Mouth towards Purchase Intention partially.
- H₁: There is an influence between Electronic Word of Mouth towards Purchase Intention partially.
- H₀₂: There is no influence between Influencer towards Purchase Intention partially.
- H₂: There is an influence between Influencer towards Purchase Intention partially.
- H₀₃: There is no influence between Electronic Word of Mouth and Influencer towards Purchase Intention simultaneously.

H₃: There are influence between Electronic Word of Mouth and Influencer towards Purchase Intention simultaneously.

Conceptual Framework

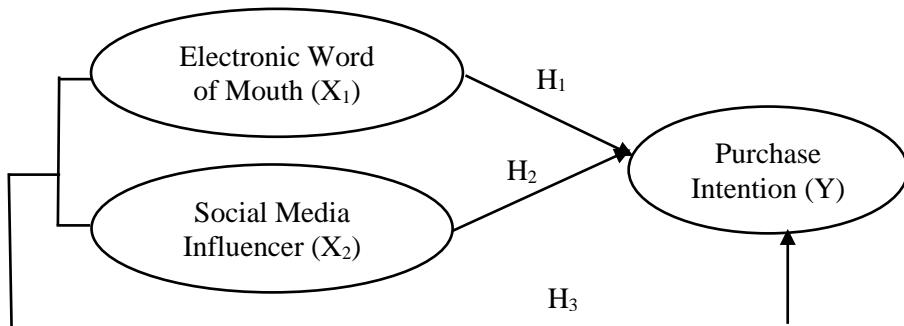


Figure 1. Conceptual Framework

Source: Literature Review

RESEARCH METHOD

Research Approach

The research method that researcher used to collect data for this research is quantitative. Quantitative research is a method used to examine certain populations or samples, data collection techniques using research instruments, quantitative or statistical data analysis which aims to test predetermined hypotheses. And from the philosophy of positivism, quantitative aims to quantify the data. This aims to concrete evidence taken from sample size, representativeness and usually involves some form of statistical analysis.

Population, Sample, and Sample Technique

The population to be taken from this study is Gen Z or Millennials who have visited Flamboyan street at least once, and are active social media users. Because the exact number of Millennial and Generation Z customers at Flamboyan street using social media is unknown, so the sample size is calculated using the Lemeshow formula as stated by Riduwan dan Akdon (2010). The results of the minimum number of samples needed in this study were 96 respondents and fulfills the sample to 150 people. The sampling technique that used in this research is probability sampling specifically *simple random sampling*.

Data Collection Method

To collect data, researcher used primary data, was used through questionnaires, is a one of technique of data collection, and the way to do this is by providing a collection of questions or written statements and then distributing them to the respondents who will be researched to collect important data which is the main part of the research, to obtain accurate data in the form of responses from respondents.

Operational Definition and Measurements of Research Variables

The variable in this research divided into variables, as follows:

Table 1. Operational Definition of Research Variables

Variable	Definition	Indicators
Electronic Word of Mouth (e-WOM)	Electronic Word of Mouth (e-WOM) is one of the form of social media marketing that is often used by a business, eWOM is a statement made by culinary business customers on the flamboyan street, and realized in the form of comments, reviews, or content about the products sold, and is also used as a place to communicate between fellow customers and between the owners and customers who give opinions or reviews about products, so that from positive reviews and good	1. Information 2. Knowledge 3. Answer 4. Reliability (Mahaputra and Setiawan, 2019)

Social Media Influencer	An influencer is someone who is famous, or has many followers on social media, who has a passion for being a role model and influencing audiences. Influencers are often used by culinary entrepreneurs in a flamboyant street to promote their sales, to attract more customers.	1. Information 2. Encouragement 3. Role 4. Status Hariyanti and Wirapraja (2018)
Purchase Intention	Purchase intention is a customer desire to buy something, or interest in purchasing goods or services, which is influenced by certain factors, for example, the influence of eWOM or other advertising, people will be influenced when they see positive statements from other customers, thereby increasing their interest in buying the product.	1. Transactional Interest 2. Referential Interest, 3. Preferential Interest, 4. Exploratory Interest (Coyle and Thorson, 2001)

To determine the response, score the author uses a Likert scale. The questionnaire used is a multiple-choice questionnaire and there are 5 preference choices for each item. With the following measurement results: 1) Give a score of 1 if strongly disagree, 2) Give a score of 2 if disagree, 3) Give a score of 3 if uncertain, 4) Give a score of 4 if agree, 5) Give a score of 5 if strongly agree.

Testing of Research Instruments

To determine whether an item is correct or not, correlate the score of that item and the number of items. An item is declared valid if the constant among the item and the total number of items is greater than or equal to 0.3. However, if the correlation value is below 0.3 then the item is declared invalid. Reliability testing is carried out after validity testing, where a test is in the form of a valid statement or question. Cronbach's alpha is high between 0.50-0.60.

Data Analysis

Test of Classical Assumption

According to Ghazali (2018:159), it is important to test particular classical assumptions such as the normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. To establish the precision of a model, it is important to test several classical assumptions such as the normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. In this research, researcher used normality test, multicollinearity test, heteroscedasticity test.

Normality Test

To see if the residual values are normally distributed or not, this research using the one sample Kolmogorov-Smirnov test with the *Monte Carlo* approach is used. These are the criteria: If the significance value (Asym Sig 2 tailed) > 0.05 , then the data is normally distributed or if the significance value (Asym Sig 2 tailed) < 0.05 , then the data is not normally distributed.

Multicollinearity Test

To detect multicollinearity, the Variance Inflation Factor (VIF) value test can be carried out. If the VIF value is below 10 then it can be concluded that multicollinearity is not a concern.

Heteroscedasticity Test

To test heteroscedasticity, there are several types of tests, namely the Park test, Glesjer test, graph plot (Scatter Plot), and Spearman correlation coefficient test. And in this research, the Glesjer test was used. The basis for decision making with the Glejser test is: 1) If the significance value is > 0.05 then the data does not occur heteroscedasticity, 2) If the significance value is < 0.05 then the data occurs heteroscedasticity.

Multiple Linear Regression Analysis

Thus, the multiple linear regression will be applied by researchers in order to predict the status of observed variables (increase and decrease) or if the number of dependent variables carried out in multiple linear regression

is at least two (Sugiyono 2018:307). This method can also get the direction of the relationship among each variable, namely whether the relationship that appears is positive or negative and can be used to estimate the value of the independent variable will increase or decrease based on the data used and utilizing statistics (Adiguno et al., 2022). The equation formula that applied in multiple linear regression analysis is:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3$$

Description:

Y = Purchase Intention

X = Social Media Marketing and Influencer

b = Coefficient

a = Constant

Hypothesis Testing

The hypothesis is purpose to examine if there is an effect among the independent variables Electronic Word of Mouth (X_1), Social Media Influencer (X_2), and the dependent variable Purchase Intention (Y).

Partially (T-Test)

The T-test is one of the statistical methods used to examine whether there is a significant difference between two sample means taken randomly from the same population (Sudjiono, 2010). The outcome derived from the calculation is referred to as t_{count} , which is later compared with t_{table} at the significance level of 0.05 or 5%. The decision-making process based on this test is conducted using the following criteria:

- When the significance value is greater than $a = 0.05$ it means that the independent variable has no partial influence towards the dependent Variable
- When the significance value is lower than $a = 0.05$ it means that the independent variable has significant influence towards the dependent variable.

Simultaneously (F-Test)

The F-test is used to observe the impact of all independent variables collectively on the dependent variable. With a significance level of 5%, if the sig value of $F < 0.05$, it indicates a collective influence of the independent variables on the dependent variable (Ghozali, 2016). The assessment of the results of this test is conducted by examining the F value in the ANOVA table, using a significance level of 0.05. There are specific provisions for the F-test (Ghozali, 2016):

- $F_{count} < F_{table}$ then H_0 is accepted and H_2 is rejected, meaning that the variation of the regression model successfully explains that the cost of goods sold together (simultaneously) has no significant effect on net profit margin.
- $F_{count} > F_{table}$ then H_0 is rejected and H_2 is accepted. This means that the variation of the regression model successfully explains that general administrative expenses together (simultaneously) have a significant effect on net profit margin.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Table 2. Validity Test

Variable	Statement	Sig.	R count	R table	Description
e-WOM	X _{1.1}	0,000	0,595	0,160	Valid
	X _{1.2}	0,000	0,497	0,160	Valid
	X _{1.3}	0,000	0,603	0,160	Valid
	X _{1.4}	0,000	0,460	0,160	Valid
	X _{1.5}	0,000	0,343	0,160	Valid
	X _{1.6}	0,000	0,461	0,160	Valid
	X _{1.7}	0,000	0,470	0,160	Valid
	X _{1.8}	0,000	0,497	0,160	Valid
Social Media Influencer	X _{2.1}	0,000	0,588	0,160	Valid
	X _{2.2}	0,000	0,384	0,160	Valid
	X _{2.3}	0,000	0,396	0,160	Valid

	X _{2.4}	0,000	0,490	0,160	Valid
	X _{2.5}	0,000	0,502	0,160	Valid
	X _{2.6}	0,000	0,568	0,160	Valid
	X _{2.7}	0,000	0,583	0,160	Valid
	X _{2.8}	0,000	0,486	0,160	Valid
	Y ₁	0,000	0,604	0,160	Valid
	Y ₂	0,000	0,483	0,160	Valid
	Y ₃	0,000	0,482	0,160	Valid
Purchase	Y ₄	0,000	0,593	0,160	Valid
Intention	Y ₅	0,000	0,466	0,160	Valid
	Y ₆	0,000	0,449	0,160	Valid
	Y ₇	0,000	0,555	0,160	Valid
	Y ₈	0,000	0,526	0,160	Valid

Source: Data processed, SPSS 26 (2024)

Based on the Table 2, the results of all items r count > r table, and the r table or pearson correlation is greater than 0,3, also the significance value is less than 0,05. So that all statement items related to the three variables, namely Electronic Word of Mouth, Social Media Influencer and Purchase Intention are declared valid.

Table 3. Reliability Test

Variable	Cronbach Alpha	Description
Electronic Word of Mouth	0,557	Reliable
Social Media Influencer	0,566	Reliable
Purchase Intention	0,615	Reliable

Source: Data processed, SPSS 26 (2024)

The results shown through SPSS show that the Cronbach's Alpha value of variable eWOM is 0,557, Social Media Influencer is 0,566 and Purchase Intention is 0,615. Where based on the theory, the minimum value acceptance limit of Cronbach's Alpha is huge between 0,50-0,60. All the result of 3 variables which is greater than 0,60. The research instrument is considered reliable.

Classical Assumption Test

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,74557736
Most Extreme Differences	Absolute	,077
	Positive	,077
	Negative	-,060
Test Statistic		,077
Asymp. Sig. (2-tailed)		,028 ^c
Monte Carlo Sig. (2-tailed)	Sig.	,307 ^d
	95% Confidence Interval	
	Lower Bound	,233
	Upper Bound	,380

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 150 sampled tables with starting seed 2000000.

Source: Data processed, SPSS 26 (2024)

In this Kolmogorov-Smirnov test, the Monte Carlo approach is used. As seen in Table 4, the *Monte Carlo Sig. (2-tailed)* value is 0,307 (>0,05), so it means the data is normally distributed, because the P-Value obtained is greater

than 0,05 (95% statistical confidence level or 0,05).

Multicollinearity Test

Table 5. Multicollinearity Test

Variable	Tolerance	VIF	Description
Electronic Word of Mouth	0,656	1,524	Non-Multicollinearity
Social Media Influencer	0,656	1,524	Non-Multicollinearity

Source: Data processed, SPSS 26 (2024)

As the results in the table 5, it shows that the tolerance value of X1 (e-WOM) is 0,656 and X2 (Social Media Influencer) is 0,656, and the VIF value of X1 (e-WOM) is 1,524 and X2 (Social Media Influencer) is 1,524. From the results of the tolerance and VIF values, it can be concluded that there is no multicollinearity because the tolerance value is greater than 0.100 and the VIF is less than 10.00

Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Variable	Sig.	Description
Electronic Word of Mouth	0,687	Non- heteroscedasticity
Social Media Influencer	0,702	Non- heteroscedasticity

Source: Data processed, SPSS 26 (2024)

Heteroscedasticity in this research identified using Glejser test. The condition is that if the significance value is more than 0,05, then heteroscedasticity does not occur, but if the significance value is less than 0,05 then heteroscedasticity occurs. In table 6 shows that the significance value of X1 (e-WOM) is 0,687 and X2 (Social Media Influencer) is 0,702, so it can be concluded that, these two variables are more than 0,05, and that means heteroscedasticity was not detected.

Multiple Linear Regression

Table 7. Multiple Linear Regression

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.295	1.160	1.978	.050
	eWOM	.111	.036	.3076	.003
	Influencer	.824	.031	26.235	.000

a. Dependent Variable: Purchase Intention

Source: Data processed, SPSS 26 (2024)

Based on the equation above the result of multiple linear regression or the relationship between independent variable and dependent variable are shown as follows:

1. The constant value is 2,295, indicating that Electronic Word of Mouth (X1) and Influencer (X2) have an influence on Purchase Intention (Y). This means that all independent variables have not changed so they have a value of zero, so the dependent variable is estimated to be 2,295.
2. Electronic Word of Mouth produces a coefficient value of 0,111. That means if Electronic Word of Mouth increases, Purchase Intention will also increase by 0,111, and it can be concluded that, it has a positive relationship between Electronic Word of Mouth (X1) towards Purchase Intention (Y).
3. Social Media Influencer produces a coefficient value of 0,824. That means if Influencer increases, also Purchase Intention will be increased by 0,824. And it can be concluded that, it has a positive relationship between Social Media Influencer (X2) towards Purchase Intention (Y).

Coefficient of Determination Analysis (R²)

From the results of R and R Square table 8, it shows the R square is 0,450 or 45% . It can be concluded that the Independent Variables (Electronic Word of Mouth and Social Media Influencer) only affects 45% towards dependent variable (Purchase Intention). The other 55% comes from other factors or external factors which is not included in the independent variables in this research.

Table 8. R and R Square Table

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.671 ^a	.450	.442	1.751		2.179

a. Predictors: (Constant), x_2 , x_1

b. Dependent Variable: y

Source: Data processed, SPSS 26 (2024)

Hypothesis Testing**Partial (T-Test)****Table 9. T-Test Table**

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	7.686	2.590		2.967	.004
E-WOM	.433	.082	.397	5.264	.000
Influencer	.359	.076	.355	4.706	.000

Source: Data processed, SPSS 26 (2024)

1. It is known that the significance value of Electronic Word of Mouth (X_1) is $0.000 < 0.05$. And the value of tcount is 5,264 while ttable is 1,976, where the value of tcount is greater than ttable, so it can be concluded that Electronic Word of Mouth (X_1) has an influence towards Purchase Intention (Y) partially. This means that H_1 is accepted and H_0 is rejected.
2. It is known that the significance value of Influencer (X_2) is $0.000 < 0.05$. And the value of tcount is 4,706 while ttable is 1.976, where the value of tcount is greater than ttable, so it can be concluded that Social Media Influencer (X_2) has an influence on Purchase Intention (Y) partially. This means that H_2 is accepted and H_0 is rejected.

Simultaneous (F-Test)**Table 10. F-Test Table**

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	391,751	2	195,875	63,421	
Residual	454,009	147	3,088		
Total	845,760	149			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Social Media Influencer, E-wom

Source: Data processed, SPSS 26 (2024)

Based on the Table 10, it shows that the Fcount is 63,421. And the significance value is 0,05, and to know the Ftable it could be found in the F distribution table using the formula $(k; n - k) = (3; 150 - 2 = 147)$ so the value of Ftable based on the 147 from f distribution table is 3.06. Based on the measurement, found that the value of Fcount at 63,421 greater than Ftable at 3.06. So it can be concluded that Electronic Word of Mouth (X_1) and Social Media Influencer (X_2) are influence Purchase Intention (Y). This means H_3 is accepted and H_0 is rejected.

Discussion**The Influence of Electronic Word of Mouth on Purchase Intention**

From the results, Electronic Word of Mouth influence customers purchase intention in the culinary businesses on Flamboyan Street. It shows that people are more excited to find information about culinary on the flamboyan street. Positive and interesting online reviews, ratings or contents can build strong trust among potential customers, because they tend to believe in other people's experiences in choosing culinary. In addition, a good reputation formed through online reviews, ratings and contents can attract more potential customers who are looking for a satisfying culinary experience. The influence of the review can also affect purchase decisions, because potential customers tend to be interested in trying culinary delights that get a lot of praise from other

costumers. Overall, eWOM not only provides additional information and consideration for customers, but also becomes an important factor in building a positive image that drives the growth of the culinary business on Flamboyan Street, Manado. The result of this research is the same as Hamdani and Maulani (2018) that eWOM also has a significant effect on customer purchase intentions and Yonita and Budiono (2020) that eWOM in this study produced significant results, because inisfree customers tend to seek information about the effectiveness of its products and the experiences of other users before making a purchasing decision. Through eWOM platforms such as online reviews, beauty forums and social media, customers can easily find positive testimonials from fellow users confirming the quality and safety of inisfree products. This information not only strengthens customer trust in the brand, but also impresses the sustainability values that are Inisfree's main focus. Thus, eWOM not only influences customers' perceptions of inisfree products, but also strengthens their loyalty to this brand through positive recommendations and satisfactory user experiences. Therefore, it can be concluded that eWOM has a significant and positive influence on purchase intention and brand image of inisfree product users in Jakarta. However, this result is not in line with Prastyo, Suharto, and Tyas (2018) that eWOM has no significant effect on purchase intention in online shops in which online shops do not pay attention to consumer comments on the products being sold, and do not pay attention to prices to match the products offered; and Lestari, Sudarwati, and Marwati (2024) that E-WOM does not affect purchase intention because consumer recommendations through social media cannot affect purchase intention in other consumers. E-WOM factors such as opinions, information, consumption experiences, good statements, and intensity do not affect costumer purchase intention. This means that, even though opinions, information, consumption experiences, good statements, and intensity are not good, it makes costumer purchase intention remain high.

Influence of Social Media Influencer on Purchase Intention

From the results, social media influencers influence customer purchase intention in the culinary business on Flamboyan Street Manado. Because of their existence they are able to create wide exposure and their ability to create interesting and relevant content on social media platforms. With a large reach also status and role in them, influencers can affect and encourage the interest in the purchase of potential consumers so that it ends in a purchase decision by providing information or recommending a positive culinary experience. In addition, the credibility possessed by influencers in the culinary field, can increase the trust of potential customers in the products they will buy on the Flamboyan Street, thus increasing customer interest in visiting and trying the menu offered. Overall, the presence of influencers not only provides wider attention, but also plays an important role in building a positive image that can drive the growth of the culinary business on Flamboyan Street Manado. The result of this research is in line with Carissa and Aruman (2019) that influencers can influence purchase intention in mobile legends games because they have the ability to include company messages in their marketing, which focuses on providing a means to have influence such as reliability, knowledge, usefulness, trustworthiness, and ability to articulate; and Lestari, Sudarwati, and Marwati (2024) that influencers have a positive and significant influence on purchase intention in Sasa seasoning flour because they have credibility, this means that the higher the influencer's ability to offer goods, the higher the consumer's purchase intention. However, this research is not in line with Saputra, Ali, and Mahaputra (2023) that influencers did not influence purchasing intention in this research because influencer testimonials tell reviews that are less interesting than offering product details, thus giving customers the less attractive impression that the reviewer has personally experienced the benefits or satisfaction that the product offers; and Nurvianti and Hartiningtyas (2023) that influencers do not have an influence on the intention in buying fashion products because most studens are Gen Z, have studied marketing, and knew the promotion system by influencers therefore they know that influencers promote because they are paid by brands and it is not an honest review from the influencer themselves.

CONCLUSION AND RECOMMENDATION

Conclusions

Conclusions are drawn based on the results of this research are as follows:

1. Electronic Word of Mouth and Social Media Influencer simultaneously influence the Purchase Intention. The Indicators of Purchase Intention are transactional interest, referential interest, preferential interest, and exploratory interest.
2. Electronic Word of Mouth partially influence Purchase Intention. The Indicators of Electronic Word of Mouth are information, knowledge, answer, reliability.
3. Social Media Influencer partially influence Purchase Intention. The indicators of Social Media Influencer are

Recommendation

1. It is recommended that future research carry out similar research, using similar objects with different variables that are not included in the two variables in this study, so that they can find the other 55% factors that are not mentioned in this study. This approach will enrich our understanding and provide a more comprehensive view of the dynamics of consumer behavior influenced by eWOM and influencers. Future researchers are encouraged to use this research as a starting point for further investigations aimed at refining our knowledge and identifying new insights in this ever-expanding field.
2. By utilizing online platforms such as Google Reviews, Facebook, Instagram and culinary review sites, sellers can invite satisfied customers to leave positive reviews. This will not only increase potential customers' trust in the products and services, but can also expand the brand's reach among local communities. Additionally, through collaboration with influencers who have relevant and large followings on social media such as Instagram, TikTok or YouTube sellers can reach a wider audience and increase brand awareness significantly. By carrying out this strategy in a planned and consistent manner, it is hoped that sellers can increase customer purchasing interest and strengthen their position in the local market.

REFERENCES

Ao, L., Bansal, R., Pruthi, N., & Khaskeli, M.B. (2023). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability*, 15(3). Available at: [https://www.researchgate.net/publication/368260339 Impact of Social Media Influencers on Customer Engagement and Purchase Intention A Meta-Analysis](https://www.researchgate.net/publication/368260339_Impact_of_Social_Media_Influencers_on_Customer_Engagement_and_Purchase_Intention_A_Meta-Analysis). Retrieved on: April 13, 2024

Carissa, T., & Aruman, A.E. (2019). Pengaruh Sales Promotion Dan Influencer Marketing Terhadap Minat Membeli Dalam Mobile Legends. *Lontar: Jurnal Ilmu Komunikasi*, 7(2), 45-55. Available at: <https://e-jurnal.ippmunsera.org/index.php/LONTAR/article/view/2047>. Retrieved on: April 13, 2024

Cheung, M. L., Pires, G. D., & Rosenberger III, P.J. (2019). Developing A Conceptual Model For Examining Social Media Marketing Effects On Brand Awareness And Brand Image. *International Journal of Economics and Business Research*, 17(3), 243-261. Available at: [https://www.researchgate.net/publication/331216442 Developing a conceptual model for examining social media marketing effects on brand awareness and brand image](https://www.researchgate.net/publication/331216442_Developing_a_conceptual_model_for_examining_social_media_marketing_effects_on_brand_awareness_and_brand_image). Retrieved on: April 13, 2024

Coyle, J. R., & Thorson, E. (2001). The Effects of Progressive Levels of Interactivity and Vividness in Web Marketing Sites. *Journal of Advertising*, 30(3), 65-77. Available at: <https://www.tandfonline.com/doi/abs/10.1080/00913367.2001.10673646>. Retrieved on: April 13, 2024

Ghozali, I. (2018). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25. Semarang: Badan Penerbit Universitas Diponegoro.

Hamdani, N. A., & Maulani, G. A. F. (2018). The Influence Of E-WOM On Purchase Intentions In Local Culinary Business Sector. *International Journal of Engineering & Technology*, 7(2), 246-250. Available at: [https://www.researchgate.net/publication/325699563 The influence of E-WOM on purchase intentions in local culinary business sector](https://www.researchgate.net/publication/325699563_The_influence_of_E-WOM_on_purchase_intentions_in_local_culinary_business_sector). Retrieved on: April 13, 2024

Handikasari, R.H., Jusuf, I., & Johan, A. (2018). Hubungan Intensitas Penggunaan Media Sosial Dengan Gejala Depresi Mahasiswa Kedokteran (Studi Pada Mahasiswa Kedokteran Tingkat Akhir Yang Menggunakan Kurikulum Modul Terintegrasi). *Jurnal Kedokteran Diponegoro (Diponegoro Medical Journal)*, Vol. 7, No. 2, 919-934. Available at: <https://ejournal3.undip.ac.id/index.php/medico/article/view/20790>. Retrieved on: April 13, 2024

Hermila, A., Ashari, S. A., Bau, R. T. R., & Suhada, S. (2023). Eksplorasi Intensitas Penggunaan Sosial Media (Studi Deskriptif Pada Mahasiswa Teknik Informatika UNG). *Inverted: Journal of Information Technology Education*, 3(2). Available at: <https://ejurnal.ung.ac.id/index.php/inverted/article/download/21172/7152>. Retrieved on: April 13, 2024

Kotler, P., & Keller, K.L. (2016). *Marketing Management*. 15th Edition. New Jersey: Pearson Prentice Hall, Inc

Lestari, D., Sudarwati., & Marwati, F.S. (2024). Peran E-Wom Dan Kredibilitas Influencer Terhadap Minat Beli Dengan Citra Merek Sebagai Variabel Intervening Pada Tepung Bumbu SASA. *Jurnal AKTUAL*, Vol. 22, No. 1. Available at: <https://jurnal.stietrisnegara.ac.id/index.php/aktual/article/view/440>. Retrieved on: April 13, 2024

Mahaputra, D.G.K., & Setiawan, P.Y. (2019). Peran Sikap Memediasi Pengaruh Electronic Word Of Mouth Terhadap Keputusan Berkunjung. *E-Jurnal Manajemen Universitas Udayana*, 8(12). Available at: https://www.researchgate.net/publication/337738462_PERAN_SIKAP_MEMEDIASI_PENGARUH_ELECTRONIC_WORD_OF_MOUTH_TERHADAP_KEPUTUSAN_BERKUNJUNG. Retrieved on: April 13, 2024

Nurvianti, R., & Hartiningyas, L. (2023). Pengaruh Online Customer Review, Influencer dan Affiliate Marketing pada Media Sosial Tiktok terhadap Minat Beli Produk Fashion Mahasiswa. *BUDGETING: Journal of Business, Management and Accounting*, Vol. 5, No. 1. Available at: <https://journal.ipm2kpe.or.id/index.php/BUDGETING/article/view/6649>. Retrieved on: April 13, 2024

Peters, K., Chen, Y., Kaplan, A.M., Ognibeni, B., & Pauwels, K. (2013). Social Media Metrics — A Framework and Guidelines for Managing Social Media. *Journal of Interactive Marketing*, 27(4), 281-298. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S109499681300042X>. Retrieved on: April 13, 2024

Prasetyo, N.A., Suharto, A., & Tyas, W.M. (2018). *Pengaruh E-WOM (Electronic Word Of Mouth) Dan Harga Terhadap Minat Beli Pada Online Shop*. Available at: <http://repository.unmuhjember.ac.id/8063/1/ARTIKEL.pdf>. Retrieved on: April 13, 2024

Riduwan., & Akdon. (2010). Rumus dan Data dalam Analisis Data Statistika. Bandung: Alfabeta

Sati, A., & Kazancoglu, I. (2020). The Effect Of Food Influencers On Consumers' Intention To Purchase Food Products/Services. *Journal of Gastronomy Hospitality and Travel (JOGHAT)*, 3(2), 150-163. Available at: https://www.researchgate.net/publication/348031601_The_effect_of_food_influencers_on_consumer_s_intention_to_purchase_food_productsservices. Retrieved on: April 13, 2024

Saputra, F., Ali, H., & Mahaputra, M. R. (2023). Peran Ingredients, Influencer Review dan Live Streaming Marketing terhadap Minat Beli Konsumen pada Produk Skincare Varian Mugwort. *Jurnal Komunikasi dan Ilmu Sosial*, Vol. 1, No. 3, 141-153. Available at: <https://dinastires.org/JKIS/article/view/300>. Retrieved on: April 13, 2024

Sudjiono, A. (2010). *Pengantar Statistik Pendidikan*. Jakarta: Rajawali Press

Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta

Van Reijmersdal, E.A., & Van Dam, S. (2020). How Age and Disclosures of Sponsored Influencer Videos Affect Adolescents' Knowledge of Persuasion and Persuasion. *Journal of Youth and Adolescence*, 49(2). Available at: https://www.researchgate.net/publication/338679669_How_Age_and_Disclosures_of_Sponsored_In

[fluencer Videos Affect Adolescents' Knowledge of Persuasion and Persuasion](#). Retrieved on: April 13, 2024

Wirapraja, A., & Hariyanti, N.T. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moderen (Sebuah Studi Literatur). *Jurnal EKSEKUTIF*, Vol. 15, No. 1. Available at: https://www.researchgate.net/publication/339787291_PENGARUH_INFLUENCER_MARKETING_SEBAGAI_STRATEGI PEMASARAN DIGITAL ERA MODEREN SEBUAH STUDI LITERATUR. Retrieved on: April 13, 2024

Younus, S., Rasheed, F., & Zia, A. (2015). Identifying The Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research*, 15(2), 8-13. Available at: https://globaljournals.org/GJMBR_Volume15/2-Identifying-the-Factors-Affecting.pdf. Retrieved on: April 13, 2024

Yonita, T., & Herlina Budiono, H. (2020). Pengaruh Ewom Terhadap Brand Image Dan Purchase Intention Produk Innisfree Di Jakarta. *Jurnal Manajerial dan Kewirausahaan*, Vol. 2, No. 1. Available at: <https://journal.untar.ac.id/index.php/JMDK/article/view/7455>. Retrieved on: April 13, 2024

