THE EFFECT OF ELECTRONIC WORD OF MOUTH SOCIAL MEDIA, YOUTUBE DURIAN TRAVELER ON INTEREST IN BUYING: STUDY ON DEVELOPMENT OF INFORMATION ADOPTION APPROACH

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ABSTRACT

Youtube has now created valuable social media opportunities in e-wom content. Individuals currently discuss products and other matters with their friends and new acquaintances in the media. The purpose of this study was to determine the effect of e-wom conversations on YouTube social media on consumer buying interest. The conceptual model was developed based on the Information Adoption Model (IAM) and Theory Reasoned Action (TRA) so that a new model of Information Acceptance Model (IACM) emerged. The research method used is quantitative research. The population of this research is youtube durian traveler followers using Puposive sampling technique so that the number of respondents is 200 people. Data analysis techniques using the Structural Equation Model (SEM) from the LISREL 9.3 device. The results showed that information quality, information credibility, needs of information, information usefulness, information adoption and attitude towards information influence consumer buying interest.

Keywords: e-WOM, Youtube Social Media, Purchase Intention

INTRODUCTION

Electronic Word of Mouth (eWOM) has long been considered an influential marketing instrument (Bickart & Schindler, 2001; Kumar & Benbasat, 2006; Zhang, Craciun, & Shin, 2010). Consumers look for information posted by previous customers, so they feel comfortable before buying a product (Pitta & Fowler, 2005). The internet has provided several platforms suitable for eWOM such as blogs, discussion forums, reviewing websites, shopping sites, and social media websites (Cheung & Thadani, 2012). Through social media, individuals can share their comments through written text, images, videos, applications. Visually enriched content makes eWOM more fun and interesting. Social media facilitates the dissemination of eWOM information among large numbers of people (Sohn, 2014) and users to share their thoughts by forwarding posts that they approve of (Chu & Kim, 2011). For this reason, consumers increasingly use social media to obtain brand information (Baird & Parasnis, 2011; Barreda, Bilgihan, Nusair, & Okumus, 2015; Naylor, Lamberton, & West, 2012).

YouTube's social media platform, a relatively new eWOM, has brought a new aspect to eWOM that allows users to communicate with their network. Individuals can now exchange opinions and experiences about products with friends and acquaintances on social media (Chu & Kim, 2011; Kozinets, de Valck, Wojnicki, & Wilner, 2010).

One of the main advantages of Youtube is that all of its content is in the form of videos that are easily watched compared to other more traditional social media such as print, radio and television (Viertola, 2018). Youtube channel durian traveler reaches 10,189,874 views and 51,860 subscrib, its development is so fast considering YouTube was made January 13, 2018. The credibility and popularity of a content can be seen from the many comments on the online content of a product that affects purchase intentions (Lee, 2009). Youtube Durian traveler allows individuals from all over the world to interact, collaborate, and share content in the form of words, images, videos, or sounds that present ideas, opinions, and testimonials, about their experiences in getting quality durian and places quality durian

even to the information of planting durian and suitable fertilizers. Hsu et al. (2013) stated that blog recommendations /online reviews have a direct effect on attitude and an indirect effect on purchase intention. This research integrates Information adoption model (IAM) and components related to Theory of Reasoned Action (TRA). IAM explains the characteristics of eWOM information, provisionally components related to TRA explain consumer behavior towards WOM information. The purpose of this study was to examine the effect of eWOM on social media Youtube Durian Traveler on consumer purchase intentions at location mediation. To achieve this goal, we use the Information Acceptance Model (IACM). Specifically this model tests the quality, credibility, usefulness and adoption of information, information needs, and attitudes towards information as the main precursors of buying interest. The results provide theoretical insights about eWOM on YouTube social media and contribute to the literature through the models presented. On the managerial side, understanding the determinants of eWOM information on YouTube social media influences consumer buying interests which can help marketers utilize eWOM in their digital marketing activities. 2. Theoretical Basis e-wom on Youtube Social Media The importance of YouTube's social media to interest is pointed out by Yuksel (2016) where he identifies the factors that influence consumer purchase intentions that watch Youtube videos related to products and several factors that influence purchase intentions at different levels. The credibility and popularity of a content can be seen from the many comments on online content about a product so that it can influence purchase intentions (Lee, 2009). As well as the large number of likes and views of content (Mir & Rehman, 2013). e-WOM information on social media can appear in a number of different ways. Users can intentionally post about their product brand. Furthermore, users can accidentally display preferences to their network, such as being a

fan of a brand, interacting with several brand posts via likes and comments, or posting content that includes brands without advertising purposes. Finally, marketers can also post information through their official social media accounts (Alboqami et al., 2015). As such, people who find eWOM on social media need to criticize information comprehensively to adopt information for ideal purchase intentions.

Information Adoption Model (IAM) IAM has four components: argument quality the central route, source credibility peripheral route, usefulness of information and adoption of information. With this integration, IAM offers to explain how people are affected by information on a computer-mediated communication platform. Theory of Reasoned Action (TRA) this theory connects beliefs, attitudes, intentions and behavior. The will is the best predictor of behavior, meaning that if you want to know what someone will do, the best way is to know the person's will. However, one can make judgments based on completely different reasons (not always based on will). An important concept in this theory is the focus of attention (salience), which is to consider something that is considered important. The intention is determined by subjective attitudes and norms (Jogiyanto, 2007). Information Acceptance Model (IACM)As explained above, this model extends IAM (Sussman & Siegal, 2003) through the integration of TRA related parts (Fishbein & Ajzen, 1975). IAM explains the characteristics of eWOM information, while the related components of TRA represent consumer behavior towards eWOM information. With this integration, this research research model offers to bring IAM one step forward. The current version of IAM only explains information adoption, while IACM expands the idea of information adoption by including consumer behavior; and it explains how this process influences behavioral intentions. Finally, IACM examines the relationship between the following variables: information quality, information credibility, information needs, attitude to information, usefulness of

information, adoption of information on buying interest.

Purchase Interest

Interest in buying is something psychological strength that exists in an individual, which has an impact on taking an action (Schiffman & Kanuk, 2010). According to Ferdinand in Aldaan (2012) buying interest can be identified through the following indicators: 1. Transactional intention, namely the tendency of someone to buy a product. Referential intention, namely the tendency of someone to refer the product to others. 3. Preferential intentions, namely interests that describe the behavior of someone who has a primary preference on the product. This preference can only be replaced if something happens with the product of his preference.

Research Hypothesis

Ewom information has become an important factor in shaping consumer behavior. Through reviews from other consumers in sharing a review platform can influence consumer buying interest Furner, et al. (2016), Hsu, et al. (2016). When consumers will make a purchase they usually look for information about the product to be bought first. In addition to information through advertisements, consumers can also obtain information through social media. Information in the form of opinions expressed by other consumers who have used or purchased it. Reviews or reviews stated by other consumers online can be either positive or negative opinions. Based on the description, the following research hypotheses can be proposed: Information adoption and purchase intention Social media users either intentionally or not will be exposed to a large amount of eWOM information and previous studies have found that eWOM information has an effect on consumer purchase intentions (See-To & Ho, 2014; Wang et al., 2012). However, not all eWOM information posted on social media has the same effect on consumer purchase intentions which can have varying degrees of impact (Yang, 2012). In this study, through linking IAM and TRA, we estimate that consumers who adopt eWOM information are more likely to have purchase intentions.

H1. Adoption of eWOM information positively influences consumer buying interest.

2. Information usefulness and information adoption. The usefulness of information refers to the perception of people who use new information will improve its performance (Bailey & Pearson, 1983; Cheung et al., 2008). Use of information considered as the main predictors of information adoption (Davis, 1989; Sussman & Siegal, 2003) and purchase intentions (Lee & Koo, 2015), because people tend to be involved with information when they think it is useful. Especially on social media, people find a large amount of eWOM information (Chu & Kim, 2011); therefore they may have a greater intention to adopt, when they find useful information. H2. The use of eWOM information positively influences the adoption of eWOM information.3. Information quality & information credibility The quality and credibility of information has now become more critical (Xu, 2014).

Consumers approach products more excitedly when information meets their needs (Olshavsky, 1985). In fact, previous researchers found that the quality of online reviews had a positive effect on consumer purchase intentions (Lee & Shin, 2014; Park et al., 2007). Therefore, we estimate the quality of eWOM information on social media can be one of the determinants of consumer purchase intentions.

In addition, previous research also shows the relationship between information credibility on consumer purchase intentions (Prophet & Hendriks, 2003; Prendergast et al., 2010) and information adoption (McKnight & Kacmar, 2006). However, according to Wathen and Burkell (2002), information credibility is an initial factor in the process of individual persuasion. Therefore, based on IAM, we estimate that the credibility of eWOM information is positively related to its sefulness in addition to information adoption and buying interest.

H3. The quality of eWOM information positively influences the usefulness of eWOM information.
H4. The credibility of eWOM information positively influences the usefulness of eWOM information.
4. Needs of information & attitude towards information Information needs have mainly been studied as motivators for word of mouth involvement (WOM) (Sundaram, Kaushik, &

Webster, 1998). Subsequent studies have used this idea as seeking advice '(Hennig-Thurau et al., 2004; Wolny & Mueller, 2013) and opinion search (Chu & Kim, 2011) with different research questions. However, in this study we add information needs to our model as the dependent variable because we anticipate that people who search for information on social media are more likely to find what can be used and adopt it and ultimately information needs can influence purchase intentions.

H5. The need for eWOM information positively influences the usefulness of eWOM information.

H6. Attitudes towards eWOM information positively affect the usefulness of eWOM information.

H7. Attitudes toward eWOM information have a positive effect on consumer buying interest.

3. Research Methods

Research design

This research is a deductive quantitative research, so that in its application in answering a problem statement derived from concepts or theories which can then be formulated in a hypothesis. Data collection technique, in this study the type and source of data used through survey methods by collecting data distributing questionnaires. The primary data collection mechanism for that questionnaire is distributed to social media users on YouTube. Secondary data research in the form of literature study some literature related to this research.

Population and Sampling

The study population is all people who subscribe to social media Youtube Durian Traveler. The sampling technique using purposive sampling with sample criteria is to ever subscribe to social media Youtube Durian Traveler. The sample is determined by the requirements determined by Hair, et al., (2010) that the number of samples taken is at least 5-10 times the number of parameters used in the study. Hair, et al. states that the critical sample size for analysis using LISREL is 200 samples. Researchers the number of samples taken in this study were 200 samples.

Data analysis technique

The purpose of the data analysis method is to interpret and draw conclusions from the amount of data collected. The researcher uses SEM (Structural Equation Model) from the LISREL 9.3 statistical package to process and analyze the research data. According to Sanusi (2011), through SEM software not only the causality relationship (direct and indirect) on the observed variables or constructs can be detected, but the components that contribute to the formation of the construct itself can be determined in magnitude. So that the causality relationship between variables or constructs becomes more informative, complete, and accurate.

RESULTS AND DISCUSSION
Research resulta.

Validity   test
Discussion of the validity test in this study uses a factor analysis test. Measurement of each research variable is done by looking at the value of the Kaiser Meyer Olkin Measure of Sampling Adequancy and Bartlett's test of Sphericity. Bartllet's test of Sphericity is conducted to test whether there is a correlation between variables. Kaiser Meyer Olkin (KMO) was used to measure the adequacy of sampling. KMO values can be received at a minimum of 0.500 or greater than 0.500. Furthermore, to test the validity of each research questionnaire was conducted by looking at the value of MSA (Anti-Image Matrix) with a minimum of 0.500 (Malhotra and Birks., 2012).

Gambar 6.1
Path Diagram T-Value

Chi-Square=176.77, df=148, P-value=0.05341, RMSEA=0.031
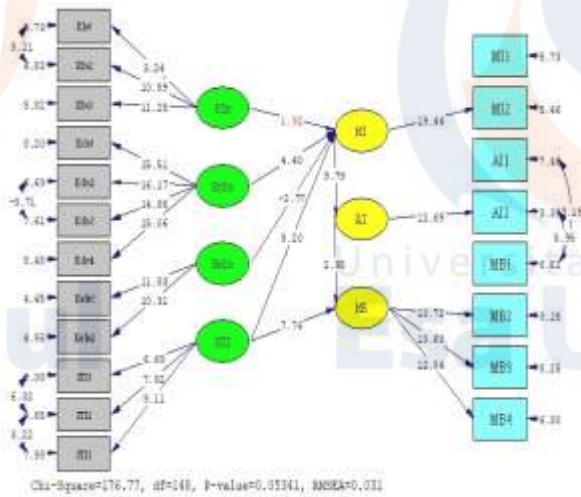
Analysis of Research Results with SEM1. Analysis of the Measurement Model Measurement model analysis is performed to specify indicators (observed variables) for each construct variable, and calculate the reliability value for the construct.

a. Factor Validity Testing Results.The validity of the indicators used to measure the construct of the measurement model can be seen from the data processing figures. The indicator used must have a t value greater than 1.96 and the value of the standard factor (standardized factor) greater or equal to 0.5 (Hair, et al., 2008). Table 6.9 shows not all indicators on each variable of information quality, information credibility, information needs, attitudes on information, the benefits of information, information adoption and buying interest are accepted, namely the factor loading variable quality information KIn1 indicator (0.26) because the value is smaller than 0.50. The rest shows the accepted variable because the factor loading value has a good match (> 0.50), then the t-value is greater than t-table (1.96) at the 5% significance level.

b. Construction Reliability Test Results Model reliability can be tested by construct reliability (CR) and variance extracted (VE) calculations. Terms of good reliability according to Hair, et al. (2008) had CR> 0.60 and VE> 0.50. From the calculations in Table 6.10, it appears that not all variables meet the reliability requirements well. At all CR values meet the reliable requirements of information quality (0.63), information credibility (0.92), information needs (0.74), attitude to information (0.60), information benefits (0.91), adoption information (0.83) and

buying interest (0.86).

2. Structural Test Analysis
The structural model equation can be seen in Table 6.11. The value of R^2 for each equation serves to show how far the independent variable is able to explain the dependent variable. The first analysis, together with the information benefit variable (MI) is influenced by the variable information quality (KIn), information credibility (KrIn), information needs (KeIn), and attitudes towards information (STI) with an R2 value of 0.83. This means that 83% of the variance of the information benefit variable (MI) can be explained by the variable information quality (KIn), information credibility (KrIn), information needs (KeIn), and attitudes towards information (STI) while the remaining 17% can be explained by other variables not found in this study. The second analysis, information adoption (AI) is influenced by the benefits of information (MI) with an R2 of 0.50. This means that 50% of the variance of the information adoption variable (AI) can be explained by the information benefit variable (MI) while the remaining 50% can be explained by other variables not included in this study. Analysis of three, buying interest (MB) jointly influenced by the adoption of information (AI) and attitudes towards information (STI) with an R2 of 0.77. This means that 77% of the variance of the purchase intention variable (NB) can be explained by the information adoption variable (AI) and attitude towards information (STI) with an R2 value of 0.83. This means that 83% of the variance of the information benefit variable (MI) can be explained by the variable information quality (KIn), information credibility (KrIn), information needs (KeIn), and attitudes towards information (STI) while the remaining 17% can be explained by other variables not found in this study. The second analysis, information adoption (AI) is influenced by the benefits of information (MI) with an R2 of 0.50. This means that 50% of the variance of the information adoption variable (AI) can be explained by the information benefit variable (MI) while the remaining 50% can be explained by other variables not included in this study. Analysis of three, buying interest (MB) jointly influenced by the adoption of information (AI) and attitudes towards information (STI) with an R2 of 0.77. This means that 77% of the

variance of the purchase intention variable (NB) can be explained by the information adoption variable (AI) and attitude towards information (STI) while the remaining 23% can be explained by other variables not present in this study.

Conformity Analysis of All Models
The results of the goodness of fit analysis in this research model are as follows:

Test 1: Chi Square
a. Chi Square. Chi Square Value: 189.58. The smaller the model the more fit between the theoretical model and the sample data (Chi Square Value divided by the Degree of Freedom). The ideal value of <3 is good fit. From the results of the divider obtained a value of 1.28. This shows a good match, because the value is smaller <3, the results show good fit.
Test 2: Root Mean Square Error of Approximation (RMSEA)
a. RMSEA = 0.031, then the match is close fit. (Where RMSEA <0.05 is close fit, RMSEA <0.08 is good fit, RMSEA <0.10 marginal fit, and RMSEA> 0.10 poor-fit).
b. Confidence intervals are used to assess the achievements of the RMSEA estimates. The output shows 90% confidence intervals (0.0; 0.047) around RMSEA.
c. P-value for test of good fit (RMSEA> 0.05) = 0.97, for this study the value of p-value> 0.05.
Test 3: Expected Cross Validation Index (ECVI)
a. ECVI model (1.51) compared to ECVI saturated model (2.11) and ECVI independence model (35.05).
b. The ECVI model is slightly smaller than the ECVI saturated model and the difference is much greater than the ECVI independence model, or in other words the ECVI saturated approach is the ECVI model than the ECVI independence model, and the 90% confidence interval is 1.37; 1.70 will get a good match (around ECVI models).
Test 4: Akaike Information Criterion (AIC) and Consistent Akaike Information Creterion (CAIC)
a. AIC model (300.77) compared with AIC saturated model (420.00) and AIC independence model (6974.86). The AIC model is slightly smaller than the AIC saturated model and the difference is much greater than the AIC independence model, so smaller values indicate a good match.
b. The CAIC model (567.26) is far from the CAIC saturated model (1322.65) and further from the CAIC independence (7060.83), the smaller values indicate a good match.
Test 5: Fit Index
a. Normed Fit Index (NFI) = 0.97 (above 0.90) indicates good fit.
b. CFI = 0.99 (above 0.99) indicates good fit.
c. Tucker-Lewis Index or Non Normed Fit Index (NNFI) = 0.99 (> 0.90) indicates good fit.
d. Incremental Fit Index (IFI) = 0.99 (above 0.90) indicates good fit.
e. Relative Fit Index (RFI) = 0.96 (above 0.90) indicates good fit.
f. Parsimonius Normed Fit Index (PNFI) = 0.76 (above 0.6) can be used for comparison of models, showing a good fit.
Test 6: Critical N
Critical N (CN) = 201.42> 200 indicates good fit (> 200 then the model already represents data size or good fit).
Testing 7: Goodness of Fit
a. Root Mean Square Residual (RMR) is the average residual value generated from the fitting between the variance-covariance matrix of the model and the variance-covariance matrix of the data sample.
b. Standardized RMR = 0.049 indicates good fit (below 0.05 indicates good fit).
c. Goodness of Fit Index (GFI) = 0.92 indicates good fit (above 0.90 indicates good fit) and Adjusted Goodness of Fit Index (AGFI) = 0.88 indicates marginal fit (above 0.90 indicates good fit)
d. Parsimony Goodness of Fit Index (PGFI) = 0.65 indicates good fit (above 0.6 is used for comparison of models, indicating good fit). From the analysis of the suitability of all models in group 1 to group 7, almost all tests showed good fit including Chisquare, ECVI, AIC and CAIC, Fit Index, Critical N and

Goodness of Fit. There are close fit results on RMSEA. From the results of the analysis above, it can be concluded that the fit test for all models meets the requirements (goodness of fit). Furthermore, this research produces the following path diagram:

Discussion

The results of the structural equation model show that both the characteristics of eWOM information and consumer behavior towards eWOM information have a positive impact on consumer buying interest. All hypotheses between information quality, information credibility, information needs, attitudes towards information, usefulness of information, adoption of information and buying interest have an effect except between the quality of information with the benefits of information and the attitude to information with the benefits of information. This might be due to information content that is not specific to YouTube social media that is not The absence of a significant relationship between attitudes towards information and the usefulness of information may be due to the context of this research on YouTube social media. The results prove that the research model is significant. Information needs and attitudes towards information are also among the determinants of eWOM in social media that affect consumer buying interest.

CONCLUSIONSAND RECOMMENDATIONS

This study proposes a research model called Information Acceptance Model (IACM) to test the effect of eWOM on YouTube social media on consumer buying interest. IACM claims that the influence of eWOM information on YouTube social media does not only depend on eWOM information characteristics, such as the quality and credibility of information, but also depends on consumer behavior towards eWOM information. This model is validated through a survey of 200 durian traveler respondents accessing youtube durian traveler social media. The results reveal several theoretical and managerial implications. However, the main contribution of this research is to develop a comprehensive conceptual model that examines the determinants of eWOM information on YouTube social media that affects consumer buying interest. This model was developed based on the integration of IAM and TRA related components. IAM explains the characteristics of eWOM information (Sussman & Siegal, 2003), while the related component of TRA states consumer behavior towards eWOM information (Fishbein & Ajzen, 1975). However, the model offered in this study, named the Information Acceptance Model (IACM), offers a more comprehensive approach model by considering consumer behavior along with the characteristics of information in the same model. Accordingly, IACM:

a. Bringing new approaches to information adoption by expanding IAM and providing new insights for researchers studying Information Systems (SI).

b. Contributing to further research empirically tested the arguments of the most recent eWOM study (Knoll, 2015), which showed a joint evaluation of the characteristics of eWOM information and consumer behavior towards eWOM information. c. Provide a greater understanding of eWOM on YouTube social media by highlighting the determinants of eWOM information on YouTube social media that affect consumer buying interest. Managerial perspective, this study provides marketers with more reference frameworks to understand the influence of eWOM on YouTube's social media on consumer buying interest. YouTube social media is important for marketers because of the large number of users they have; and what's more, YouTube's social media is considered a very appropriate platform for eWOM (Canhoto & Clark, 2013). For this reason, the determinants provided by this study are valuable in terms of practicality. They allow marketers to understand the dynamics of eWOM on social media on youtube, and thus develop better marketing strategies.

Limitations and Suggestions

The results of this study must consider the following limitations. This research was conducted with students. Even though the age group of students constitutes the majority of social media users, they may not reflect the

population as a whole. Another limitation of this research is to consider all social media websites simultaneously, instead of specifically focusing on one website such as Facebook or Twitter. Subsequent research can examine eWOM on other social media. Also, comparisons between social media websites on the eWOM Internet context can bring valuable theoretical and managerial insights. Moreover, it can develop a research model by adding more variables or replacing moderating variables and using the current variables in different contexts.

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Thank you for submitting your article to the International Conference on Business & Behavioral Studies (ICBBS), 2019.
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