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# The Impact of eWOM in Social Media Instagram on Patient's Intention to Joining In Vitro Fertilization Programme

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## ABSTRACT

Electronic Word of Mouth (eWOM) is one of the right marketing methods in today's digital technology era. Some companies using digital marketing are considered to be more effective and efficient. Social media Instagram as a source of quality and credible information, reduces incomplete information and is used to increase customer interaction and trust. This study aims to determine the effect of the characteristics of eWOM information via Instagram and the patient's intention to join the IVF program. The Information Acceptance Model (IACM) theory model consists of quality, credibility, attitudes to information, usefulness, information adoption and purchase intention. The analysis used Structural Equation Modeling (SEM) of respondents as many as 200 patients using Morula IVF Jakarta's Instagram. The results showed that the adoption of information and attitudes towards information influenced the patient's intention to join the IVF program. Information usefulness variables affect information adoption and influenced by the credibility of information and attitudes towards information. However, there is one factor that does not affect the usefulness of information, namely the quality of information. The characteristics of the eWOM information conveyed through Instagram affect the patient's intention to join the IVF programme.

**Keyword: eWOM, Instagram, Intention to Buy, IVF**

## INTRODUCTION

A social media review and interaction relationships that occur without having to meet face to face are a form of eWOM (Yeap, et al., 2014; Hajli et al., 2015). A customer is considered to have the potential to upload, share, and discuss products (Jansen et al., 2009). The eWOM technique is considered to affect marketing, in order to reduce the possibility of obtaining incomplete information. eWOM increases customer trust and reduces promotional costs (Hajli et al., 2014). Bataineh (2015) states that eWOM is the most dominant factor affecting purchasing decisions. Customers review and testimonials from other customers before deciding to buy a product or service (Ahmad & Laroche, 2017). Customers calculate the maximum utility and satisfaction they have sacrificed. Social media is needed, as a source of literature and references to increase trust (Mudambi & Schuff, 2010). The quality of information is considered closely related to the characteristics of consumers interacting on social media. Chen et al. (2015) stated that consumer involvement in presenting information is considered important in improving the quality of information. High quality of information affects positive attitudes (Matute et al., 2016).

Today, consumers attain product related information on social media especially to search a product recommendation postings by influencers (Veirman, M.D., et al., 2017). Among Various social media platforms, Instagram may became the most popular platform that can used to upload brand related posts, repost activity, promotion, product information or services offered. Its a visual oriented platform that became influencers most favored media platforms (Lee, S & Kim, E., 2020). Sheldon & Bryant (2016) said that individuals spend more time on Instagram than other similar sites. Instagram is a social media website that providing users with photo or video sharing with their friends. Instagram users are not only consistent consumers, but also marketers. They post about their brands or products and services in an effort to engage with current and potential customers. In order to understand customers engagement with

any brand on Instagram, the number of Likes and Comments are become valuable indicators (Erkan, I., 2015). Morula IVF Jakarta's Instagram account reached for about 147 thousand followers, which were considered to be actively to reviewing, providing information update, recommendations and sharing an experiences. The most followed influencers on instagram who support the Morula IVF's marketing activities by sharing highly engaging product review, post or testimonial. Beside that, Morula IVF Jakarta's have more than one hundred thousand which can influence another followers to get some information about Fertility programme. This is considered to create social interactions that encourage the application of eWOM techniques.

Information shared and received by users in eWOM generally varies and can come from other users who are less familiar. Dou et al. (2012) stated that visible information sources are important and considered to help someone determine the credibility of online reviews. Consumers tend to judge the credibility of information on the quality of arguments, credible reviews form a positive attitude towards purchase intention (Gunawan & Huarng, 2015). Knoll (2015) states that the eWOM function is determined based on the characteristics of the review, the detailed information shared by the consumer's response. Consumer reviews through eWOM are diverse, resulting in different attitudes to customers. Attitudes based on trust in an information source and informants can be used to reduce insecure information (Lien et al., 2015). Kim et al. (2012) stated that building customer trust is one of the factors that determine sales success. Trust affects satisfaction, influences purchase intention (Ruswanti et al., 2019)

In vitro fertilization (IVF) popularly known as IVF technology is assisted reproductive technologies that used to assist couples who are difficult to have children. It process such a simple procedures in which the egg of a woman is fertilized with her husband's sperm. It was in a medically controlled in laboratory under artificial conditions (Emeka, L.B., 2016). The term of IVF is used to refer any biological procedure that is performed outside the organism. IVF Technology usually used to assisted some couple who inability to get pregnant cause male or female factor after trying a regular sexual intercourse without use a contraceptives for one year. Information on IVF programme and patients successfully may shared by another patients through Instagram. Interaction as a means of conveying information related to IVF program services, prospective patients have various sources of information related to IVF through social media, either positive or negative in the IVF programme.

## **LITERATURE REVIEW**

### **Quality of Information on Usefulness of Information**

The quality of information is considered capable of representing the level of usefulness of information in the customer community on online social media. Quality information is generally used by customers as a reference material for deciding to purchase an item. Yeap et al. (2014) stated that the basis for determining how much influence the quality of information has on the value and message of the information conveyed is based on the accuracy, completeness and relevance of the information. Forman et al. (2008) stated that the quality of information is considered capable of helping customers obtain clear information about a product. Several research results indicate that the quality of information affects the usefulness of information, namely research (Cheung et al., 2008; Zhu et al., 2015; Al-Jabri & Roztock, 2015). Cheung et al. (2008) stated that the quality of information is able to influence the usefulness of information with a percentage of up to 65% based on several dimensions including the relevance and comprehensiveness of the information. Based on this, the following hypothesis can be formulated:

**H1: The quality of eWOM information affects the usefulness of information.**

### **Credibility of Information on Usefulness of the information**



The credibility of information is considered capable of generating perceptions and a sense of trust in information conveyed on social media (Tormala & Petty 2004; Wathen & Burkell 2002). This is used to determine how much persuasive techniques are based on recommendations from other customers. An information that is responded positively by many social media users indicates that the response to this information is good. Cheung et al. (2009) stated that inconsistent information and reviews on social media can reduce the level of credibility of the information and are considered to cause confusion among customers. Ko et al. (2005) indicate that a credible source of information is able to make the information trusted by the customer. Credible sources of information are also reported to have an important role in the persuasion level. Research results from Cheung et al. (2014); Chang & Wu (2014) stated that the credibility of the eWOM review has a positive effect on the usefulness of information. This is because the credibility of information can increase positive arguments and recommendations for information. Based on this, the following hypothesis can be formulated:

**H2: The credibility of eWOM information affects the usefulness of the information.**

### **Attitudes Related to Information Regarding Usefulness of information**

Attitudes related to information refer to a sense of trust in the information, this is considered to be used to reduce insecurity about the information received (Lien et al., 2015). The results of research by Bannister et al. (2013) stated that generally each individual is able to bring up a different attitude towards information on social media depending on their needs, besides that the attitude of the customer regarding information can also be assessed based on how to learn the information received. This is considered to be able to determine how useful the information is. Based on the level of interaction with social media, a person is considered to be implementing marketing activities depending on the attitude taken after getting information that is useful for him. Several research results state that attitudes regarding information affect the level of usefulness of this information by customers, this is in accordance with the results of research (Venkatesh et al., 2012; Shareef et al., 2019; Alalwan et al., 2017). Based on this, the following hypothesis is compiled:

**H3: The attitudes related to eWOM information affect the usefulness of information.**

### **Use of Information on Information Adoption**

The adoption of information is generally carried out by most customers if the information obtained on social media is considered useful and in accordance with the needs of the customer. Hussain et al. (2016) stated that the adoption of information is one of the procedures used by each customer after determining which information is appropriate to their needs. The level of usefulness of information is considered to be related to customer perceptions of product performance and information obtained from social media related to the product. Cheung et al. (2008) through the results of their research stated that useful information is considered to have a strong impact on customer goals in adopting this information on social media. Social media users are considered to think that if the information presented on social media has a high level of usefulness, the adoption rate of that information is also high. The results of research by Siamagka et al. (2015) stated that the informative value of information has a significant effect on the level of adoption of that information by customers on social media. In addition, Lee & Koo (2015), Hussain et al. (2016) through their research results also state that the level of usefulness of information can be used to predict the level of information adoption and the purchase value of customers. Based on this, the following hypothesis is compiled:

**H4: The usefulness of eWOM information affects the level of information adoption.**

### **Adoption of Information on Purchase Intention**

The eWOM technique is considered capable of presenting information related to a product that can be adopted by online customers before deciding to make a purchase. The results of the research by Cheung et al. (2012) and Cheung (2014) state that the effectiveness of information adoption from eWOM can be determined based on consumer behavior which is then used to predict the level of purchase intention. The level of adoption of information in eWOM is considered to vary from one customer to another and also affects purchase intention. See To & Ho (2014) states that eWOM is considered to have an effect on purchase intention because generally customers use information and comments from fellow social media users to decide on purchases. Information of eWOM is able to increase customer purchase intentions based on the technique of adopting information (See To & Ho, 2014; Shu & Scott, 2014; Erkan & Evans, 2016). Based on this, the following hypothesis is compiled:

**H5: The adoption of eWOM information affects purchase intention.**

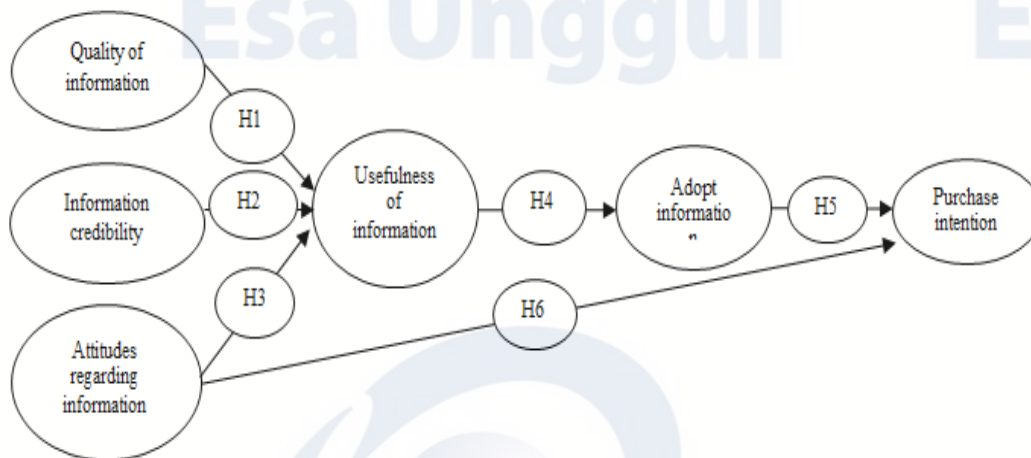
### Attitudes Regarding Information on Purchase Intentions

The attitudes regarding the information contained in eWOM are generally used to determine purchasing decisions. Varied information on social media can lead to different attitudes and opinions so that it is considered to have an effect on consumer purchase intentions. Customer trust in e-vendors and purchasing decisions is influenced by attitudes towards information and perceptions created by online customer reviews (Elwalda et al., 2016). Customer attitudes are considered to be important in increasing purchase intention, namely trust and acceptance of information obtained (Jaafar et al., 2012). Perceptions of product quality can affect customer purchase intentions (Ruswanti et al., 2016; Powers et al., 2012) stated that around 20% of customers think that social media is an important source of information when it comes to the purchase intention process of a product. Several research results state that the attitude of the customer in engaging in interacting on social media is considered to have an important role in purchase intention (Hudson & Hudson, 2013; Duffett, 2014). Based on the results of these studies, the following hypotheses can be formulated:

**H6: The attitudes related to information in eWOM affect purchase intention.**

### Conceptual Framework

Conceptual framework in this study consists of six variables, namely independent variables, namely quality of information, information credibility, attitudes regarding information, usefulness of information and adopt information. The dependent variable is Purchase intention. The relationship of the sixth variable is shown in figure 1.



**Figure 1. Conceptual Framework**



## **DATA AND METHODOLOGY**

### **Participant and Procedure**

This study adopts a qualitative research method as a research objectives. In this research, the sampling method was intentionally chosen to achieve results that convincingly, it's reality Morula IVF Jakarta's patients. All respondents are from same location; Morula IVF Jakarta. The sample of this study was conducted on female followes of Morula IVF Jakarta's Instagram account and they was become Morula IVF Jakarta's patient programme. It was concluded that those in the selected of potential patient were the most common users of the Instagram platform and they were become followers of Morula IVF Jakarta's Instagram. The study was introduced as a study on Instagram research and participants were asked to identify and aswer the most point on the quisionares that suitable with their experience. The average age of participants was 33 and their ages ranged from 21 to 45 old years. They were then asked to aswer every question that are intended to measure their interest of Morula IVF Jakarta's Instagram Account, conceptual persuasion knowledge about IVF, message credibility, attitude toward information, eWOM and Intention of Joining IVF programme.

This research was conducted in July until August 2019. In accordance with the analysis tool that will be used, namely the structural equation model (SEM). The determination of the minimum representative sample size. In terms of SEM samples in this study, at least 5 times the number of questionnaires (Hair et al., 2013). The number of questionnaire statements in this study was 18 statements, so that the number of samples taken in this study was at least 90 respondents. The total sample used in this study were 200 respondents. The sampling technique used was non-probability sampling with a purposive sampling technique. This research is a causality study to determine the relationship between variables. The independent variables (exogenous) are the quality of information, credibility of information, attitudes related to information. The intervening variable is the use of information and information adoption. The dependent variable (endogenous variable), namely purchase intention. To determine the level of significance and the relationship between variables, the structural equation model analysis method is used.

### **Measurement**

The measurement in this study on the information quality variable was adopted from Park et al. (2007) has three statements, on the measurement of the credibility of information variables adopted from Prendergast et al. (2015) with four questions. Measurement of attitude toward information variables adopted from Park et al. (2007) with three statements. The measurement information utility variable adopted by Bailey & Pearson (1983) has two statements. Adoption information using adoption measures Cheung et al. (2009) with two questions. Coyle & Thorson (2001) with 4 questions of adoption purchase intention. The data in this study were obtained using a questionnaire, measurement scale with a Likert scale. On the Likert scale the method used is using five alternative answers, namely: on a score of five strongly agree, a score of four assessments agree, a score of three is less neutral, a score of two assessments disagree and a score of one assessment strongly disagrees (Sugiyono, 2012).

This study used confirmatory factor analysis to test the validity by looking at the Kaiser-Msyer-Olkin measure of sampling (KMO) value and the measures of sampling adequacy. If the KMO value is below 0.500 then the factor analysis is not accepted. Meanwhile, the acceptable KMO value is with a minimum value limit of 0.5 to 0.9 (Malhotra, 2010). Reliability test with alpha cronbach value > 0.5 which means reliable (Azwar, 2012). Then, the confirmatory factor analysis test results show that all indicators of information quality, information credibility, attitudes towards information, information use, information adoption and purchase intention have been declared valid with KMO and MSA values > 0.500 and 1 component matrix). Furthermore, the reliability test on all indicators of information quality, credibility of

information, attitudes towards information, usefulness of information, information adoption and purchase intention, the results show a Cronbach alpha value  $> 0.5$  which means reliable (Malhotra, 2010).

## **FINDINGS AND DISCUSSION**

### **Test of construct validity and reliability**

In the measurement results of construct validity, it shows that not all indicators on each variable are information quality, information credibility, attitudes towards information, information usefulness, information adoption and purchase intention are accepted, namely the factor loading variable information quality indicators KuIn1 of 0.27 ( $< 0.50$ ). The rest shows that the variable is accepted because the factor loading value has a good match ( $> 0.50$ ), and the t-value is greater than the t-table (1.96) at the 5% significance level. Furthermore, the reliability of the model can be tested by calculating the construct reliability and variance extracted. Good reliability requirements according to Hair, et al. (2013) is having construct reliability  $> 0.60$  and variance extracted  $> 0.50$ . From the calculations, it appears that not all variables meet the reliability requirements well. On the value of construct reliability all meet the requirements of being reliable, namely information quality (0.65), information credibility (0.93), attitude towards information (0.64), information usefulness (0.91), information adoption (0.78) and purchase intention (0.86). Meanwhile, the extracted variance value is not reliable in the quality of information (0.43) and attitudes towards information (0.47) ( $< 0.50$ ), for information credibility (0.77), information usefulness (0.84), information adoption (0.66) and purchase intention (0.61) fulfills reliable requirements ( $> 0.50$ ).

### **Structural Test Analysis**

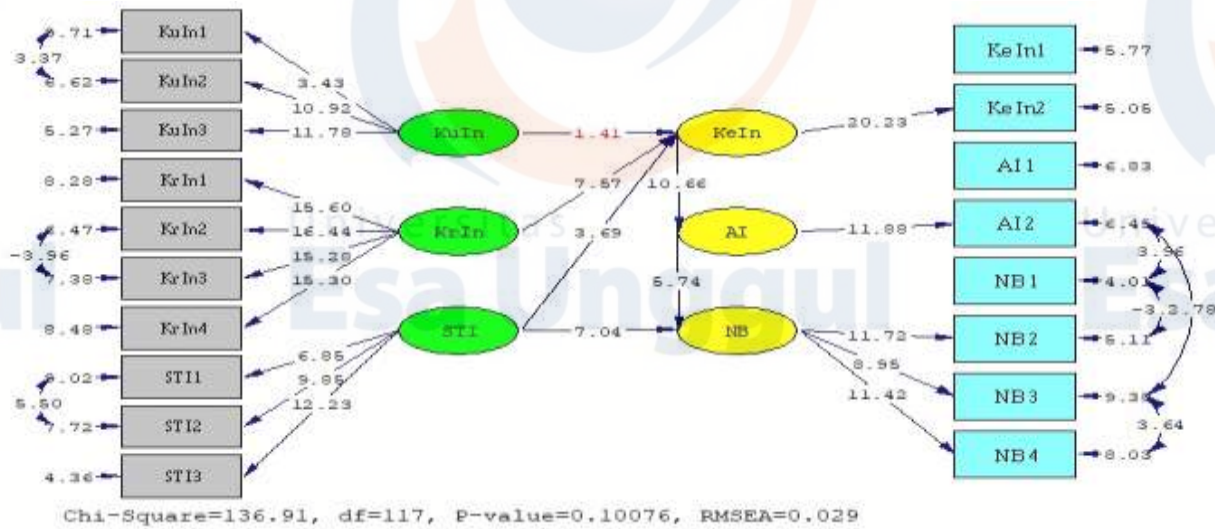
The value of  $R^2$  for each equation serves to show how far the independent variable is able to explain the dependent variable. The results that can be analyzed are, first, that the information usefulness variable (KeIn) is jointly influenced by the information quality variable (KuIn), information credibility (KrIn) and attitude to information (STI) with an  $R^2$  value of 0.77. This means that 77% of the variants of the information usefulness variable (KeIn) can be explained by the information quality (KuIn), information credibility (KrIn) and attitude to information (STI) variables, while the remaining 23% can be explained by other variables not included in this study.

The second analysis, information adoption (AI) is influenced by the usefulness of information (KeIn) with an  $R^2$  value of 0.56. This means that 56% of the variants of the information adoption variable (AI) can be explained by the information use variable (KeIn), while the remaining 44% can be explained by other variables not included in this study. The third analysis is that purchase intention (NB) is jointly influenced by information adoption (AI) and attitude to information (STI) with an  $R^2$  value of 0.69. This means that 69% of the variance of the purchase intention variable (NB) can be explained by the information adoption variable (AI) and the attitude to information (STI) variable, while the remaining 31% can be explained by other variables that are not in this study.

### **Suitability Analysis of All Models**

From the analysis of the suitability test, all tests show a good fit including Chisquare, ECVI, AIC and CAIC, Fit Index, Critical N and Goodness of Fit. There is a close fit on the RMSEA. From the results of the analysis above, it can be concluded that the fit test for all models meets the requirements (good fit). Furthermore, this research produces a T-Value path diagram as follows:





**Figure 1. Path Diagram T-Value**

Information: Information Quality, Information Credibility, Attitude Toward Information, Information Usefulness, Information Adoption and Purchase Intention.

**Hypothesis Testing**

Proposed research questions and test of the hypothesis, structural equation model (SEM) were conducted. There is no influence of the quality of eWOM information on the usefulness of information (T- Value H1: 1.41) so this hypothesis is not supported, but another hypothesis were supported (T-Value H2 until H6 are 7.57; 3.69; 10.66; 5.74 and 7.04, respectively). The results are summarized in the table 1:

**Table 1. Results of Hypothesis**

Hypothesis	Hypothesis	T-Value	Loading Factor	Note
H <sub>1</sub>	The quality of eWOM information affects on the usefulness of information	1.41	0.11	The data do not support the hypothesis
H <sub>2</sub>	The credibility of eWOM information affects on the usefulness of information	7.57	0.69	The data support the hypothesis
H <sub>3</sub>	An attitudes related to eWOM information affect the usefulness of information	3.69	0.20	The data support the hypothesis
H <sub>4</sub>	The usefulness of eWOM information affects the information adoption	10.66	0.94	The data support the hypothesis
H <sub>5</sub>	The adoption of eWOM information affects a purchase intention	5.74	0.44	The data support the hypothesis
H <sub>6</sub>	Attitudes toward the information on eWOM affect purchase intention	7.04	0.52	The data support the hypothesis

Source: a results of data processing by SEM Lisrel 8.80

**Discussion**

Based on the test results, it shows that most of the eWOM applied on Morula IVF Jakarta’s Instagram supports the hypothesis and affects the purchase intention of patients to join the IVF programme. The application of eWOM on Instagram allows interaction and exchange of information related to IVF programme. Discussion activities and exchanging experiences in participating in IVF programme through Instagram are considered effective and efficient, not constrained by distance and time. The information obtained is considered various so that prospective patients can easily select and



filter the necessary information. Cheung (2014) states that the higher the level of diversity of information, eWOM is able to become one of the favorite sources of information for most consumers.

In this research, the results showed that the quality of information has no effect on the usefulness of information. It means that even the quality of information is improved, it does not increase the usefulness of the information. These results support the findings of Fanoberova & Kuczkowska (2016) that the quality of information has no effect on the usefulness of information. Torres et al. (2018) through finding that the quality of information has no effect on the usefulness of information. Different findings (Cheung, 2014; Suharyono et al., 2015; Farid & Yanti, 2018) contradicts the results of his research that the quality of information can have a positive influence on the usefulness of information.

Based on the result, Morula IVF Jakarta Instagram account regarding information of IVF programme does not have a significant impact on the level of usefulness by patients. Patients may do not fully used Morula IVF Jakarta's Instagram posts as a reference source for starting a IVF programme. Patients may prefer to communicate actively with other patients through direct messages. It information may only used by their respective interests because all information about IVF programme on Morula IVF Jakarta's Instagram are vary and subjective. The usefulness of informations may increase cause a level of spesification and detail of the information presented. Di and Luwen (2012) stated that the quality of information affects the usefulness of information based on the level of needs and specific requirements of the recipient, it may can increase level of persuassion. Darmawan (2010) through the result of his research stated that the quality of information level is measured by the convenience and practicaly according to the perceptions of individual.

Fanoberova, A dan Kuczkowska, H (2016) reported that the usefulness of information can be based on the level of relevance and accuracy of information. Patients may not to considered the quality of information about IVF programme when accessing the required information on Morula IVF Jakarta's Instagram, they tend to see more about credibility without evaluate it quality. If the credibility of the information has been assessed as a good information by another patients, they may ignore to evaluate the quality of information.

Information is considered useful if it is directly proportional to the level of usefulness of the information. Good quality information is expected to have an impact on customer satisfaction in utilizing or applying the information so that it can have an influence on the usefulness of the information. Important credible information sources are needed to avoid customer confusion (Metzger et al., 2010; Dou et al., 2012). Based on result of this research, it shows that the credibility of eWOM about IVF programme on Instagram account of Morula IVF Jakarta affects the usefulness of information. It's means that the delivery of informations are credible, then it will affect the increase in eWOM. This is supported by the research results of Gunawan & Huarng (2015) and Yan et al. (2016) which states that the credibility of information is closely related to a person's attitude regarding the usefulness of information. If a information about IVF programmes are credible, it may considered capable of generating perceptions and sense of trust for patient. It used to determine a good recommendations from other patients. An information that is responded positively by many social media users indicates that the response to this information is good. The findings of Yan et al. (2016) and Torres et al. (2018) stated that social media eWOM is considered capable of improving marketing strategies and predicting customer purchase intentions. Testing the credibility of information on the usefulness of eWOM information, it is known that the credibility of information can affect the usefulness of information. The level of credibility of information is considered capable of creating a persuasive nature, namely the ability of the information source to represent and provide rational arguments, so that information can be well received by prospective patients. Prospective patients are generally judged using credible information sources based on positive arguments, even though the subjective value of some social media users before deciding on a purchase.

An eWOM technique was become online communication about products or services that has economic value for individual and a company. It may transmit an information about product quality, an experince from another customers, reduce uncertainty information and help some people for make a purchasing decisions. A possible benefit customers can obtain through eWOM is as follows and it was

said a social learning (Doi, N & Hayakawa, H, 2020). Mobious, M and Rosenblat, T (2014) said that social learning such a get some information from social neighbors causally affects actions and effect by information transmission (imitating actions).

A patient may applied an eWOM about her/his in vitro fertilization story and successfully on social media, then their friends join and satisfied with it. They may can inference on the quality of in vitro fertilization programme in Morula IVF Jakarta and ajust their purchasing behavior. It was supported by Doi, N & Hayakawa, H (2020) that individuals may learn the quality of products through some from of communication and it can be impact on economics literature. It may come from patient that learn other information about IVF and imitate to join it. Based on Mobious, M and Rosenblat, T (2014), it was said herding that occur when an individual starts to effectively imitate her or his predecessor's action.

Based on our results, attitudes regarding eWOM information affect the usefulness of information. It's means that if the attitude of eWOM is improved, it will affect the increase in the usefulness of information about IVF programme. Di & Luwen (2012) states that the quality of information affects the usefulness of information based on the level of needs and specific requirements of the recipient of the information. Feng et al (2016) reported that an attitude is related to a person's motivation, its may come from intrinsic or extrinsic depending on the acceptance of the information. A prospective patient on eWOM information of IVF programme may come from their trust. They have a positive impact to other patient based on their information that received and utilized by other patient.

Social media is considered capable to generate different perspectives when combined with the implementation of eWOM and may allows each person to exchange information, discuss or share an experinces (Erkan & Evans, 2016; Moran & Muzellec, 2014). Based on attitudes related to information in eWOM about IVF programme, patients may adjust the specific information obtained to their needs.

The usefulness of eWOM information affects the level of information adoption. It's means that if the usefulness of eWOM information is improved, it will increase information adoption. The attitude of the patient regarding information is considered to be used to determine how useful the information is. Generally, most of the prospective patients who need a futher information about IVF programme may search on Morula IVF Jakarta's Instagram. They may adopting information, discussing with other followers who need the same topic. Based on this result, Morula IVF Jakarta's Instagram account may able to accommodate many information about IVF programme that will be used by patients to adopt it information.

The adoption of eWOM information affects purchase intention, it's mean that if eWOM information is increased, it will also increase the purchase intention of the IVF program. eWOM allows each person to exchange information, discuss with each other and share certain experiences (Moran & Muzellec, 2014). Based on the test results, it is known that information adoption has an effect on purchase intention. Adoption of information related to IVF programs of prospective patients affects needs, supports the decision to start IVF programs. Adoption of information is a procedure that can be carried out by each individual based on the level of relevance of information (Hussain et al., 2016). Zheng et al. (2009) stated that 55% of online readers tend to seek comments or reviews from other users to be taken into consideration when determining purchase intentions. Hussain et al. (2017) stated that the usefulness of information depends on each individual's perception of an opinion or a source of information. Cheung et al. (2008) stated that the indicator of the usefulness of information is that it is able to increase the knowledge and ability of information users because the information conveyed is considered informative, describes the details of related matters clearly so as to reduce uncertainty in the decision-making process. Supporting the results of this study, that information related to the IVF program delivered on Morula IVF Jakarta's Instagram is considered capable of accommodating information used by prospective patients so that it is easy to adopt information.

An attitudes related to eWOM information affect purchase intention. Based on this research. Its means that if the attitude of eWOM information is improved, it will increase the intention to join IVF programme. Furthermore, based on attitudes related to information in eWOM, it is expected that patient can adjust the information obtained to their needs so that it is known how useful the information is. The patient's intention to join the IVF program is considered to be influenced by the patient's attitude



regarding the information obtained from Instagram. Support the findings of Prendergast et al. (2015) that attitudes have a close relationship with purchase intention. Persuasive attitude is considered to be a mechanism that can increase consumer purchase value. It is in line with the findings of Alamsyah & Ruswanti (2017) that there is a simultaneous significant effect of purchase motivation, attitudes, consumer confidence on purchase intention. The results of this study are also supported by research by Torres et al. (2018); Erkan & Evans (2016) stated that attitudes regarding eWOM information affect consumer purchase intentions of social media.

The results of this study show that most patients tend to seek information before deciding to make a join IVF programme in Morula IVF Jakarta. Information credibility, information usefulness and information adoption are seen as variables that are strong enough to influence patients to join IVF programme. A credible source of information is a very important point, it because patient with different levels of understanding and perceptions definitely need information that can be convincing, strong and accurate. So that patient trust to use that information.

The information available must be useful and informative for patients both personally and within the Instagram community group, making it easier for patients to decide and improve the decision to join a programme . Information obtained by patient through eWOM techniques related to products, opinions, reviews, suggestions or recommendations is generally adopted by another patients to strengthen joining programme. Based on that, the clinic as a provider of IVF program services can maximize social media on Instagram by providing credible useful information and being more active in communicating, providing recommendations or suggestions regarding information conveyed on social media. It was supported by Blake, P., et al (2020) that in a organization, sustainable management and innovation acknowledge the relevance of capitalizing on human resources who are considered as the most essential resource.

This is expected to be able to evaluate or clarify the information so that the information is adopted by prospective patients and can improve the patient's decision to join the IVF program. The results of this study can be taken into consideration by the clinic to develop a more effective marketing strategy because it appears that there is an influence on the characteristics of the eWOM information conveyed on social media Instagram which can affect the patient's intention to join the IVF program.

## CONCLUSION

Based on the test results of the study. It is known that characteristics of information about IVF programme on EWOM that was submitted and applied on the official Instgram account of Morula IVF Jakarta in general allow patients to interact and exchange information. It was as well as be able to influence the intention of patients to join IVF programme.

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