ARTICLE

The Effect of E-Wom, Product Quality, and Brand Awareness on Purchase Intention at Babang Redo Coffee Shop

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Abstract

This study aims to determine the Analysis of E-WOM, Product Quality, and Brand Awareness on Purchase Intention at Babang Redo Coffee Shop. This study is an associative study using a quantitative approach. The population in this study were consumers at Babang Redo Coffee Shop per month, namely 2,100 people. Determination of the sample using the Slovin formula and a precision level of 10%, from a population of 2,100 people, the number of samples needed is 100 respondents. Sampling in this study was determined by the Slovin formula, and the analysis technique used the Multiple Linear Regression Analysis technique. The data used in this study are primary and secondary data. Data collection in this study was carried out using interview techniques, questionnaire distribution techniques and library techniques. The results of the study show that the E-WOM variable has a positive and insignificant effect on Purchase Intention, the Product Quality variable has a positive and significant effect on Purchase Intention, the Brand Awareness variable has a positive and significant effect on Purchase Intention, and E-WOM, Product Quality and Brand Awareness have an effect on Purchase Intention of Babang Redo Coffee. Based on the test results it can be concluded that It is important for Babang Redo Coffee to pay attention to Product Quality and Brand Awareness which are the determinants of Purchase Intention.

Keywords: E-WOM, Product Quality, Brand Awareness, Purchase Intention

Introduction

The public in general can see the great potential of the culinary industry business, especially as it is today in the digital era. The culinary industry is also commonly referred

to as the food and beverage industry. Coffee is a drink that is generally routinely consumed by the Indonesian people, especially in the morning before starting activities. A place to enjoy coffee, coffee shops have also begun to evolve from what was originally a traditional coffee shop such as a coffee shop, to a coffee shop that not only sells the taste of processed coffee products, but also sells a comfortable atmosphere for socializing or working.

Babang Redo Coffee. Redo started as a micro business, a coffee roastery in Manado city. Starting its first production in mid-2019, Redo focuses on carrying Arabica and Robusta coffee from local plantations in North Sulawesi.Based on the results of a previous survey by the author with the coffee shop manager, from January 2024 to the end of August 2024, Babang Redo Coffee only had around 2,628 visitors. The coffee shop manager also explained that there were several other business phenomena in the Babang Redo Coffee coffee shop, namely: the coffee shop marketing management was not managed properly and caused brand awareness in the community regarding the Babang Redo Coffee coffee shop to be still low.Another factor that also influences the low brand awareness of the public towards Babang Redo Coffee is the location of the coffee shop which is in a place that is difficult to be known by visitors, especially college students. The location of the coffee shop is not strategic enough, so that many people still do not know the Babang Redo Coffee shop.

Hidayatullah & Dirgantara (2018); Wijaksono et al. (2022); Yunikartika & Harti (2022) said that E-WOM has a positive and significant effect on purchase intention. Meanwhile, another study by Prastyo et al. (2018) stated that E-WOM has a negative and insignificant effect on purchase intention.

Product quality is said to have an effect on purchasing intentions, which is symbolized as variable Y. This is supported by research by Winarsih, Mandey, and Wenas (2022), which found that although product quality, such as food quality, has an effect on purchasing decisions, in some cases this effect may not be significant.

Briliana & Juli Silaen (2019); Maulana et al. (2022); Ningtiyas & Hidayat (2021) said that brand awareness has a positive and significant effect on purchase intention. Meanwhile, according to research by Azzari & Pelissari (2020), brand awareness does not have a direct effect on purchase intention.

Based on the business phenomenon and research gap, the author sees that there is still room to complete the previous research gap. For that reason, the author is interested and wants to research again through "The Influence of E-WOM, Product Quality, and Brand Awareness on Purchase Intention at Babang Redo Coffee Shop".

Research purposes

1.   To find out the influence of E-WOM, Product Quality, Brand Awareness on Purchase Intention of Babang Redo Coffee Shop?

2.   To find out the influence of E-WOM on Purchase Intention of Babang Redo Coffee Shop?

3.   To find out the effect of Product Quality on Purchase Intention of Babang Redo Coffee Shop?

4. To find out the influence of Brand awareness on Purchase Intention of Babang Redo Coffee Shop?

Overview of Insecurity in Nigeria

Marketing Management

(Kotler & Keller, 2021) Marketing can also be defined as a company function to identify unmet market needs and wants, measure the size and potential profits, determine target markets that can be served well, decide on products and programs that are appropriate to the target market, and call on company members to think and serve consumers.

So it can be concluded that marketing is a science that studies how to set prices, promotions, and distribution of a product or service by creating, offering, and exchanging it with target consumers.

Consumer Behavior

Keller & Kotler (2015) said a study that explains how individuals or groups choose, use, and dispose of products, services, and experiences to satisfy personal needs and desires is also called consumer behavior. So it can be concluded that consumer behavior is the action of a person or group in choosing, buying, assessing, and spending products and services that are expected to meet the needs of the consumer.

Purchase Intention

Purchase Intentionor customer purchase intention is the result of subjective assessment by customers after evaluating a product or service (Schiffman & Wisenblit, 2015). It can also be said that purchase intention is the customer's willingness to consider or think about purchasing a product or service. In Mirabi et al. (2015) purchase intention is a form of decision making carried out by consumers to learn the reasons for purchasing the product or service.

IndicatorPurchase Intention

Willingness to Purchase, Repurchase Consideration, Product Recommendation, Purchase Priority and Price Satisfaction.

Electronic Word of Mouth (E-WOM)

E-WOMis informal communication directed to consumers through internet-based technology related to the usefulness and characteristics of goods or services offered by sellers (Cheng et al., 2021). Platforms such as E-WOM include social media (Facebook, WeChat, discussion forums), online review websites (TripAdvisor, Zomato), and e-commerce websites (Amazon, Taobao) (Wang et al., 2018).

Electronic Word of Mouth (E-WOM) Indicator

Frequency of Online Reviews, Information Relevance and Trust in Online Reviews.

Product Quality

Wijaya (2018:9) defines the quality of goods/services as the totality of the combined characteristics of goods/services according to marketing, engineering, production, and maintenance which make the goods and services used meet consumer expectations.

Product Quality Indicators

Conformity to Consumer Expectations, Product Reliability, Product Durability, Product Safety, and Product Aesthetics.

Brand

The American Marketing Association (1960) explains that a brand is a name, term, sign, symbol, design, or a combination of all of these, which aims to identify the goods or services of one seller and can also differentiate them from other competing products. Meanwhile, in the book by Keller & Kotler (2021) many practicing managers agree that the definition of a brand is more than that. A brand is something that has created awareness, reputation, prominence, and others in the market.

Brand Equity

Fagundes et al. (2022) brand equity can be defined as a set of tools and obligations related to a brand (name and logo) that can add or subtract the value of a product or service to a company or from a company. According to Aaker & Joachimsthaler (2000), brand equity is divided into four dimensions, namely brand awareness, perceived quality, brand association, and brand loyalty.

Brand Awareness

Brand awareness can be defined as the ability of a brand to first appear in the mind of a potential consumer when he thinks of a product and how easily the brand is released. So it can be concluded that brand awareness is the ability of a potential consumer to recognize a brand when thinking of certain product categories (Kotler & Keller, 2021).

Previous Research

Siwi, Mandey, Ogi (2023) in a study entitledInfluence of Product Innovation, Product Quality, Price and Promotion on Brand awareness PT. Wuling Kumala Tomohon. The results of the study showed thatProduct innovation, product

quality, price, and promotion have a significant positive effect on brand awareness.

Rantung, Mandey, Roring (2022) in this study entitled The Influence of E-WOM and Service Quality on Consumer Visiting Decisions at Onairlook Barbershop.The results of the study showed thatE-WOMand service quality has a significant influence on consumer visiting decisions.

Rilya, Mandey, Wenas (2021) in this study entitled Effect of Brand Image, Product Quality, and Social Media on Consumer Purchase Intentions of Kokumi's Contemporary Drinks. The results of the study showed that brand image did not have a significant effect, but product quality and social media had an effect on purchase intentions.

Nurmono (2022)in his research entitledThe Influence of Price and Brand Image on Burger King Purchasing Decisions at Botani Square Bogor. The research results show that there ispartial results price has a negative and significant effect on purchasing decisions. While brand image has a positive and significant effect on purchasing decisions and simultaneously price and brand image have a positive and significant effect on purchasing decisions.
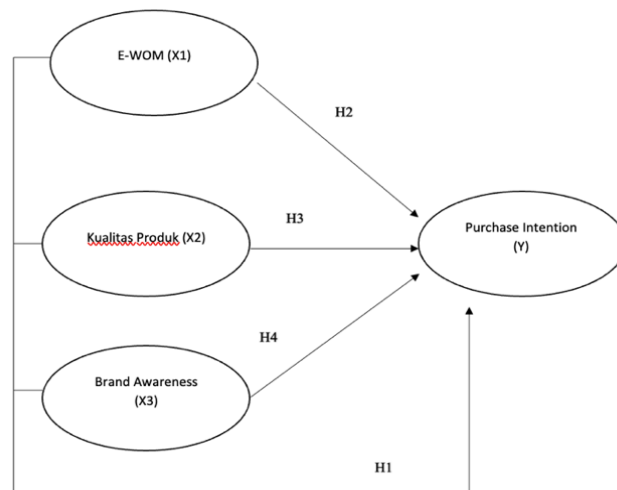
Research Model and Hypothesis.
Research Model

Figure 1. Research Model

Source: Results of Theoretical and Empirical Studies, 2024

Hypothesis

H1: Electronic Word of Mouth (E-WOM), Product Quality, and Brand Awareness have a significant influence on Purchase Intention at Babang Redo Coffee Shop.

H2: Electronic Word of Mouth (E-WOM) has a significant positive influence on Purchase Intention at Babang Redo Coffee Shop.

H3: Product Quality has a significant positive influence on Purchase Intention at Babang Redo Coffee Shop.

H4: Brand Awareness has a significant positive influence on Purchase Intention at Babang Redo Coffee Shop

Methodology

The research method is a scientific way to collect original and accurate data with specific purposes and uses. The data obtained is developed and used to prove a certain knowledge so that the knowledge can be used to understand, prevent, and solve problems (Sugiyono, 2018). This study uses a quantitative approach that tests hypotheses by examining the causal relationship between variables.

Location and Place of Research

The location used as a research site is inBabang Redo Coffee Shop in the Megamas Manado area.

Method of collecting data

The data collection technique used is through a questionnaire. In this study, the questionnaire was submitted to respondents, namely consumers of Babang Redo Coffee Shop.The data used isprimary data and secondary data.

Population and Research Sample

Random sampling was used in this study.Sugiyono (2015: 124) random sampling is a sampling technique based on randomness, namely anyone who meets the researcher by chance/coincidence can be used as a sample, if it is considered to see someone who accidentally met then it is appropriate as a data source. By using the Slovin formula and a precision level of 10%, from a population of 2,100 people, the number of samples needed is 100 respondents.

Research Instrument Scale

According to Sugiyono (2019), the Likert scale is used to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena. In this study, the Likert scale ranges from 1-5, which includes respondents' answers in five categories, namely strongly agree (5), Agree (4) Undecided (3), Disagree (2) and Strongly Disagree (1).

Operational Definition of Variables and Indicators.

1.   E-WOM is informal communication directed to consumers through internet-based technology related to the usefulness and characteristics of goods or services offered by sellers (Cheng et al., 2021). Indicators: Frequency of Online Reviews, Relevance of Information, Trust in Online Reviews.

2.   The quality of goods/services is the whole combination of characteristics of goods/services according to marketing, engineering, production, and maintenance that make the goods and services used meet consumer expectations Wijaya (2018:9).

Indicators: Conformity to Consumer Expectations, Product Reliability, Product Durability, Product Safety, Product Aesthetics.

3.   Brand Awarenessis the ability of potential consumers to remember and recognize that a brand is part of a certain product category. Indicators: Brand Recognition, Brand Recall, Brand Association.

4.   Purchase Intentionis the result of an assessment conducted subjectively by customers after evaluating a product or service. Indicators: Willingness to Buy, Repurchase Consideration, Product Recommendations, Purchase Priorities, Price Satisfaction.

Results and Discussion

Research result

Validity and Reliability Test of Questionnaire

Table 1.Results of Validity and Reliability Test of Questionnaire

Variables	Statement	Sig	Status	Cronbach Alpha	Status
E-WOM	X1.1	0.860	Valid	0.947	Reliable
	X1.2	0.906	Valid		Reliable
	X1.3	0.852	Valid		Reliable
	X1.4	0.894	Valid		Reliable
	X1.5	0.901	Valid		Reliable
	X1.6	0.922	Valid		Reliable
Product Quality	X2.1	0.760	Valid	0.890	Reliable
	X2.2	0.773	Valid		Reliable
	X2.3	0.765	Valid		Reliable
	X2.4	0.697	Valid		Reliable
	X2.5	0.645	Valid		Reliable
	X2.6	0.752	Valid		Reliable
	X2.7	0.676	Valid		Reliable
	X2.8	0.684	Valid		Reliable
	X2.9	0.727	Valid		Reliable
	X2.10	0.725	Valid		Reliable
Brand Awareness	X3.1	0.758	Valid	0.772	Reliable
	X3.2	0.741	Valid		Reliable
	X3.3	0.719	Valid		Reliable
	X3.4	0.679	Valid		Reliable
	X3.5	0.538	Valid		Reliable
	X3.6	0.731	Valid		Reliable
Buying decision	Y.1	0.723	Valid	0.863	Reliable
	Y.2	0.756	Valid		Reliable
	Y.3	0.661	Valid		Reliable
	Y.4	0.763	Valid		Reliable
	Y.5	0.708	Valid		Reliable
	Y.6	0.728	Valid		Reliable
	Y.7	0.669	Valid		Reliable
	Y.8	0.724	Valid		Reliable

Table 1 shows the validity and reliability test of respondents. Based on the results of the study, it shows that the items of the variable statements are declared valid because the correlation value has a significance value of less than 0.1966. The reliability test has a cronbach alpha value greater than 0.6 so that it can be stated that each statement is declared reliable.
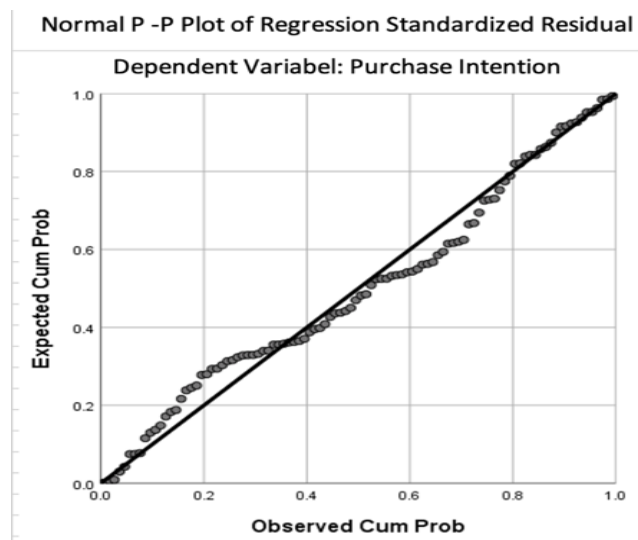
Normality Test Results

Figure 2.NormalPP Plot of Regression Standardized Residual

Figure 2 shows that there are no problems with the normality test because based on the graph above, the coordinate points between the observation values and the data follow the diagonal line, so it can be concluded that the data has normally distributed data.
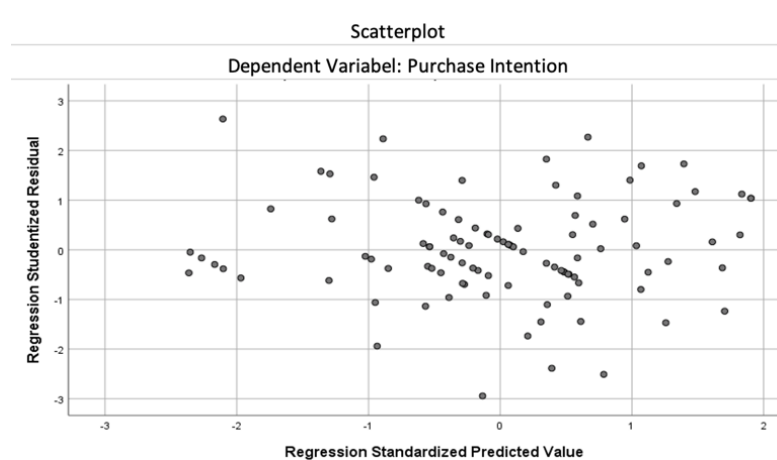
Heteroscedasticity Test

Figure 3. ResultsScatterplot

Figure 3 shows that the heteroscedasticity test shows points that are spread randomly

and no clear pattern is formed and in the distribution of these points they are spread below and above the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model, so the data is suitable for use.

Multicollinearity Test

Table 2. ResultsCollinearity Model

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	E-WOM	.967	1,034
	Product Quality	.295	3.389
	Brand Awareness	.294	3.405

Table 2 shows that there is no symptom of multicollinearity if the VIF value <10 The calculation results produce a value below 1, so it can be concluded that there is no symptom of multicollinearity in the regression model. In addition, it can be seen that the tolerance value is greater than 1, so it can be concluded that there is no symptom of multicollinearity.

Multiple Linear Regression Analysis

Table 3.Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,399	1,971		3.247	.002		
	E-WOM	.054	.041	.083	1,323	.189	.967	1,034
	Product Quality	.261	.083	.357	3.137	.002	.295	3.389
	Brand Awareness	.574	.145	.453	3.972	.000	.294	3.405
					F	Sig.		
	Model	Sum of Squares	Df	Mean Square				
	Regression	986,517	3	328,839	55,352	.000b		
	Residual	570,323	96	5,941				
	Total	1,556,840	99					

Source: SPSS 27 data processing, 2024

Regression Equation Y = 6,399 + 0.054 X1 + 0.261 X2 + 0.574 X3 illustrates that the independent variables E-WOM (X1), Product Quality (X2) and Brand Awareness (X3) in the regression model can be stated if one independent variable changes by 1 (one) and the others are constant, then the change in the dependent variable Purchase Intention (Y) is the value of the coefficient (b) of the value of the independent variable. Constant (⍺) of 6,399 gives the understanding that if E-WOM (X1), Product Quality (X2) and Brand Awareness (X3) simultaneously or together do not experience any change or are equal to zero (0), then the amount of Purchase Intention (Y) is 6,399 units.

Correlation Coefficient (R) and Determination Coefficient (R2)

Table 4.Results of Correlation Coefficient (R) and Determination Coefficient (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796a	.634	.622	243,739

Source: SPSS 27 data processing, 2024

Table 4 Correlation Coefficient test results are seen from the results of the R section, which shows a value of .796. This means that the relationship between independent variables X1, X2, X3 and the dependent variable Y is 0.796 or 79.6%. This result explains that the relationship between independent variables and the dependent variable is grouped as a close or strong relationship. Table 4 shows that the R Square value of 0.634 means that 63.4% of the Purchasing Decision can be influenced or explained by variables X1, X2, and X3. While the other 36.6% is influenced by other variables that are not studied.

Based on the results of the statistical test, it is known that the t-count value of 1.323 is smaller than the t-table (1.660) and the significance value of 0.189 is greater than 0.05. This shows that E-WOM has a positive but insignificant influence on Purchase Intention. Therefore, the hypothesis that E-WOM significantly influences Purchase Intention is rejected (H0 is accepted, Ha is rejected).

Based on the statistical test, the t-value for Brand Awareness is 3.972, which is greater than the t-table (1.660), with a significance value of 0.000 which is smaller than 0.05. This indicates that Brand Awareness has a positive and significant influence on Purchase Intention. Thus, the third hypothesis is accepted (Ha is accepted, H0 is rejected), implying that an increase in Brand Awareness significantly drives an increase in Purchase Intention.

Discussion

The Influence of E-WOM on Purchase Intention

The results of the study showed thatbased on the data described in the regression model, the E-WOM coefficient of 0.054 shows a positive influence on Purchase Intention, although not significant. This result shows that although E-WOM plays a role in increasing Purchase Intention, the factor is not strong enough compared to other variables, such as Brand Awareness and Product Quality.This finding is in line with previous research.Zhang et al. (2019) found that the influence of E-WOM on Purchase Intention tends to weaken when faced with very diverse and complex product information.

InfluenceProduct Quality on Purchase Intention

The results of this study indicate thatthe influence of product quality on purchase

intention is significant, or has a real impact on increasing consumer decisions to purchase the product.This finding is supported by several previous studies,Ali et al. (2021) showed that product quality plays a key role in increasing Purchase Intention in the consumer goods sector, especially in competitive markets where consumers have many choices of similar products. They found that positive perceptions of product quality increase trust and build a stronger brand image, so that consumers are more motivated to buy.

InfluenceBrand Awarenessagainst Purchase Intention

The results of this study indicate thatBrand Awarenesson purchase intention is positive and significant, so statistically it can be concluded that the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected.This finding is supported by several previous studies.Huang and Sarigöllü (2020) showed that Brand Awareness increases Purchase Intention by strengthening consumer trust in brands, especially in product categories that require high trust such as health and beauty products.

The Influence of E-WOM, Product Quality, andBrand Awarenessagainst Purchase Intention

The results of the study showed thatBased on statistical analysis, it was found that the calculated F value of 55.352 with a significance value of 0.000 indicates that simultaneously, the three independent variables (X1, X2, and X3) have a significant effect on purchase intention (Y). This means that changes that occur in the E-WOM, product quality, and Brand Awareness variables will directly affect consumer purchasing decisions. In addition, the R Square value of 0.634 indicates that 63.4% of purchasing decisions can be explained by the three variables, indicating a strong and significant relationship between these variables and purchase intention.This finding is supported byCheung and Thadani (2012) emphasized that E-WOM has a significant impact on purchasing decisions because it can strengthen consumer trust, especially in complex or expensive products

Conclusion

1.   E-WOM, Product Quality and Brand Awareness influence Purchase Intention of Babang Redo Coffee.
2.   E-WOMhas a positive and insignificant effect on Purchase Intention of Babang Redo Coffee.
3.   Product quality has a positive and significant effect on Purchase Intention of Babang Redo Coffee.
4.   Brand Awarenesshas a positive and significant effect on Purchase Intention of Babang Redo Coffee.

Suggestion

1.   It is important for Babang Redo Coffee to pay attention to Product Quality and

Brand Awareness which are the determinants of Purchase Intention.

2. For further researchers, it is recommended to expand the scope of research with larger objects.

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