



The influence of electronic word of mouth (eWOM) via Instagram on repurchase intention

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ABSTRACT

This study aims to examine the effect of electronic word of mouth (ewom) on the Instagram application on the intention to repurchase skintific products. This research is a quantitative study with a sample method, namely purposive sampling. The sample in this study were 130 respondents. Data analysis was carried out using the Structural Equation Modeling SEM method using Smar PLS 4.0 software. This study uses the information adoption model of ewom. These results show that information quality has a significant positive effect on information usability. Information quantity has a significant positive effect on information usability. Information credibility has an insignificant positive effect on information usefulness. Information usefulness has a significant positive effect on information adoption. Information adoption has a significant positive effect on repurchase intention.

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INTRODUCTION

The APJII survey predicts Indonesian internet users will reach 221.563.479 in 2024, with a 79.5% internet penetration rate, a 1.4% increase from 2023, according to the country's total population.

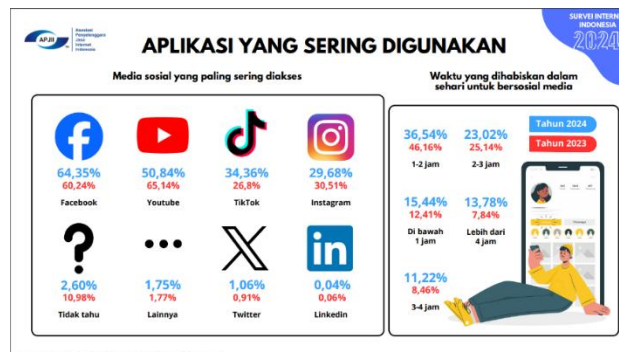


Figure 1. Application User Data

Source: APJII 2024

Indonesian internet users frequently engage with social media platforms such as Facebook, YouTube, TikTok, Instagram, Twitter, and LinkedIn. Among these platforms, Instagram has emerged as a particularly popular channel for digital marketing and social interaction (Huang & Benyoucef, 2013). According to APJII data, social media now serves as a primary online communication tool that enables users to interact and exchange information and feedback about various products (Hidayah et al., 2019; Prihartini & Damastuti, 2022). The popularity of social media in Indonesia has shown remarkable growth. According to We Are Social, social media usage increased by 12.35% from 170 million users in January 2021 to 191 million users in January 2022. This surge in social media adoption has accelerated information dissemination, establishing social media as a primary information source (Hidayah et al., 2019). Supporting this trend, a 2022 Statista survey revealed that social media became the most widely used information source in Indonesia, with a prevalence rate of 70.7%, surpassing traditional media such as television and newspapers.

The rise of social media has significantly transformed online commerce. E-commerce, defined as electronic transactions conducted over the Internet for buying and selling goods or services (Khan, 2016), has increasingly integrated with social media platforms. According to Wigand and Benjamin (2008), the growth of Web 2.0 and social media has created substantial opportunities to shift from traditional product-oriented e-commerce models toward social and customer-oriented business models. This evolution has given rise to social commerce (s-commerce), where customers engage in communicative and interactive ways to support online business development. S-commerce differs from traditional e-commerce in terms of business objectives, consumer relationships, and interaction systems (Huang & Benyoucef, 2013). Consequently, consumers have become increasingly interested in online shopping, with social media platforms like Instagram serving as essential tools for product information discovery.



Figure 2. Instagram account @skintific.id

The growing demand for beauty and skincare products has positioned Indonesia as a significant market in the cosmetics industry. This market expansion has facilitated the emergence of various skincare brands, including international collaborations such as Skintific, a facial care brand developed through Canadian expertise. Such brands leverage social media platforms, particularly Instagram, to build consumer engagement and brand awareness through active digital presence and community building. The utilization of social media for product promotion enables businesses to implement comprehensive consumer engagement strategies through electronic word-of-mouth (eWOM), which has been identified as one of the most effective communication methods for measuring consumer perception and product interaction on Instagram (Sibarani et al., 2022). This digital marketing approach allows brands to foster direct consumer relationships and generate authentic user-generated content that influences purchasing decisions.

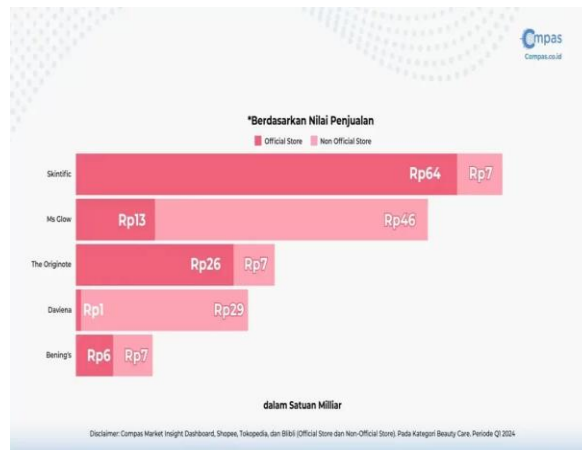


Figure 3. Skincare Sales Data in Indonesia

Based on the information above, Skintific has managed to dampen the care and beauty market. Based on the results of the Kompas Market Insight Dashboard, Kompas.co.id has successfully supported the growth of the Skintific brand. As of the first quarter of 2024, the brand has reached a sales value of more than IDR 70 million. Kompas.co.id also found that the biggest sales came from Skintific's authorised stores. The sales value generated by Skintific's official stores was Rp 64 billion, while the sales value obtained from non-official stores was Rp 7 billion. Other brands that ranked second after Skintific were MS Glow, The Originote, Daviena Skincare, and Benings Indonesia. Social media and other technological advancements have provided more opportunities for consumers to access various forms of electronic word-of-mouth available from various people. Electronic word-of-mouth refers to any type of information about a product that is easily accessible and available to everyone through various internet platforms (Rahaman et al., 2022). In general, eWOM can appear in various ways on social media platforms, such as when users casually share their thoughts about a product on a website or when they interact with a community of peers online (Rahaman et al., 2022). EWOM is considered as one of the marketing strategies used by many businesses that utilise social media (Prihartini & Damastuti., 2022).

The development of the internet also provides a platform that facilitates electronic word-of-mouth (eWOM). People started to use web 2.0 (e.g. online forums, web blogs, and social media) as a place to gather information and opinions about a product or service while using it with themes and acquaintances on social media (Chu & Kim., 2011). Electronic word of mouth (eWOM) is a type of communication that occurs between consumers through digital media (Babić Rosario et al., 2020). Electronic word of mouth can occur through various media such as social media, blogs, discussion forums, and website reviews. (Indrawati et al., 2023). By using the eWOM media, consumers can obtain information about the products they use, reviews, and reviews in the form of text, videos, and images. The importance of eWOM lies in its ability to influence consumer behaviour Ismagilova Elvira et al. (2017). EE-WOM is considered an effective and trustworthy product evaluation method because it bases its evaluation on the experiences and concerns of users (Daowd et al., 2020).

Electronic word of mouth is a type of internet communication that spreads information about a particular product from one person to another (Residona., 2019). The most frequently used eWOM platform is social media as it allows for consumer discussions, endorsements of a product or profile, network preference testing, likes and comments, brand content, and more (Erkan & Evans., 2016). According to Lee & Choeh (2021) onsumers also express their opinions about a product through eWOM, where they can express their feelings to others through their experiences. Consumers who are really interested in a product will usually give a good review, so they will share information about the shortcomings of the product with other buyers. Many people who write reviews or ratings also contribute positively to the product's reputation and reduce their engagement.

According to Cheung & Thadani (2012), electronic word-of-mouth (eWOM) is a powerful marketing strategy that has the potential to influence consumer opinions about a product or service (Teng & Khong., 2015). Due to social media's ability to facilitate information sharing with many people, users can even share their thoughts as they see fit (Chu & Kim., 2011). As a result, consumers are increasingly using social media to get information about themselves (Baird & Parasnis, 2011). According to Wolny and Mueller (Erkan & Evans, 2016), harassment on social media often influences people, and as a result, it has a negative impact on consumer purchasing behaviour (Wang, 2016).

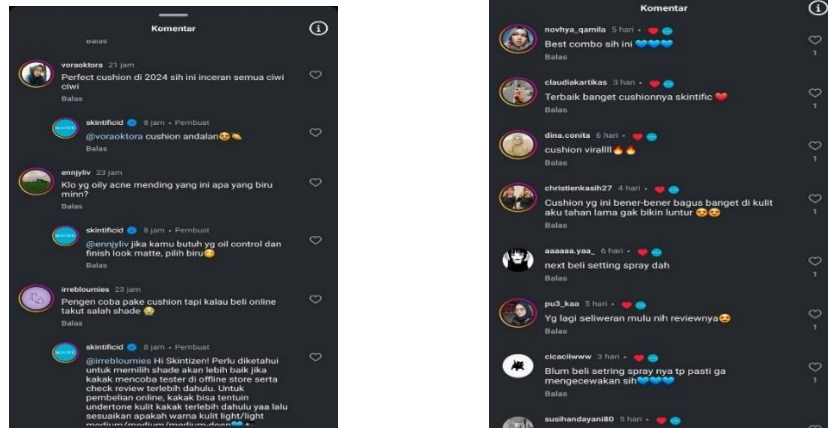


Figure 4. Comment or Review in the Comment Column of the @skintificid Instagram Account

The example mentioned above is one type of EWOM on the @skintificid Instagram account, where comments or reviews in the comment's column can influence customers to buy skintific products. In addition, Nielsen, in the findings of a study summarised by (Cheung & Thadani, 2012) has shown that when making purchase orders, internet users review online content posted by customers who are not as famous as traditional media. However, in their research, Erkan & Evans (2016) explained that it is difficult to evaluate all eWOM that has an impact on consumer opinions about a particular product or service. According to research conducted by Knoll, this is based on Erkan & Evans (2016) The impact of eWOM depends on the information and the individual consumer.

Reviews, or user-generated content, is referred to as electronic communication ((Tandon et al., 2020). Word of mouth, in electronic format, is the process of consumer participation when they receive feedback regarding their experiences using products and services online (Bernard et al., 2021). Electronic word of mouth is one way for customers to return to (Santi Gusti Ayu Putu Candra & Suasana Gst A Kt Gd, 2021). Therefore, the more positive word of mouth in electronic format that is generated, the greater the tendency for customers to make another purchase. According to (Jalil et al., 2021), this also has a significant influence in building customer loyalty before customers make a purchase until they decide to buy again. Repurchase Intention is a dependent variable identified as the most important factor in analysing consumer intentions to repurchase (Tandon et al., 2020).

According to Soedionon Wabisono et al. (2020) Repurchase Intention is a type of customer behaviour where a customer wants to make another purchase with the same customer after having a positive attitude in evaluating customer risk based on their knowledge of a particular customer. Repurchase Intention refers to consumers' intention to repurchase a product or service by monitoring its appearance and level of favourability (Puspitasari & Briliana, 2017). It can be said that Repurchase Intention is a step in the process of making a second purchase based on the loyalty that customers have to a particular brand and product. This study first adopts the information adoption model (IAM) developed by (Sussman & Siegal, 2003), the information adoption model (IAM) is used to describe the process by which people can adopt information and use it to improve their performance and well-being through computer-based communication. IAM is a combination of the Elaboration Likelihood Model (ELM) and the Technology Acceptance Model (TAM). In the first study by Erkan & Evans (2016), the researchers developed a new research tool called the Information Acceptance Model

(IAM), which highlights consumer behaviours related to eWOM information such as 'Information Needs' and 'Attitudes towards Information.' The findings from this study show that IAM is flexible and can be useful. IAM was also introduced by (Wang, 2016), who highlighted several previous studies that have added or changed new variables to IAM to improve its clarity. This variable is used to indicate the research need and what the researcher wants to know. According to Sussman & Siegal (2003) original IAM, information loss can occur through peripheral and central pathways. In addition, ((Abedi et al., 2020) state that routine data such as quantity can be analysed in the research period on information adoption. Teng & Khong (2015) also mentioned argument quantity as a relevant attribute of peripheral indicators. According to Ismagilova Elvira et al. (2017), eWOM volume also affects eWOM usage. Based on the previous explanation, this study considers using IAM variables such as 'information quality', 'information credibility', 'information usefulness', and 'information adoption' as the main model by adding information quantity to the model.

LITERATURE REVIEW

Repurchase Intention

According to Tan and Ibrahim (2019), repurchase intention is the result of customers' perceptions of the quality of the product or service that they have previously purchased (Fachri et al, 2021). According to research cited by Zeng et al. (2009) in Asti et al (2021), improving the quality of e-grocery services can increase customers' intention to repurchase from the store because customers may decide to buy a product again or more than once, and they may choose to buy similar or different products. Repurchase intention is a step that consumers take to repurchase goods or services by indicating their inclinations and the occurrence of problems (Puspitasari & Briliana., 2017). It may be stated that Repurchase Intention is a step in the process of making a second purchase based on the loyalty that customers have for a certain brand and product.

Information Quality

Filieri & McLeay (2014) defined information quality as focusing on the quality of content in electronic word-of-mouth (eWOM). From a consumer perspective, information quality affects them during the keputusan process. According to the research by Sussman & Siegal (2003), which is a study model of asli information adoption, information loss can occur through periferal and pusat jalur.

Information Quantity

As explained by Filieri & McLeay (2014), information quantity refers to the frequency or amount of information, eWOM, or messages sent to consumers. Frekuensi or a high number of ulasan helps consumers evaluate the quality of a product or service by comparing it to a low number of ulasan or a frequency.

Information Credibility

Kredibilitas informasi can be used to verify a few assumptions (Erkan & Evans, 2016). Filieri & McLeay (2014), state that the ability to communicate to a client that the information may be trusted depends on its credibility or accuracy. Kredibilitas informasi is another avenue where information can be exposed. Kredibilitas informasi can be used as a quick assessment to determine the effectiveness of a particular communication method (Sussman & Siegal, 2003).

Information Adoption

Ewom's information adoption process is based on the steps that users take to make the most of the available information (Daowd et al, 2020). Several studies have shown that eWom use negatively affects information adoption; therefore, using an eWom adoption model can show that eWom use has a significant and positive impact on information adoption.

Information Quality with Information Usefulness

The ability of a particular product to assist customers in reducing the risk of making a purchase is known as information quality. Information quality refers to how well a study is able to convey the information that is being used (Erkan & Evans, 2016). The term "kualitas informasi" (information quality) refers to accuracy, clarity, understanding, and cost-effectiveness. If the quality of the information provided improves, it will help customers purchase a product more and more (Tampubolon Ary Samuel & Sharif Osa Omar., 2022). Information quality is a factor that might influence the use of information in the process of developing consumer opinions, according to Indrawati et al (2023). The higher the quality of the information, the greater the contribution to the kegunaan persepsi. A few studies examine the impact of information quality on the use of information informasi (Indrawati et al., 2023) and (Leong et al., 2022).

H₁: The quality of the Skintific product information on the Instagram app has a positive and significant impact on the information's utility.

Information Quantity with Information Usefulness

Information quantity refers to the frequency or amount of information that people have about a particular brand. Quantitas informasi also indicates the number of people who have comments or opinions on a product, indicating that the product has a strong reputation and a high sales rate, hence lowering the risk that a customer will have when purchasing a product (Ho et al., 2021). According to certain researchers, the quantity of information has an impact on its utility (Indrawati et al., 2023).

H₂: The quantity of Skintific product information on the Instagram app has a positive and significant impact on the use of information.

Information Credibility with Information Usefulness

Kredibilitas informasi might influence how consumers perceive other consumers' opinions or recommendations as factual or true (Rahaman et al., 2022). Kredibilitas informasi is defined as the perception and assessment of consumers regarding the accuracy and reliability of information provided on electronic platforms such as social media (Jiang et al., 2021). Consumers tend to value information that is more reliable and dependable when it is available on internet platforms. According to Leong et al (2022), information trustworthiness has an impact on information usefulness.

H₃: Credibility of the Skintific product information on the Instagram app has a positive and significant impact on information use.

Information Usefulness with Information Adoption

The use of information conveys to consumers that the information they get is useful and beneficial for achieving their goals (Sardar et al., 2021). Pengguna media berpartisipasi dalam banyak informasi eWOM cenderung memiliki keinginan lebih untuk mengadopsi informasi tersebut ketika jumbuh dianggap berguna (Leong et al., 2022). When consumer productivity increases, consumers will consider information to be useful Sardar et al (2021)..Indrawati et al (2023). and Rahaman et al (2022), information usefulness has an impact on information adaptation.

H₄: Using Skintific product information on Instagram has a positive and significant impact on adoption data.

Information Adoption with Repurchase Intention

Adoption of information can be described as a process where a person uses their own discretion to make use of the information that is provided (Rahaman et al., 2022). The eWom information adoption process is based on the information adoption process that describes how online users utilize the available information (Daowd et al., 2020). Customers will adopt the information, which indicates that it is relevant and useful to them (Sardar et al., 2021). Customers that utilize and adopt this eWom

information will increase their willingness to buy (Erkan & Evans., 2016). According to a few studies, knowledge adaptation has an impact on repurchase intention (Indrawati et al., 2023).

H5: Information adoption Skintific product on the Instagram app has an impact on repurchase intention.

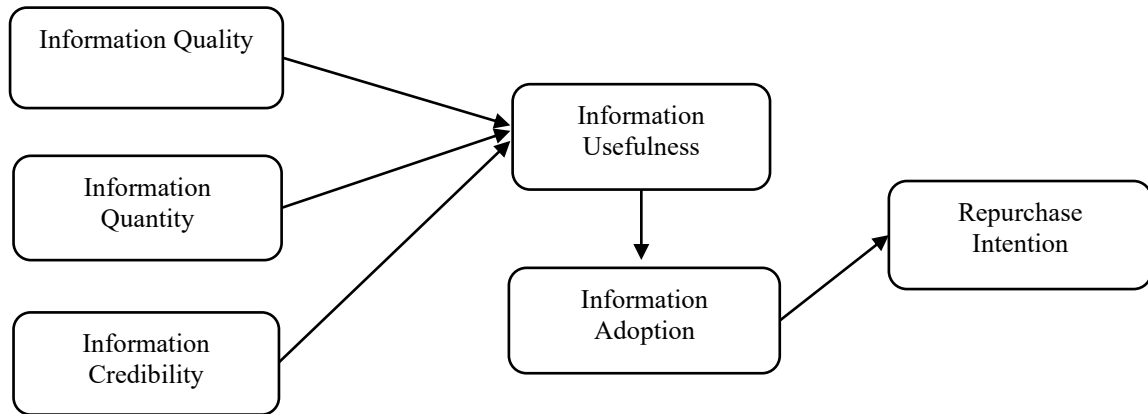


Figure 5. Conceptual Framework

METHOD

This study uses a causative approach, which is research that aims to explain the relationship between two or more variables (Sugiyono, 2017)). The methodology used in this research is called motode, which is based on positivism and utilises unreliable data. The data collected consists of anecdotes which are then analysed using statistics to test hypotheses. This research is conducted on a population or sample to increase awareness of the problem under study (Sugiyono, 2017). Participants in this study are those who follow the Instagram account @Skintific in Kota Padang. The number of participants in this study is 130 consumers who use and are interested in continuously using the Instagram app. The sample collection technique used in this study is non-probability sampling, which is sample collection that does not provide equal opportunities for each member of the population to be selected as a sample. Data analysis tools use the Partial Least Square (PLS) algorithm with the SmartPLS 4.0 software. The data analysis technique used in this study is deskriptif quantitative analysis, which is a technique used to conduct research, analysis, and hypothesis testing based on mathematical and statistical findings.

RESULT AND DISCUSSION

Respondent’s Chacaracteristics

Table 1 Respondent’s Chacaracteristics

Characteristics	Category	Amount	Percentage
Gender	Male	7	5%
	Female	123	95%
Age	18-24	121	93%
	25-30	7	5%
	31-35	2	2%
	36-45	-	-
	>45	-	-
Occupation	Employees	9	7%
	Student	80	61%
	Civil Servants	1	1%

Income	Entrepreneur	2	2%
	Other	38	29%
	<Rp1.5000.000	91	70%
	Rp1.500.000- Rp3.000.000	31	24%
	Rp3.500.000- Rp7.500.000	5	4%
	>Rp7.500.000	3	2%

Source: Data Process

Validity Test

According to the data in Table 16, each indicator's outer loading value gives it a high convergent validity value because all of the indicators have loading factors more than 0.70, which means that all of the indicators are considered valid. The other method that may be used to determine convergent validity is to look at the AVE value, where a construct is considered valid if it is more than 0.50.

Table 2. Validity Test

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Repurchase Intention	Description
IA1	0.855						Valid
IA2	0.918						Valid
IA3	0.822						Valid
IC1		0.891					Valid
IC2		0.900					Valid
IC3		0.918					Valid
IC4		0.870					Valid
IC5		0.913					Valid
IQ1			0.790				Valid
IQ2			0.762				Valid
IQ3			0.833				Valid
IQ4			0.886				Valid
IQ5			0.888				Valid
IQ6			0.914				Valid
IQ7			0.852				Valid
IQ8			0.804				Valid
IQT1				0.940			Valid
IQT2				0.931			Valid
IU1					0.865		Valid
IU2					0.877		Valid
IU3					0.837		Valid
IU4					0.907		Valid
RI1						0.802	Valid
RI2						0.721	Valid
RI3						0.731	Valid
RI4						0.842	Valid

Source: Data Process

Reliability Test

According to Table, if the Croanboach's alpha is greater than 0.60 and the composite reliability is greater than 0.70, it may be concluded that the variable has good reliability or the ability to improve its construction. As can be seen in Table, the results show that all of the variables in AVE have values more than 0.50, indicating that the indicators have good or legitimate convergens.

Table 3. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Ket	Average variance extracted (AVE)
IA	0.832	0.832	Reliable	0.750
IC	0.940	0.942	Reliable	0.808
IQ	0.941	0.943	Reliable	0.710
IQ	0.857	0.860	Reliable	0.875
IU	0.894	0.895	Reliable	0.760
RI	0.778	0.787	Reliable	0.602

Source: Data Process

R-Square

Table shows the R-squared value for the repurchase intention variable, which is approximately 0.345%, indicating that 34.5% of respondents may be impacted by information usefulness and adoption, while 65.5% may be impacted by other variables. The R-squared value for the usefulness of the information variable is approximately 0.739. This indicates that the usefulness of information is impacted by information quality, quantity, and credibility. On the other hand, the R-square value for the information adoption variable is approximately 0.640. This indicates that information adoption affects repurchase intention by around 64 percent.

Table 4. R-Square

	R-square
IA(X5)	0.640
IU (X4)	0.739
RI (Y)	0.345

Source: Data Process

Hypothesis Test

Table 5. Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Label	Result
IQ -> I U	0.450	0.443	0.163	2.761	0.006	(+) sig	Accepted
IQ -> I U	0.292	0.292	0.120	2.430	0.015	(+) sig	Accepted
IC-> IU	0.185	0.195	0.120	1.546	0.122	(+) no sig	Rejected
IU-> IA	0.800	0.799	0.046	17.579	0.000	(+) sig	Accepted
IA -> R I	0.587	0.592	0.072	8.170	0.000	(+) sig	Accepted

Source: Data Process

1. The Relationship Between Information Quality and Information Usefulness

The relationship between information quality and information usefulness was statistically significant ($p = 0.006 < 0.05$) with a path coefficient of 0.450. This result indicates that H1 is accepted, demonstrating that enhanced information quality regarding skincare products positively influences perceived information usefulness.

2. The Relationship Between Information Quantity and Information Usefulness

The analysis revealed a significant relationship between information quantity and information usefulness ($p = 0.015 < 0.05$) with a path coefficient of 0.292. Therefore, H2 is accepted, confirming that increased availability of product information enhances perceived information usefulness.

3. The Relationship Between Information Credibility and Information Usefulness

The relationship between information credibility and information usefulness was not statistically significant ($p = 0.122 > 0.05$) with a path coefficient of 0.185. Consequently, H3 is rejected, indicating that information credibility does not significantly influence perceived information usefulness in this context.

4. The Relationship Between Information Usefulness and Information Adoption

A strong significant relationship was found between information usefulness and information adoption ($p < 0.001$) with a path coefficient of 0.800. This result confirms that H4 is accepted, demonstrating that higher perceived information usefulness significantly increases information adoption behavior.

5. The Relationship Between Information Adoption and Repurchase Intention

The analysis demonstrated a significant positive relationship between information adoption and repurchase intention ($p < 0.001$) with a path coefficient of 0.587. Therefore, H5 is accepted, indicating that greater information adoption significantly enhances consumers repurchase intention.

Discussion

The relationship between information quality and information usefulness

This study is in line with research by Ardiansyah Harahap & Prima Lita, 2023, which states that information quality has an impact on information usefulness and indicates that the quality of information is increasing, making it possible to identify useful information that they are interested in.

Impact of Information Quantity on Information usefulness

According to the research findings of Ngarmwongnoi et al., 2020) the quantity of information has a positive impact on its usefulness. This is in line with the study's findings, which indicate that the quantity of information has an impact on its utility. Accordingly, the quantity of E-WOM has a crucial role in enhancing consumer perceptions of E-WOM use. In this regard, a product's ulasan can be a crucial factor in determining its level of popularity.

The Effect of Information Credibility on Information Usefulness

This study is consistent with research conducted by (Bernard et al., 2021), which found that consumers are not able to be persuaded to use the information because of the varying quality of the ulasan.

Effect of Information Usefulness on Information Adoption

The study's findings (Ruangkanjanases et al., 2021) indicate that information usefulness has a positive impact on information utilization. This indicates that when someone adopts useful information, they are more likely to be receptive to it and use it to gauge how much they believe a particular piece of information of information may improve their productivity. Accordingly, the use of online information is detrimental to online information adoption.

The Effect of Information Adoption on Repurchase Intention

According to research by Putra et al., (2020), which is consistent with the findings of this study, information adoption has a positive and significant impact on repurchase intention.

Conclusion

Based on the results of the research and discussion that has been carried out regarding the Influence of Electronic Word of Mouth (EWOM) on the Instagram application on Repurchase Intention of Skintific products, it can be concluded as follows:

1. The information quality variable obtained a p value of 0.006 smaller than 0.05 and an original sample value of 0.450. So, this test states that H1 is accepted, because the higher the information quality on Skintific products, the higher the information usefulness.
2. The information quantity variable obtained a p value of 0.015 smaller than 0.05 and an original sample value of 0.292. So this test states that H2 is accepted, because the higher the information quantity of skintific products, the higher the information usefulness.
3. The information credibility variable obtained a p value of 0.122 greater than 0.05 and an original sample value of 0.185. So, this test states that H3 is rejected, because the higher the level of skintific's information credibility, it will not increase Information Usefulness.
4. The Information Usefulness variable obtained a p value of 0.000 less than 0.05 and an original sample value of 0.800, so this test states that H4 is accepted, because the higher the information usefulness of skintific products, the higher the information adoption.
5. The Information Adoption variable obtained a p value of 0.000 smaller than 0.05 and an original sample value of 0.587, so this test states that H5 is accepted, because the higher the information adoption of skintific products, the higher the repurchase intention.

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