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ELECTRONIC WORD OF MOUTH MARKETING STRATEGY ANALYSIS ON SOCIAL MEDIA INSTAGRAM NANINE.ID

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Abstract *– The purpose of this research is to determine the dimension of electronic word-of-mouth (eWOM) consisting of intensity, the valence of opinion, and content applied in social media Instagram nanine.id. The population in this study is Instagram users who have visited nanine.id Instagram profile and heard about or used eWOM to get information about buying nanine.id products. Sampling technique to determine the sample to be used in this study using non-probability sampling technique, namely purposive sampling. Data collection techniques were carried out through in-depth interviews, questionnaires, and Forum Group Discussions (FGD). The data analysis method used is a descriptive statistical analysis technique. The result shows that the three dimensions of electronic word of mouth are already implemented with a very high category on Instagram nanine.id. The intensity dimension has an average score of 4.28, the valence of opinion has an average score of 4.25, and content has an average score of 4.56. To maintain and increase e-WOM through Instagram social media, there are several strategies proposed by the author, including consistently maintaining product and service quality, providing incentives, and creating interactive content.*

Keywords: *e-WOM, Intensity, Valence of Opinion, Content, Consumer Behaviour*

INTRODUCTION

Making valuable customer relationships, which includes acquiring new consumers and keeping current ones, is what marketing implies (P Kotler et al., 2013). Marketers strive to improve customer satisfaction and the quality of their products or services to retain and grow existing customers. Marketers, on the other hand, aim to present their products and services through various types of advertisements to attract new customers. Many companies nowadays use word-of-mouth marketing, which involves the help of well-known celebrities, influencers, and satisfied consumers who may spread positive information about the product or service they sell (Samar & Mazuri, 2019; Wong et al., 2015).

With the growth and spread of the Internet, a new type of word of mouth (WOM) has emerged: electronic word of mouth (eWOM), which is now considered one of the most important informal media among customers, businesses, and the general public. According to Hennig-Thurau et al., (2004), this new kind of word-of-mouth has established a significant influence on customer behavior. Consumer behavior has changed along with the development of communication technology. The development of internet technology, which allows people with high mobility to communicate effortlessly anywhere and at any time, fits into this category. Instant messaging is an alternate mode of communication that most people utilize to communicate with those who use the internet.

In this age of globalization, many consumers use the internet to research products before making a purchase. This is supported by the fact that the number of internet users continues to rise. Social media is an internet-based form of communication. Instagram is one of the most popular social media platforms. In Indonesia, 36.4 percent of Instagram users were between the ages of 18 and 24 in April 2021, according to statistics from NapoleonCat. As of today, there were around 87.8 million Instagram users in Indonesia, with a female predominance of 52.6%. The use of social media by Generation Z shows that word of mouth will continue to play a big role in people's buying habits.

As integrated marketing communications (IMC) have grown, social media has become a new hybrid part of the process, allowing businesses to build strong ties with their customers (Mangold & Faulds, 2009). For small business scale, word-of-mouth is the most important kind of advertising. Thus,

nanine.id, a business that sells premium pashmina jerseys with gen Z as their target demographic, leverages Instagram's potential as an efficient marketing tool as well. However, based on interviews with business owners, during the past month (18 Nov - 17 Dec) nanine.id's sales rate increased 176%, but sales per order decreased 16%, therefore they want to know if the strategies that have been used to build e-WOM on Instagram have been effective or not.

Based on the research background described above, the research purpose is to analyze how much is the dimension of E-WOM (Intensity, Valence of Opinion, and Content) applied according to Instagram users who have visited nanine.id Instagram profile and heard about or used electronic word-of-mouth (e-WOM) to get information about buying nanine.id products and formulate a marketing strategy to enhance word-of-mouth nanine.id's through social media Instagram.

LITERATURE REVIEW

Word of Mouth (WOM)

According to Philip Kotler & Keller (2007), Word of Mouth (WOM) or word of mouth communication is a communication strategy for providing recommendations to a product or service, either individually or in groups, with the intent of giving personal information. Word of mouth, according to Arndt (1967) is a form of communication between individuals in which the recipient gets non-commercial communications about brands, products, or services. To put it another way, information regarding consumer experiences is shared and exchanged. According to Balter, D. & Butman (2005), word-of-mouth marketing (WOM) differs from other marketing approaches in that it has a natural structure that is formed by real-world views and information about products and services.

Electronic Word of Mouth (e-WOM)

According to Jalilvand & Samiei (2012), internet use and today's rising social media have transformed Word of Mouth into something that can be done in any form, namely Electronic Word of Mouth (eWOM). Electronic word of mouth (e-WOM) is a type of marketing communication that contains positive or negative statements made by potential or existing customers, current or former customers, and that is available to a large number of people or institutions through the use of electronic media such as blogs, forums, and other social media sites (Hennig-Thurau et al., 2004). Since there are so many options when it comes to a brand, consumers feel compelled to seek information, particularly from someone who has prior experience with the product or service (Kelly, 2007). E-WOM allows consumers to interact with others, exchange opinions, and share experiences regarding a product or service via websites or social media (Erkan & Evans, 2016). With the introduction of social media, the process of exchanging information and opinions has become easier than before. Opinion leaders can utilize websites or the internet to gather, share, and publish information since they have a great deal of influence among the people, and this can affect the flow of information throughout social circles. With only a few taps and clicks on their computer or mobile device, they can reach thousands of individuals. As a result, electronic word of mouth, abbreviated as eWOM, has become popular.

E-WOM has an impact on customer behavior before they decide to buy a product or service (Jiménez & Mendoza, 2013). According to Jones (2010), users of social media have an important role in the information search process before consumers decide to buy a product or service. Goyette et al., (2010) divide e-WOM into three dimensions:

1. Intensity
   In e-WOM, Liu (2006) defines intensity as the number of consumer opinions written on a social media site. Research conducted by Goyette et al., (2010) divides the indicators Intensity as follows:
   - Frequency of accessing information from social networking sites
   - Frequency of interaction with users of social networking sites
   - Number of Reviews written by users of social networking sites.
2. Valence of Opinion
   Is a consumer's opinion, either positive or negative about a product or service and brands. The valence of Opinion has two characteristics, namely negative and positive. The valence of Opinion includes:
   - Positive comments from users of social networking sites
   - Negative comments from social network users

- Recommendations from users of social networking sites

3. Content
   Is the information content of social networking sites related to products and services. Indicators of Content include:
   - Information about product quality
   - Information about a variety of products
   - Information about the price of a product
   - Information about the seller's service
   - Information about positive experiences with the product

Electronic Word of Mouth in Social Media

Social media is a wide phrase that refers to software tools that allow users to publish and share user-generated content (Sinclaire & Vogus, 2011) cite O'Reilly's (2005). Social media platforms such as Instagram are seen to be ideal platforms for eWOM (Canhoto & Clark, 2013; Erkan & Evans, 2014; Kim et al., 2014). Social media has developed into much more than a means of communication between family and friends. It has turned into a resource for consumers seeking information about their favorite brands and items. These social media sites allow opinion leaders to create and promote profiles linked to businesses' products and services, in addition to daily conversations amongst customers. People can post comments in the form of written text, images, or videos. eWOM is more engaging and enticing when the content is visually enhanced. Furthermore, social media sites make it easier to spread eWOM material to a large number of individuals (Sohn, 2014); users may even offer their opinions by just forwarding posts that they agree with (Chu & Kim, 2011).

METHODS

Research Design

The type of research conducted is descriptive research. According to Walliman (2010), descriptive research is based on data collection observations. The data of this study were collected using a questionnaire. In this research, the technical data collection uses a question structure with various options that have been provided to be answered so that the results are in the form of numbers or numerals, which are then processed using statistical methods. This study entails gathering data to answer questions regarding a certain topic or issue. Based on the average score from the questionnaire data, a descriptive analysis will be performed. In descriptive research, data will be collected based on the aspects that support the research object, and these factors will then be examined to determine their relevance, also with the help of interviews with business owners, literature studies, and Forum Group Discussion (FGD) conducted with related business practitioners to support the analysis in making conclusions.

Population and Sample

When a group of events, items, or people with similar characteristics is grouped, it is called a population and is the focus of research since it is seen as a centralized field of study (Augusty, 2006). While the sample is part of the population where each member has certain characteristics so that it can represent the population to be observed. The research population consists of Indonesian residents (WNI), women over the age of 17, and Instagram users who have visited the nanine.id Instagram profile and either heard about or used electronic word-of-mouth (eWOM) to gain information about buying nanine.id products. The size of the population in this study is unknown, so the sampling technique used is included in the category of non-probability sampling. The non-probability sampling technique chosen is the purposive sampling technique. Purposive sampling is sampling intentionally in accordance with the required sample requirements. In this study, the sample size was adjusted to the analytical model used, which refers to the opinion of Wibisono in Riduwan & Akdon (2013) with the following calculations:

$$n = \left(\frac{Z_{\alpha/2}\sigma}{e}\right)^2 = \left(\frac{(1{,}96)\ x\ (0{,}25)}{0{,}05}\right)^2 = 96{,}04$$

n = number of samples

$Z_{\alpha/2}$ = the value of the normal distribution table at the 95% confidence level = 1.96.

σ= standard deviation 25%

e = error (error Tolerance = 5%)

Based on the calculations above, the sample of this study is a minimum of 96.04 $\approx$ 97 respondents.

Types and Sources of Data Research

This study will be based on both primary and secondary data. The questionnaire approach was used to collect primary data, as were in-depth interviews with business owners and Forum Group Discussions (FGD) with key business practitioners. Meanwhile, secondary data sources for this research were obtained from literature studies, e-books, and literature. The use of these four sources in this study is intended to optimize the study findings based on multiple points of view.

The questions listed in the questionnaire are derivatives of the indicators that create E-WOM according to (Goyette et al., 2010). This study uses a variable source of information with four dimensions and eleven indicators with the following details:

Table 1. Validity Test Results

Variable	Dimension	Item	Indicator
Electronic Word of Mouth	Intensity	I1	Frequency of accessing information from social networking sites
		I2	Frequency of interaction with users of social networking sites
		I3	Number of reviews written by users of social networking sites.
	Valence of opinion	V1	Positive comments from social network users
		®V2	Negative comments from social network users
		V3	Recommendations from social network users
	Content	C1	Information about product quality
		C2	Information about a variety of products
		C3	Information about the price of a product.
		C4	Information about the seller's service
		C5	Information about positive experiences with the product

Source: Research Data 2021

A Likert scale with a rating interval for each respondent's answer was used in this study as the measuring scale. This scale includes five levels, with using the numbers 1 through 5, 1 indicates strongly disagree, 2 indicates disagree, 3 indicates neutral, 4 indicates agree, and 5 indicates highly agree. There are statement items in this research questionnaire that have a scale reverse (®), and the value of the reverse (®) scale itself is 1 indicates strongly agree, 2 indicates agree, 3 indicates neutral, 4 indicates disagree, and 5 indicates strongly disagree.

Instrument Test

In order to keep the quality of research, the instrument is tested for validity and reliability. To ensure the level of validity and reliability, this study used a survey method by distributing structured questionnaires to respondents. From the collected scores, a percentage calculation is performed using a simple formula tabulation and then a quantitative descriptive analysis is performed. As instrument testing, the data used in the validity and reliability test consisted of 30 respondents who are samples of the research population.

Validity Test. Validity determines if the study genuinely measures what it is supposed to measure or how accurate the research findings are (Joppe, 2000), as cited in (Golafshani, 2003). The decision of whether or not the questions on the questionnaire are valid can be seen based on the comparison of the calculated r-value with the r table using the degree of freedom (df) = n-2. The R table value in this

study with a significance level of 0.05 and the number of samples as many as 30 is 0.3610. If the value of r count > r table then the question is considered valid and vice versa.

Reliability Test. Reliability is valued to determine whether or not the instrument utilized can be trusted. According to (Creswell, 2012), reliability refers to the stability and consistency of an instrument's score. A general rule of thumb is that a Cronbach's alpha between 0.6-0.7 suggests an acceptable degree of reliability, while a score of 0.8 or above indicates a very high level of reliability. However, numbers greater than 0.95 are not always desirable because they may indicate redundancy (Hulin et al., 2001).

Data Analysis Technique

This study uses descriptive quantitative data analysis. Descriptive data were obtained in this study to describe the characteristics of the observed data and to find out the description of the companies that were used as research samples. The results of the questionnaire distribution were then averaged by using the formula according to (Husein, 2011):

$$\text{Average value} = \frac{\sum(frequency\ x\ weight)}{\sum sample\ (n)}$$

To explain the results of the respondents' research on the research variables, it was carried out based on the average value of each variable. The highest respondent's assessment with an average score of 5 and the lowest assessment score is 1, the interval can be determined as follows:

$$\text{Interval} = \frac{\max score - \min score}{total\ number\ of\ classes} = \frac{5-1}{5} = 0{,}80$$

Thus the scale category can be determined as follows:

Table 2. Interpretation of mean value

Interval	Category
1 – 1.80	Very Low
1.81 – 2.60	Low
2.61 – 3.40	Neutral
3.41 – 4.20	High
4.21 - 5	Very High

Source: Sugiyono, 2008

The following table defines the categories used to interpret the results of this study based on the respondents' response scores.

RESULTS AND DISCUSSION

Before processing the data results, researchers perform an instrument test consisting of a validity and reliability test. The instrument test was carried out on 11 items questions with a sample of 30 people.

Validity Test

The validity test is used to measure the validity of a statement. The data is processed using the International Business Machines Corporation Statistical Product and Service Solution (IBM SPSS) 25 to assess the validity of the questionnaire. The question is said to be valid if r count > r table, with r table of 0.361.

Table 3. Validity Test Results

Item	r_{count}	r_{table} 5% (n=30)	Validity
I1	0.685	0.361	Valid
I2	0,636	0.361	Valid
I3	0,773	0.361	Valid

V1	0,592	0.361	Valid
V2	0,376	0.361	Valid
V3	0,611	0.361	Valid
C1	0,823	0.361	Valid
C2	0,832	0.361	Valid
C3	0,794	0.361	Valid
C4	0,794	0.361	Valid
C5	0,675	0.361	Valid

Source: Data processed with SPSS 25

By looking at the table above, it is known that all items are more than 0.361 and it can be concluded that all items are valid.

Reliability Test

After testing the validity of the instrument research, then the researchers conducted test reliability. This reliability test was carried out using Cronbach's Alpha (αc). According to Hulin et al., (2001), Cronbach's Alpha with a score of 0.8 or above indicates a very high level of reliability. In this study, a reliability test was conducted on 30 respondents who have similar characteristics with research respondents. Here is the results instrument reliability test calculation:

Table 4. Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
.887	11

Source: Data processed with SPSS 25

According to the table above, the reliability test was performed on 11 question items, which are marked with N. Cronbach's Alpha (αc) value of total items in the reliability test is 0.887, indicating that this instrument is reliable since the alpha value is more than 0.80 that indicates a very good level of reliability.

Respondent Characteristic

Characteristics of respondents is a description of the respondents in this study. This research gathered data from 100 respondents. The demographic provided in table 4 is classified as follows:

Table 5. Summary of Respondent Demographics

Profile Demographics		**Total (%) n= 100**
Gender	Female	100%
Age	17-19	54%
	20-29	46%
Duration spent on social media Instagram	Every day	93%
	4-5 days a week	3%

	1-2 days a week	2%
	Very rarely	2%
Occupation	Student	98%
	Private sector employee	2%

Source: Research Data 2021

Table 4 shows that the majority of respondents are women aged between 14-19 years (54%) and the rest are in the age range of 20-29 years (46%). Based on the duration of the use of social media Instagram, the majority of respondents answered using the Instagram platform every day as much as 93%. Based on the type of work, the majority of respondents are dominated by students with a total of 98%.

Variable Descriptive Analysis

The data from this research consists of a single variable, namely the use of e-WOM on social networking sites according to (Goyette et al., 2010). In this study, the social networking site used is nanine.id's Instagram (https://www.Instagram.com/nanine.id/). This section will describe the data that has been processed from the average value (mean).

Table 6. Average Score on Intensity Indicator

ITEM	STATEMENT (INTENSITY)	SD	D	N	A	SA	n	MEAN	CATEGORY
I1	I can access information easily about nanine products through social media Instagram nanine.id	0	1	3	32	64	100	4.59	Very High
I2	I can interact with other consumers about nanine products on nanine.id's Instagram social media	0	5	8	66	21	100	4.03	High
I3	I got a lot of reviews about nanine products on social media Instagram nanine.id	0	2	8	56	34	100	4.22	Very High
							Average	4.28	Very High

Source: Data that has been processed

Based on the results of respondents' answers, the level of use of e-WOM on the nanine.id business Instagram in the intensity indicator can be categorized as very high with an overall average value of 4.28. The statement "I can access information about nanine products through social media Instagram nanine.id" has the highest points with an average value of 4.59 which indicates that Instagram users who have visited the Instagram profile of nanine.id strongly agree in terms of ease of accessing information about products. On the other hand, the statement "I can interact with other consumers about nanine products on nanine.id's Instagram social media" has lower points than other intensity indicators, although it is included in the high category with a value of 4.03. It can be concluded that the visitors who have visited the nanine.id business Instagram profile have not felt very often interacting with other users about nanine.id products.

Table 7. Average Score on Valence of Opinion Indicator

ITEM	STATEMENT (VALENCE OF OPINION)	SD	D	N	A	SA	n	MEAN	CATEGORY
V1	I found positive comments about nanine products on social media Instagram nanine.id	0	2	2	57	39	100	4.33	Very High

*V2	I found negative comments about nanine products on social media Instagram nanine.id	5	3	9	49	34	100	4.3	Very High
V3	I got recommendations about nanine products from other consumers on social media Instagram nanine.id	0	2	12	57	29	100	4.13	High
							Average	4.25	Very High

Source: Data that has been processed
*: (®) Reverse code

In the valence of opinion indicator, it can be seen in the statement "I got recommendations about nanine products from other consumers on social media Instagram nanine.id" which has a lower average score compared to other statements, which is 4.13. In the item "I found negative comments about nanine products on social media Instagram nanine.id" which is a reverse statement, the majority of respondents answered strongly disagree with the average value obtained, which is 4.3 and is included in the very high category, this is a which is good and needs to be maintained because if you find a lot of negative comments that usually appear because consumers are dissatisfied with the product, it can affect the purchasing decisions of other consumers towards nanine.id products. It is suggested that if a negative opinion is given, business actors respond quickly and do something to entice prior customers to believe again. Overall, the average score of the valence of opinion indicator is 4.25 and is included in the very high category. This indicates that the nanine.id Instagram visitors strongly agree that they get opinions or comments from other customers regarding the nanine.id products offered.

Table 8. Average Score on Content Indicator

ITEM	STATEMENT (CONTENT)	SD	D	N	A	SA	n	MEAN	CATEGORY
C1	I received information about the quality of nanine products on social media Instagram nanine.id	0	0	4	31	65	100	4.61	Very High
C2	I received information about the variety of nanine products on social media Instagram nanine.id	0	0	6	25	69	100	4.63	Very High
C3	I got information about nanine product prices on social media Instagram nanine.id	0	2	6	23	68	100	4.55	Very High
C4	I received information about nanine services on social media Instagram nanine.id	1	2	7	30	60	100	4.46	Very High
C5	I received information about positive product experiences on social media Instagram nanine.id	0	0	8	28	64	100	4.56	Very High
							Average	4.56	Very High

Source: Data that has been processed

The results of the table above show the average value of the content indicators including the very high category, which is at 4.56. It can be concluded that nanine.id Instagram visitors strongly agree that they obtain content related to the information of products and or services while making purchases on nanine.id.

Discussion

Table 9. Average Result of All Indicators

Indicators	Skor
Intensity	4.28
Valence of opinion	4.25
Content	4.56

Source: Data that has been processed

Overall, the content indicator got the highest average score of 4.56 among other indicators. On the other hand, the valence of opinion has the lowest value of 4.25 although it is not too far from the intensity indicator, which is 4.28. The three e-WOM indicators on the use of the nanine.id Instagram media site fall into the very high category. It can be seen based on these results that the dimensions of E-WOM (Intensity, Opinion Valence, and Content) have been implemented in the nanine.id Instagram business social media according to nanine.id Instagram visitors. However, even though the three indicators of intensity, valence of opinion, and content are in the very high category, there is still a need for a marketing strategy in terms of maintaining and improving electronic word of mouth on the social media Instagram business nanine.id.

Based on data collection gathered from primary sources including in-depth interviews with business owners, questionnaires, and Forum Group Discussion (FGD) with business practitioners, there are several recommendations for marketing strategies proposed to improve e-WOM on nanine.id business Instagram, including continuing to maintain the quality of products and services to meet customer expectations and desires. With a very tight level of competition, sellers must be able to consistently provide services and products so that customers feel satisfied. If customers are satisfied with the product and service while making a purchase, it is possible for them to leave a compliment in the comment column, give a like, or give a rating on the post. As information that comes from consumers, e-WOM can provide benefits for other potential consumers who are curious about the product.

Instagram is also used as social commerce, which according to the explanation from Das, K. (2018) social commerce is to facilitate the buying and selling of physical goods through social media platforms and sending instant messages, for example like Instagram, but payments and deliveries are handled in other places/platforms such as e-commerce. This is also done by nanine.id, where Instagram is used as a medium to connect with e-commerce shopee. With the availability of product rating and review features, this can be used by nanine.id to re-share some positive reviews in the form of sentences, photos, or videos from shopee buyers to nanine.id's Instagram social media and link them to original reviews to increase credibility posting, because according to a recent Bizrate survey of over 1,200 online shoppers done in 2021, 91% said they read at least one review before purchasing a product or service.

Figure 1.

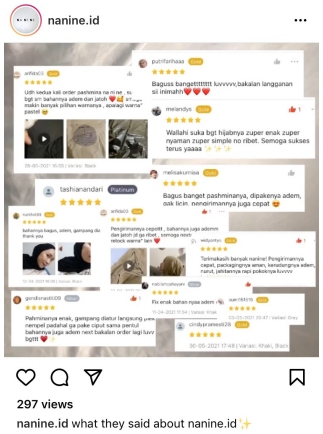
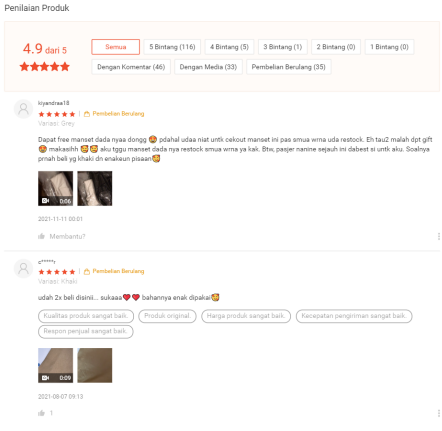


Figure 2.



Source Figure 1 & 2: Instagram & Shopee nanine.id

Another strategy that can be applied by nanine.id in increasing e-WOM is through the provision of incentives. People are more likely to post a product or brand that can be profitable. Therefore, nanine.id can offer incentives such as giving free products to customers who do the best/creative reviews about nanine.id products and upload them through their social media. At the same time, this can also be informative content created by customers based on the reviews they have given and then repost them to social media nanine.id.

In order to increase interaction with customers, nanine.id can create interactive content yet still informative, entertaining, and interesting such as "What do you think about nanine.id pashmina jersey? And what's your favorite pashmina jersey color?" or "Rate how comfortable our premium pashmina jersey products are" which can be answered directly through the comment column. Nanine.id can also create special mentions for its customers for example Nanine Friends and create unique hashtag #naninefriends that are characteristic of a brand. In addition, to build interactive discussions, nanine.id can also create other content such as "Ask #naninefriends, what questions do you have regarding our products?", and in order for customers to participate in this activity, business owners can provide incentives to customers who are active and creative in answering questions from potential customers.

CONCLUSION

Based on the results of the data that has been processed, it can be concluded that the electronic word of mouth variable consisting of content, valence of opinion, and intensity on Instagram nanine.id is included in the very high category. However, a marketing strategy is still needed to maintain and increase e-WOM through Instagram social media. Electronic word-of-mouth marketing is a fast-growing field of marketing, and it might provide clear opportunities for marketers. There are several strategies proposed by the author, including consistently maintaining product and service quality, providing incentives, and creating interactive content that is informative, entertaining, and interesting. If a bad review appears, respond professionally and positively to show the excellence of customer service. Due to the limitations of this study, the distribution of the data is not wide and has less varied characteristics, so it is hoped that in future research will be able to gather a larger number of respondents and have the characteristics of more varied respondents in order to represent the various groups that exist and not only in one particular dominant group.

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