



## The Influence of e-WOM, Brand Image and Bandwagon Effect on Decisions to Purchase Korean Street Food Family Mart Products

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**Abstract:** This research aims to determine the influence of the variables E-WOM, Brand Image, and Bandwagon Effect on purchasing decision variables for Korean Street Food FamilyMart products. The analysis and testing method used in this research is multiple linear regression analysis. The data used in this research is primary data collected through questionnaires distributed to 114 respondents who are the sample for this research whose criteria are STIAMI students who have purchased Korean Street Food FamilyMart products. The assessment scale in the questionnaire uses a Likert scale with a score range of 1 to 5. Data processing is assisted by the Stata application version 17. The results of this research are: 1). E-WOM does not have a positive and significant effect on purchasing decisions for Korean Street Food products at FamilyMart, 2). Brand Image does not have a positive and significant effect on the decision to purchase Korean Street Food products at FamilyMart, 3) the bandwagon effect has a positive and significant effect on the decision to purchase Korean Street Food products at FamilyMart.

**Keyword:** E-WOM, Brand Image, Bandwagon Effect, Purchase Decision

### INTRODUCTION

The Korean Wave or Hallyu, a global phenomenon originating from South Korea, has succeeded in capturing the world's attention through the export of various aspects of culture, including music, television dramas, films, fashion and food. In the midst of globalization, the Korean Wave has had a major impact on consumer preferences in various parts of the world. One example of the manifestation of the Korean Wave that is attracting attention is the Korean culinary trend, especially Korean Street Food, which is increasingly dominating the international market.

In this context, FamilyMart, as one of the minimarket chains that serves Korean Street Food products in, is an interesting research object. This phenomenon creates its own uniqueness in the consumer experience, bringing together the global image of the Korean Wave with local preferences in Indonesia. Therefore, this research aims to explore the influence of

Electronic Word of Mouth (E-WOM), brand image, and bandwagon effect on purchasing decisions for Korean Street Food products at FamilyMart.

Seeing the importance of the influence of these factors in the purchasing decision process, this research is expected to provide a deeper understanding of consumer behavior related to Korean Street Food products in the FamilyMart environment. By exploring the relationship between E-WOM, brand image, and the bandwagon effect, this research can make a real contribution to the development of marketing and brand management strategies, which in turn are expected to increase FamilyMart's competitiveness in an increasingly competitive market. Thus, this research is aimed at opening new insights regarding the influence of the Korean Wave in the context of purchasing decisions for Korean Street Food products in local markets.

Electronic Word of Mouth (E-WOM) refers to all statements, both positive and negative, made by potential consumers or consumers regarding a product or company, and can be accessed by many parties via the internet (Mohammad et al., 2020). In marketing and advertising literature, Electronic Word of Mouth (E-WOM) is recognized as a significant form of communication, as is Word of Mouth (WOM), which has the potential to influence consumer purchasing decisions (Sen & Lerman, 2007). WOM is considered a reliable source of information in comparison with other communication tools (Gruen et al., 2006).

The influence of E-WOM on consumer attitudes and behavior has been found in the literature (Shang et al., 2017) (Vahdati & Nejad, 2016). It involves the exchange of market information, including information about products, services, destinations, and so on, among consumers, which contributes to influencing consumer attitudes and behavior toward a particular object (Jaini et al., 2020). Product and service reviews posted by consumers via various online media such as video, text and audio (for example YouTube), blogs (such as Blogger.com), as well as social networking platforms (such as Twitter, Instagram and Facebook), are considered a form of communication. Important online Word of Mouth (Sen & Lerman, 2007). According to (Adjei et al., 2010), consumers tend to look for product reviews online before they make a purchasing decision. Study (Cheung & Thadani, 2012) also showed that more than 90% of participants reported using online reviews, blogs, social sites, and other forms of E-WOM before making a final decision to purchase a new product or service.

E-WOM was measured as a multidimensional construct manifested in three dimensions: general persuasiveness (measured through two items), general credibility (measured through two items), and susceptibility to online reviews (measured through four items), which was adapted from (Bambauer-Sachse & Mangold, 2011).

Over the past few decades, much research has explored the concept of brand image (Dichter, 1985), and brand image have become a major focus in branding research and practice. Brand image is considered a crucial element in determining how consumers perceive a brand and whether there is a positive relationship between consumers and the brand (Philip Kotler, 2016) (Plumeyer et al., 2019). Therefore, various definitions of brand image have emerged (Aaker., 1991) describes brand image as a collection of associations related to consumer memories about a brand (Keller, 1993), on the other hand, explains brand image as a consumer's perception of a brand, which is stored in memory as a network of associations that can be interpreted as attributes, benefits, and attitudes. Newer (Low & Lamb, 2000) developed the concept of brand image as "the reasoned or emotional perception attached to a particular brand". A number of studies have also empirically tested the correlation between brand image and other marketing constructs, including their relationship to purchasing behavior (Alif Fianto et al., 2014).

Brand image measurement is carried out using five items from the scale (Martínez & De Chernatony, 2004) Bandwagon effect can be interpreted as an individual's tendency to adopt the attitudes and behavior of a group which is considered to be the identity of that individual (Shaikh et al., 2017) (Tynan et al., 2010).

Humans basically have a social nature, so social relationships are not just a desire, but a need. Lack of social ties can have negative mental and physical impacts on individuals (Baumeister & Leary, 1995). Therefore, when feeling isolated, people naturally tend to look for ways to connect with people they like. In an effort to build social connections, they often choose to purchase products that reflect their social status and enhance social relationships (Bearden & Etzel, 1982). Additionally, they tend to judge their standard of living based on the wealth and income of their reference group. This process can lead to the adoption of band-aid consumer behavior. The essence of bandwagon consumer behavior is that consumers not only buy brands for utilitarian purposes, but also because of non-utilitarian considerations such as relevance, symbolism, and prestige (Kastanakis & Balabanis, 2014). Measuring consumptive behavior can be done by adapting items from the instrument developed by (Kastanakis & Balabanis, 2012).

Purchasing Decisions are stages in the consumer process that involve selecting products that meet previously identified needs or desires (Rodrigues et al., 2023) The purchase decision variable is an adaptation of the concept of purchase intention, as it appears in research (Bass et al., 1972). These researches illustrate the close relationship between purchase intention and purchase decision, where both refer to a thought process that includes identifying needs, competing for options, and focusing on a particular product. In this context, a three-item scale is used to evaluate the purchasing decision dimensions. This stage describes the consumer's mental journey involved in choosing a product and directs attention to the resulting choices.

## METHOD

The research method used in this research is descriptive research combined with quantitative methods. Quantitative methods aim to explain existing phenomena or symptoms using numbers or statistics as the main material for analysis.

The data type used is primary data. Primary data is data obtained or collected directly from the data source by researchers. Raw data is also called raw data or current data. To obtain primary data, researchers must collect it directly. The technique used by researchers to collect primary data is by distributing questionnaires.

The population in this study were students at the National University of Jakarta. The sampling technique used was purposive sampling, with these criteria being National University students who had made at least one purchase of Korean Street Food FamilyMart products in. Research data was tested using multiple linear regression assisted by Stata Version 17 software. Variables were measured using a Likert scale with a score of 5 for strongly agree, 4 for agree, 3 for neutral, 2 for disagree and 1 for strongly disagree.

Data collection carried out in this research was distributing questionnaires. A questionnaire is a series of written questions designed to obtain information from respondents in the sense of reports about their personality or knowledge. National University students are asked to fill in the questions on the questionnaire sheet.

## RESULTS AND DISCUSSION

In this study, validity was tested using  $r_{count} > r_{table}$ , which measures how closely the question score is related to the total score on the observed variables. There are 15 statements in this study consisting of 5 statements for E-WOM, 4 statements for brand image, 3 statements for the bandwagon effect and 3 statements for purchasing decisions. This is determined using the formula  $DF=n-2$ , which in this study is  $n=114$ . So the  $r_{table}$  is obtained at 1.348 and overall it can be stated that the statement used in this research is that the  $r_{count}$  is greater than the  $r_{table}$ .

**Table 1. Validity Test**

```

Item-test
correlation
-----
0.4314
0.3397
0.6424
0.2268
0.3623
0.7286
0.5083
0.6493
0.6897
0.4905
0.5041
0.5713
0.4905
0.5041
0.4238
-----

```

Source: Data processed by Stata Version 17 (2023)

Based on table 1, it can be seen that the results of validity testing on E-WOM, brand image, bandwagon effect and purchase satisfaction are declared valid. This can be seen from the calculations with the table above, that  $r_{count} > r_{table}$  (0.1348).

Reliability testing is used to find out whether the measuring instrument will get consistently accurate measurements if the measurement is repeated. The method used in this research is Cronbach Alpha. Reliability testing is a continuation of reliability testing, where the tester's items or statements are valid statement items only. To determine whether the instrument is reliable or not, you can use a limit of 0.6. The test results are as follows:

**Table 2. Reliability Test**

```

Test scale = mean(unstandardized items)
-----
Item | Obs Sign Item-test correlation Item-rest correlation Average interitem covariance alpha
-----|-----
e1 | 114 + 0.4314 0.3285 .0666711 0.7862
e2 | 114 + 0.3397 0.2258 .0687491 0.7935
e3 | 114 + 0.6424 0.5568 .0608294 0.7687
e4 | 114 + 0.2268 0.0885 .0716307 0.8060
e5 | 114 + 0.3623 0.2697 .0687679 0.7897
bi1 | 114 + 0.7286 0.6479 .0570231 0.7588
bi2 | 114 + 0.5083 0.3691 .0626737 0.7853
bi3 | 114 + 0.6493 0.5308 .0575639 0.7690
bi4 | 114 + 0.6897 0.6044 .0586354 0.7635
be1 | 114 + 0.4905 0.4050 .0659852 0.7814
be2 | 114 + 0.5041 0.3899 .0639277 0.7819
be3 | 114 + 0.5713 0.4827 .0632879 0.7752
kpl | 114 + 0.4905 0.4050 .0659852 0.7814
kp2 | 114 + 0.5041 0.3899 .0639277 0.7819
kp3 | 114 + 0.4238 0.3273 .0671471 0.7862
-----
Test scale | | | | | .064187 0.7927
-----
Sumber data diolah oleh penulis Stata 17 2023

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Source: Data processed by Stata Version 17 (2023)

Based on table 2 above, it can be concluded that the Cronbach Alpha value for the four variables is above 0.6. Because these values are greater than 0.6, the measuring instrument values are reliable or trustworthy.

The normality test is used to determine whether the processed data meets a normal distribution. Decision criteria if  $p \text{ value} > 0.05$ , then the data distribution is normally distributed. Normality test results are as follows:

**Table 3. Normality Test**

	KP	E	BI	BE
KP	1.0000			
E	0.2671 0.0041	1.0000		
BI	0.4737 0.0000	0.5188 0.0000	1.0000	
BE	0.9589 0.0000	0.3357 0.0003	0.5554 0.0000	1.0000

  

Shapiro-Francia W' test for normal data					
Variable	Obs	W'	V'	z	Prob>z
KP	114	0.99771	0.232	-2.913	0.99821
E	114	0.99158	0.853	-0.316	0.62393
BI	114	0.97226	2.813	2.061	0.01963
BE	114	0.99509	0.498	-1.390	0.91771

Sumber data diolah oleh penulis Stata 17 2023

Source: Data processed by Stata Version 17 (2023)

Based on table 3, it can be seen that the normality test has a significant number of 0.999 > 0.05, which means that the data is normally distributed, at a significance level of 0.05 so that it meets the normality assumption and is suitable for use in the regression model.

The multicollinearity test is used to test whether the regression model has a correlation between the independent variables. This research uses the Stata program to analyze the correlation matrix between independent variables and calculate tolerance and VIF values for the multicollinearity test. The testing model assumes a tolerance value > 0.10 and a VIF value.

**Table 4. Multicollinearity Test**

Source	SS	df	MS	Number of obs	=	114
Model	94.3631136	3	31.4543712	F(3, 110)	=	455.15
Residual	7.60179867	110	.069107261	Prob > F	=	0.0000
				R-squared	=	0.9254
				Adj R-squared	=	0.9234
				Root MSE	=	.26288

  

KP	Coefficient	Std. err.	t	P> t	[95% conf. interval]
E	-.0238462	.0199828	-1.19	0.235	-.0634473 .015755
BI	-.0327367	.016738	-1.96	0.053	-.0659075 .0004341
BE	.9677071	.0301027	32.15	0.000	.9080506 1.027364
_cons	1.545595	.4418174	3.50	0.001	.6700164 2.421173

  

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estat vif

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Variable	VIF	1/VIF
BI	1.76	0.567034
BE	1.45	0.688412
E	1.37	0.727598

Mean VIF | 1.53  
Sumber data diolah oleh penulis Stata 17 2023

Source: Data processed by Stata Version 17 (2023)

Based on table 4, it can be seen that the results of the multicollinearity test obtained a VIF E-WOM value of 1.76, brand image of 1.45, and bandwagon effect of 1.37. From the three VIF values above that are < 10 and the tolerance value is > 0.1, it can be stated that the regression model does not contain multicollinearity.

The results of the heteroscedasticity test analysis can be seen in table 5.

**Table 5. Heteroskedasticity Test**

```

Source |      SS      df      MS      Number of obs =      114
-----|-----|-----|-----|-----|-----|-----|
Model | 94.3631136      3 31.4543712      F(3, 110) =      455.15
Residual | 7.60179867     110 .069107261      Prob > F =      0.0000
-----|-----|-----|-----|-----|-----|
Total | 101.964912     113 .902344356      R-squared =      0.9254
                                           Adj R-squared =      0.9234
                                           Root MSE =      .26288

-----+-----
      KP | Coefficient  Std. err.      t    P>|t|    [95% conf. interval]
-----+-----
      E | -.0238462   .0199828     -1.19  0.235   -.0634473   .015755
      BI | -.0327367   .016738      -1.96  0.053   -.0659075   .0004341
      BE | .9677071    .0301027     32.15  0.000   .9080506    1.027364
      _cons | 1.545595    .4418174      3.50  0.001   .6700164    2.421173

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Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of KP

H0: Constant variance

      chi2(1) = 316.12
      Prob > chi2 = 0.0000
      Sumber data diolah oleh penulis Stata 17 2023
    
```

Source: Data processed by Stata Version 17 (2023)

Based on table 5, it is known that the E-WOM variable has a significance value of 0.235 > 0.05. The brand image variable has a significance value of 0.053 > 0.05. And the Bandwagon effect has a significance value of 0.00 > 0.005. So it can be concluded that the regression model for all these independent variables is heteroscedastic.

**Table 6 Multiple Linear Regression Test**

```

Linear regression      Number of obs =      114
                      F(3, 110) =      1475.97
                      Prob > F =      0.0000
                      R-squared =      0.9254
                      Root MSE =      .26288

-----+-----
      KP | Coefficient  Robust  std. err.      t    P>|t|    [95% conf. interval]
-----+-----
      E | -.0238462   .0216753     -1.10  0.274   -.0668015   .0191091
      BI | -.0327367   .029118      -1.12  0.263   -.0904417   .0249683
      BE | .9677071    .0310397     31.18  0.000   .9061937    1.02922
      _cons | 1.545595    1.349002      1.15  0.254   -1.12781    4.219

Sumber data diolah penulis Stata 17 2023
    
```

Source: Data processed by Stata Version 17 (2023)

The equation of multiple linear regression is as follows:

$$Y = 1.546 - 0.024E - 0.033BI + 0.968BE$$

The constant value (a) = 1.545 is positive, E-WOM, brand image and bandwagon effect are considered constant, so the purchasing decision is 1.545.

The E-WOM regression coefficient value (β1) = - 0.024 is negative, indicating that with decreasing E-WOM the purchasing decision assumes other variables are constant. The regression coefficient value for Brand Image use (β2) = -0.033 has a negative sign, indicating that Brand Image use is decreasing, so purchasing decisions are decreasing assuming other variables are constant. The bandwagon effect regression coefficient value (β3) = 0.968 has a positive sign, indicating that the use of the bandwagon effect shows that purchasing decisions are getting better, so purchasing decisions are increasing assuming other variables are constant.

E-WOM has a significance level of -1.10 > 0.05 as shown by the t test results. First hypothesis. The first hypothesis (H1) cannot be accepted because it shows that the decrease in purchasing decisions is influenced by the E-WOM variable. The Hypothesis t test shows that the use of brand image has a significance level of -1.12 > 0.05. This means that the use of Brand Image factors influence purchasing decisions, so the next hypothesis is. The second

hypothesis (H2) is rejected. The t test shows that the use of the bandwagon effect has a significance level of  $32.15 > 0.05$ . The third hypothesis (H3) is accepted because it shows purchasing decisions are influenced by the bandwagon effect variable. The results of the F test obtained a calculated F value of 455.15 with a p value of  $0.000 < 0.05$  so that E-WOM, brand image and bandwagon effect influence purchasing decisions simultaneously.

The adjusted R2 (coefficient of determination) result is 0.926, which means that purchasing decisions are influenced by E-WOM, brand image and bandwagon effect 92.6 percent while 7.4 percent is explained by other factors.

### **The Influence of E-WOM on Purchasing Decisions**

Through regression analysis, it can be seen that the significant value of E-WOM is  $-0.024 < 0.05$ , which shows that E-WOM does not really have an impact on purchasing decisions for Korean Street Food products at FamilyMart.

In this research, empirical evidence was obtained that the third hypothesis proposed was proven. The obtained tcount for the E-WOM variable is smaller than ttable. So it can be concluded that partially E-WOM has no significant effect on purchasing decisions for Korean Street Food FamilyMart in .

The results of this research are in line with previous research by Mawar & Kuleh (2023) entitled the influence of E-WOM and product quality and location on purchasing decisions. The research concluded that E-WOM did not have a significant effect on purchasing decisions. This is because consumer opinion does not fully support increasing E-WOM. The number of consumers is still limited by consumer understanding regarding the E-WOM that is implemented.

### **The Influence of Brand Image on Purchasing Decisions**

Through regression analysis, it can be seen that the significant value of brand image is  $-0.033 < 0.05$ , which shows that brand image does not really have an impact on purchasing decisions for Korean Street Food products at FamilyMart.

The results of this research are in line with previous research conducted with (Putra & Abiyoga, 2023) entitled the influence of brand image, product quality, price, and life style on purchasing decisions. The results of this research show that brand image does not have a significant effect on purchasing decisions. This is because the large number of brands that produce products means that brand image is not the focus of consumers in determining purchasing decisions and there is a change in consumer perceptions in purchasing these products due to other considerations such as product quality.

Similar research results also occurred in research (Byhaqi et al., 2023) entitled the influence on of brand image, price, and promotion on the purchase decision of white kofie civil coffee in the south Jakarta area. In this research, it is explained that brand image does not have a significant effect on purchasing decisions. This is caused by the distance between purchasing decisions that are not in accordance with the brand image. The product brand is well known to consumers, so they do not consider the brand image in determining purchasing decisions.

### **The Influence of the Bandwagon Effect on Purchasing Decisions**

Through regression analysis, it can be seen that the significant value of using the bandwagon effect is  $0.968 > 0.05$ , which shows that the use of the bandwagon effect has a positive and significant impact on purchasing decisions. Because with the bandwagon effect, buyers who follow the trend get more satisfaction.

This research shows that the more people who buy Korean Street Food products at FamilyMart, the more likely it is that other people will buy those products. This happens because of the human tendency to follow what other people are doing or current trends.

Therefore, the bandwagon effect can be an important factor in purchasing decisions for Korean street food products at FamilyMart.

Similar research results were also obtained by (Yudistira, 2022) in his research entitled the influence of the bandwagon effect, Veblen effect, and income on bicycle purchasing decisions during the Covid-19 pandemic. This research explains that the bandwagon effect has a significant influence on purchasing decisions. This shows that product purchasing decisions during the Covid-19 pandemic were based on the bandwagon effect and shows that consumers have a tendency to be irrational in making purchasing decisions.

This section must answer the problems or research hypotheses that have been formulated previously.

## CONCLUSION

Based on the formulation of research problems, hypotheses and test results as well as analysis and interpretation of research data. So it can be concluded that E-WOM and brand image do not have a significant influence on purchasing decisions for Korean Street food FamilyMart products. Meanwhile, the bandwagon effect has a significant influence on purchasing decisions for Korean Street Food FamilyMart products.

Suggestions for the FamilyMart company can be to adapt marketing strategies that emphasize trends and brand popularity in an effort to increase purchasing decisions. Companies can make innovations related to E-WOM and brand image. Apart from that, FamilyMart can strive to improve the quality of online testimonials and create positive buzz, especially regarding Korean Street Food products. Suggestions for future researchers can consider other variables that influence other purchasing decisions. In addition, it is necessary to repeat this research in other contexts or different samples to ensure generality in the findings. Variations in demographics or consumer preferences may produce different results. And can use more diverse research methods or a combination of methods that can provide deeper insight into the factors that influence purchasing decisions.

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