

THE EFFECT OF COPYWRITING AND E-WOM IN INSTAGRAM ADS ON PURCHASE INTENTION THROUGH BRAND EQUITY (STUDY ON INSTAGRAM CONSUMERS OF CULINARY SMEs IN MALANG CITY)

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ABSTRACT

Technology has changed everything especially consumer behavior. Nowadays, consumers prefer to buy online rather than offline. So that, seller must change their behavior from offline become online. That's why SMEs need to know more about online promotion especially from Instagram. There are many ways to promote products one of them is copywriting and e-WoM. That's a current issues this day. This study can be a reference for SMEs who want to do marketing through social media and find out elements that need to considered. The researcher hope SMEs in culinary who use copywriting on they Instagram ads can developed bigger. This study aims to analyze the effect of copywriting and electronic word of mouth on purchase intention through brand equity with the subject of Instagram Consumers of Culinary SMEs in city of Malang, Indonesia as respondents. Research method that used in this research is Path Analysis using the Structural Equation Modeling method by SmartPLS 3.0 application. This study uses infinite population. With Daniel & Terrel formula, founded sample data as many as 300 by questionnaires. The questionnaire uses a Likert scale with score 5 for strongly agree, 4 for agree, 3 for moderate, 2 for disagree, and the last 1 for strongly disagree. Based on result, was found that copywriting has positive significant effect on purchase intention; copywriting has positive significant effect on brand equity; e-WoM has positive significant effect on purchase intention; e-WoM has positive significant effect on brand equity; brand equity has positive significant effect on purchase intention; copywriting and e-WoM has positive significant effect on purchase intention through brand equity. The stronger of brand equity from Mitsuko Japanese restaurant, the stronger impact of purchase intention. Based on result of the analysis, it is recommended to be able to give rewards for consumer who want to write some reviews on their social media so that consumers can have more confidence to visit the restaurant, besides that it can increase loyalty from consumers. It can be done by giving a member cards or make a special communities and share special promos to them so that consumers will be satisfied and become more loyal.

Keywords: Copywriting, E-WoM, Purchase Intention, Brand Equity

INTRODUCTION

Changes in consumer behavior have an impact on SMEs who still using traditional system, because they are used to doing offline promotions (brochures, pamphlets, banners, etc.) so that, it's necessary for SMEs to be given an understanding in order to recognize the existence of copywriting and e-WoM specifically. As we know that this copywriting is a new issue in today's marketing field.

(PramudyatamaYuda, 2021) in his article said that there are 4 benefits of using Instagram Ads compared to other advertising services, increasing Brand Awareness, obtaining specific Instagram user information in the form of promotional results reports, available various and format options, and the last is support for directing audiences to visit advertiser's websites. (RMWahid, 2021) said that one of the social media platforms that SMEs should use is Instagram. This social media is part of Facebook's ownership. In addition, there are 81% Instagram users who use Instagram to find products and services, not only that, there are 130 million Instagram users who click on shopping ad posts every month. This is show that these people make purchases directly from Instagram (Newberry, 2021).

In addition, according to Arif Rahman Hakim, as the Deputy for Human Resources of the Ministry of SMEs, stated that currently in August 2020 there were 9.4 million SMEs that went digital. This increased by 1.4 million from 2019 which was still in the range of 8 million SMEs. This is also supported by the use of social media to be the most used site during the pandemic, the second rank of the most opened sites is online learning sites and the third rank is virtual meeting sites such as zoom meetings, google meet, and others (CNN Indonesia, 2020).

According to (SeoEun, ParkJin, ChoiYu, 2020) in his journal explained that e-WoM can have a significant impact on consumer confidence in a product and that trust has become a driving factor for brand equity which directly has an impact on purchase intentions. In addition, e-WoM (electronic Word of Mouth) can increase trust in user's purchase intentions, especially those related to the usefulness and relevance of the information that obtained (ZhaoYang, WangLin, TangHuijie, ZhangYaming, 2020). (SyahrivarJhanghiz & IchlasAndy, 2018) explaining that e-WoM has a positive impact on brand equity, this is because with strong brand equity support it will certainly increase consumer's opportunities to share information to their closest relatives so that the product will be recognized faster.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

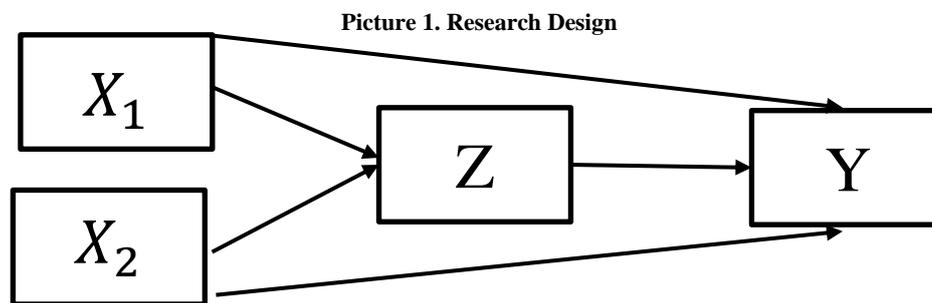
Copywriting and e-WoM is one of product introduction to customers. Copywriting is the art of animating in a sales promotion by making interesting writing so it can be a magnet to attract consumers to buy the product (Agustrijanto, 2006). (AsianiFebri, 2020) stated that before write a copywriting there are several indicators that must be considered, namely, target market, product concept, media communication, and the last is sales promotion.

(KollOliver & WallpachSylvia, 2009) explain that high relevance to an advertisement will have a good communication impact on consumers and this can maximize the result of the advertising. Advertisements that have a relationship between the brand and the product concept with the right target audience will have a significant influence on potential consumers. Meanwhile, advertisements that unrelated and have a low score of relationship will bring down the attention of potential consumers. (WendtLars, GriesbaumJoachim, KollleRalph, 2016). So from the above statement it can be seen that it can have a significant influence on a brand. Meanwhile, purchase intention is the moment when consumers of SMEs spontaneously buy the SMEs products. This is the elements in purchase intention (FerdinandAugusty, 2006) called ,transactional interest is when consumers of SMEs have the intention to make a purchase on a product, second is referential interest the moment when consumers of SMEs have tendency to recommend a product to other consumers, third is preferential interest is when the SMEs want to make a product become the first choice in making transactions, and the last is explorative interest is when consumers of SMEs want to know more about the specifications of a product that they are going to buy.

- H1 : copywriting has a positive significant effect on purchase intention.
- H2 : copywriting has a positive significant effect on brand equity.
- H3 : e-WoM has a positive significant effect on purchase intention.
- H4 : e-WoM has a positive significant effect on brand equity.
- H5 : brand equity has a positive significant effect on purchase intention.
- H6 : copywriting and e-WoM has a positive significant effect on purchase intention through brand equity

METHODOLOGY

This research uses a quantitative approach with data collection by questionnaires, uses Likert scale with 5 level scores. Analytical technique that uses in this research is SEM (Structural Equation Models) analysis using flowcharts. The framework that used in this research written below:



Source: Data that has been processed by author

Description:

- X_1 : Copywriting
- X_2 : e-WoM
- Y: Purchase Intention
- Z : Brand Equity
- : influence

Population in this research is all consumers of Culinary SMEs in Malang City who used Instagram who ever visit some restaurant in Malang City. As we know that this research uses infinite population because we can't count how much visitor of restaurant in Malang City. Sample that we used is potential consumers of SMEs product especially from Mitsuko Japanese in Malang City. Sampling technique used in this research is non-probability sampling using accidental sampling, choose anyone who accidentally meets the researcher as a sample while visiting Mitsuko Japanese restaurant. By Daniel and Terrel formula, we found that sample must more than 245,86 so, researcher decide to use 300 people as respondents. Researcher explains how to fill the questionnaire and explains information and then the consumer fill it out. Data is processed using SmartPLS 3.0 program.

Validity and reliability tests are important to test the instrument is valid and reliable or not. Instrument can be evidenced valid if corrected item total correlation is bigger than r table. For reliable, an instrument can be evidenced reliable if Cronbach Alpha is more than 0,6. Less than 0,6 can't be proved as reliable. The results of validity and reliability will be proven through the table below.

Table 1. Instrument Validity Test

Variable	Sub Variable	Item Number	Corrected item-total correlation	r table	Result	
Copywriting	Attention	1.	0,636	0,113	Valid	
		2.	0,645	0,113	Valid	
		3.	0,592	0,113	Valid	
		4.	0,600	0,113	Valid	
	Interest	5.	0,610	0,113	Valid	
		6.	0,599	0,113	Valid	
		7.	0,601	0,113	Valid	
	Desire	8.	0,560	0,113	Valid	
		9.	0,608	0,113	Valid	
		10.	0,521	0,113	Valid	
	Conviction	11.	0,527	0,113	Valid	
		12.	0,494	0,113	Valid	
		13.	0,594	0,113	Valid	
	Action	14.	0,530	0,113	Valid	
		15.	0,577	0,113	Valid	
16.		0,761	0,113	Valid		
e-WOM	e-WOM	17.	0,771	0,113	Valid	
		18.	0,729	0,113	Valid	
Brand Equity	Brand Awareness	19.	0,601	0,113	Valid	
		20.	0,617	0,113	Valid	
		21.	0,571	0,113	Valid	
	Brand Association	22.	0,615	0,113	Valid	
		23.	0,611	0,113	Valid	
		24.	0,542	0,113	Valid	
	Brand Loyalty	25.	0,600	0,113	Valid	
		26.	0,607	0,113	Valid	
		27.	0,602	0,113	Valid	
	Perception Quality	28.	0,615	0,113	Valid	
		29.	0,550	0,113	Valid	
		30.	0,612	0,113	Valid	
	Purchase Intention	Attractiveness	31.	0,741	0,113	Valid
			32.	0,770	0,113	Valid
			33.	0,789	0,113	Valid

Source: Data that has been processed by author

Table 2. Instrument Reliability Test

Variable	Cronbach's Alpha	Result
Copywriting	0,859	Reliable
e-WOM	0,619	Reliable
Brand Equity	0,833	Reliable
Purchase Intention	0,650	Reliable

Source: Data that has been processed by author

RESULT AND DISCUSSION

Result of the path coefficient test show that there is a relationship between independent variable and dependent variable which is indicated by probability value of each relationship which is smaller than alpha 5% (0,05). This stage is to test the relationship between independent variable and dependent variable which developed according to the model. To show the results is significant or not, the t-statistic must get a value of >1,96. If the value of t-statistics gets value < 1,92 then the results are not significant.

Copywriting is the elements of marketing that has a big influence of the business success indicator. The better content of copywriting, the higher purchase intention from consumers (DemanteKarina & DwiyantoBambang, 2019). The result of the analysis in this study indicate that copywriting has a positive significant effect on purchase intention. It can be seen from the t-statistic value that exceeds 1,96, which is 5,228 and the p-value <0,005, which is 0,000.

Advertising has a relationship with product concept and the target market will have a significant influence on consumers (WendtLars, GriesbaumJoachim, KolléRalph, 2016). Success copywriting can give a deep meaning to brand's social media, create consumer relevance and brand equity impact. Result show that copywriting has a positive and significant effect on brand equity. It can be seen from the t-statistic > 1,96 which is 5,839 points. In addition, p-value is also <0,05, which is 0,00. The results showed that e-WoM had a positive significant effect on purchase intention. It can be seen that t-statistic > 1,96 is 2,545 and p-value < 0,05 is 0,011.

e-WoM can be both as a recommendation provider and an informant because of possibility to provide user-oriented product information that also receives recommendations from previous consumers (ParkDo & LeeJu, 2008). The hypothesis of the effect of e-WoM on brand equity is showed that has positive significant effect because t-statistic is 7,844 points which is exceeds the minimum limit of 1,96 while the p-value < 0,05 is 0,00.

According to (RoozyE, ErastooM, VazifehdustH, 2014) said that brand equity has a significant influence on purchase intention in two ways, by increasing consumer desire to buy and by increasing consideration in buying a particular product. Brand loyalty has a significant influence on brand equity which will ultimately affect purchase intention (NugrohoAgung & BurhaniIrsyad, 2019). The results of the t-statistic value 4,608 and p-value 0,00, it can be concluded that brand equity has a positive and significant influence on purchase intention.

Sixth hypothesis shows that t-statistic results of e-WoM on purchase intention through brand equity are higher than 1,96, which is 4,185 and p-value <0,05, which is 0,00. Meanwhile, t-statistic of copywriting on purchase intention through brand equity is 3,586 and p-value <0,05, which is 0,000, so it can be concluded that copywriting and e-WoM have an indirect influence on purchase intention through brand equity.

Table 3. Direct Effect Between Variables

Hypothesis	Effect	Original Sample (O)	T-Statistics ((O/STDEV))	P Values	Results
H1	Copywriting -> Brand Equity	0,284	5,839	0,000	Significant
H2	E-WoM -> Brand Equity	0,405	7,844	0,000	Significant
H3	Copywriting -> Purchase Intention	0,283	5,228	0,000	Significant
H4	E-WoM -> Purchase Intention	0,159	2,545	0,011	Significant
H5	Brand Equity -> Purchase Intention	0,296	4,608	0,000	Significant

Source: Data that has been processed by author

Table 4. Indirect Effect Between Variables

Hypothesis	Effect	Original Sample (O)	T-Statistics ((O/STDEV))	P Values	Result
H6	E-WoM -> Brand Equity -> Purchase Intention	0,120	4,185	0,000	Significant
	Copywriting -> Brand Equity -> Purchase Intention	0,084	3,586	0,000	Significant

Source: Data that has been processed by author

CONCLUSION

This is the conclusions from the data analysis and results of the research:

1. Copywriting has a positive significant effect on brand equity. this is because visuals of Instagram advertisement that posted by Mitsuko Japanese restaurant make brand equity increase and consumers feel the quality just by looking at the advertisements from Instagram.
2. The effect of e-WoM from Mitsuko Japanese restaurant consumers has good results as well. E-WoM has a positive significant effect on brand equity.
3. There is positive significant effect between copywriting and purchase intention. Copywriting on Instagram Ads can effect purchase intention on Mitsuko Japanese restaurant's brand product. The stronger effect of copywriting, can make purchase intention stronger on consumers. This is because by using interesting words, it can attract consumers to search in more detail about product and some event buy it without thinking.
4. The result showed that there is a positive significant effect between e-WoM and purchase intention. With the existence of e-WoM, purchase intention can have an influence that can support the brand of Mitsuko Japanese restaurant.
5. The fifth conclusion is there is a positive significant effect between brand equity and purchase intention. Brand equity of the Mitsuko Japanese restaurant has a influence of the purchase intention of consumers. If brand equity of Mitsuko Japanese restaurant become stronger, purchase intention of consumer Mitsuko Japanese restaurant will be stronger too.
6. The last hypothesis concludes that copywriting and e-WoM have an indirect positive influence on purchase intention through brand equity. With existence of e-WoM and copywriting, purchase intention will be influenced by advertisements and promotions that have been made in such a way. So that it will make purchase intention to become stronger. In addition, it is also influenced by a good brand equity from a brand.

This is suggestion was given by researcher based on the results of the analysis that has been carried out:

1. Based on the results of the analysis that conducted by researcher, the researcher recommended that Mitsuko Japanese restaurant try to further deepen the influence of e-WoM on its products. Because, the influence of e-WoM on this restaurant is not strong enough.
2. Researcher recommended to further develop the elements of brand awareness and brand loyalty in this product. Because consumers are still loyal less to this product. Restaurants will become bigger if they can develop their brand awareness and brand loyalty in their products, one of my suggestions is to make a membership card or special community members.
3. Recommended that Mitsuko Japanese restaurants often make special events form members or special communities so that they will feel privileged and expected to become voluntary marketing agents and share their good experiences when visiting Mitsuko Japanese restaurants.

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