THE EFFECT OF E-WOM AND SOURCE CREDIBILITY OF INSTAGRAM ACCOUNT @RACUNSHOPEECHECK ON CUSTOMER PATH 5A (AWARE, APPEAL, ASK, ACT, ADVOCATE)

Tharisa Azzahra Rizky[1], Indria Angga Dianita[2]

[1,2] *Bachelor Degree of Communication Studies Study Program, Faculty of Communication and Business, Universitas Telkom, Indonesia*
[1] *tarisanst@student.telkomuniversity.ac.id* [2] *indriaangga@telkomuniversity.ac.id*

INFO ARTIKEL

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh E-WOM dan kredibilitas sumber terhadap *customer path 5A*. Melalui penelitian ini diharapkan dapat menghasilkan strategi pemasaran yang tepat yang dapat menjalankan *customer path 5A* secara efektif. Penelitian ini dilakukan dengan menggunakan metode kuantitatif dengan jenis penelitian deskriptif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah probability sampling, dengan teknik simple random sampling. Teknik analisis menggunakan uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji koefisien korelasi, koefisien determinasi, dan regresi linier berganda. Berdasarkan hasil penelitian, E-WOM secara parsial mempengaruhi *Customer Path 5A* sebesar 81,6%, dan sisanya sebesar 18,4% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Kredibilitas Sumber secara parsial mempengaruhi *Customer Path 5A* sebesar 84,2%, dan sisanya sebesar 15,8% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. E-WOM dan *Source Credibility* secara simultan mempengaruhi *Customer Path 5A* sebesar 84,3%, dan sisanya sebesar 15,7% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

ABSTRACT

This study aims to analyze the effect of E-WOM and source credibility on customer path 5A. Through this research, it is hoped that it can produce an appropriate marketing strategy that can run customer path 5A effectively. This research was conducted using quantitative methods with descriptive research type. The sampling technique used in this study is probability sampling, with simple random sampling techniques. The analysis technique uses a normality test, multicollinearity test, heteroscedasticity test, coefficient correlation test, coefficient of determination, and multiple linear regression. Based on the study results, E-WOM partially influenced Customer Path 5A by 81,6%, and the remaining 18,4% was influenced by other factors not examined in this study. Source Credibility partially influenced Customer Path 5A by 84,2%, and the remaining 15,8% was influenced by other factors not examined in this study. E-WOM and Source Credibility simultaneously influenced Customer Path 5A by 84,3%, and the remaining 15,7% was influenced by other factors not examined in this study.

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* Corresponding author at:
  tarisanst@student.telkomuniversity.ac.id 2) indriaangga@telkomuniversity.ac.id

1. Introduction

E-commerce in Indonesia developed significantly in 2010-2011 and in 2018, the British research institute, Merchant Machine noted that Indonesia was ranked first as the country with the fastest growing e-commerce business in the world (Widowati, 2019). One of the marketplaces that has managed to get a lot of users in Indonesia is Shopee. Shopee is a marketplace that was founded in 2015 and headquartered in Singapore. Shopee aims to change the world for the better by providing a platform to connect buyers and sellers in one community. Based on Iprice Insights research (2022), Shopee is ranked second as e-commerce with the highest monthly website visitors in Indonesia with the total of 132 million visitor every month. Having many users encourages Shopee to develop features that can facilitate and satisfy its users. One new feature launched by Shopee is Shopee Affiliate Program.

Shopee Affiliate Program is a program that can provide additional income by promoting various Shopee products to other internet sites such as social media, blogs, and others. This program is one kind of digital marketing strategy by Shopee with utilizing the affiliate marketing strategy. In this affiliate marketing strategy, affiliate marketers will act as intermediaries between merchants and consumers (Ryan & Jones, 2009). Many users register as an affiliate of Shopee and do their activities in social media. In Instagram itself, there are many affiliates account with their own characteristics.

Among many affiliates account in Instagram, there are 5 affiliates account username that appear in the top of Instagram searching bar namely @racunshopeecheck, @keracunan.shopee, @racunshopeeofficial, @kepoin.shopee and @racunshopeekku. Among these 5 affiliates account, based on the comparison using Instagram engagement calculator by Phlanx, it's known that @racunshopeecheck Instagram account has the highest followers' and engagement rate. Instagram account @racunshopeecheck has 485K followers and engagement rate about 0,79% with average interaction in every post are 4.698 likes and 29 comments. Based on this comparison, it can be concluded that the Instagram account @racunshopeecheck is one Shopee affiliates that has greatest reach and power on Instagram compared to other accounts.

The content of the Instagram account @racunshopeecheck is one factors that supports it to have many followers and a high engagement rate. the content is focused on introducing Shopee products and providing reviews as a form of product recommendations to the audience. Contents that distributed by Instagram account @racunshopeecheck are packaged in attractive and creative way. In every content, it also consists of Shopee product link that will be directly links to Shopee. This makes it easy for @racunshopeecheck's audience who are Shopee users to access product-related information.

Figure 1. @racunshopeecheck Comment Section

Sources: Via Instagram @racunshopeecheck (2022)

Having many audiences and content about product information that is packaged in an attractive way encourages many audiences to redistribute information from the @racunshopeecheck account to their closest people. Picture 1 shows audiences of the @racunshopeecheck account who commented on their positive or negative experiences with the products recommended by the @racunshopeecheck Instagram account. In addition, there are also followers of the @racunshopeecheck account who redistribute content by pinning the account of a friend or close person in the comment column of the @racunshopeecheck account. The process of exchanging information that occurs among the audience of Instagram account @racunshopeecheck regarding product recommendation content continuously encourages the formation of Electronic Word of Mouth (E-WOM).

Electronic Word of Mouth (E-WOM) is a dynamic and continuous process of exchanging information between consumers about a product, service, brand, or company, which is available

to many individuals and groups via the internet (Ismagilova et al, 2019). E-WOM is considered as one of the important sources of information in influencing human behavior (Filieria, Raguseo, & Vitarid, 2018). In addition, E-WOM can also significantly influence consumers in making decisions to buy something (Ismagilova et al, 2019). Research results by NielsenIQ in 2020 showed that 89% of Indonesians have high trust in product/service recommendations from people they know (Partipost, 2021). This shows that utilizing E-WOM in promoting products to the audience will help the @racunshopeecheck account expand its reach in marketing recommended Shopee products. The E-WOM that occurred on the @racunshopeecheck Instagram account is an organic E-WOM. Organic E-WOM is E-WOM that arises naturally when someone wants to share a positive or negative experience of a product, brand, or company (Kulmala, Mesiranta, &Tuominen, 2013). Considering that E-WOM is an online exchange of information that occurs between people who may not have had a previous relationship, it is important to consider how perceptions of information credibility influence consumer behavior (Ismagilova et al, 2019). Affiliate credibility as a source of information from ongoing E-WOM is one of the factors that influence consumer action on the product being promoted. Source credibility is not related to message content but refers to consumers' overall perception of the credibility of E-WOM sources and is considered a basic factor to help individuals assess E-WOM communication (Akyüz, 2013).

Figure 2. @racunshopeecheck Comment Section

Sources: Via Instagram @racunshopeecheck (2022)

On the Instagram account @racunshopeecheck, credibility as a source of information is shown by creating personally and original content, not just re-uploading other people's videos on their account and this makes the @racunshopeecheck Instagram account different with other affiliates

account. Figure 2 shows the existence of a watermark on each content that reads "content belongs to @racunshopeecheck, do not repost" which is evidence that the contents are originally made by @racunshopeecheck Instagram account. In addition, the owner made content on the Instagram account @racunshopeecheck by purchasing the Shopee product first before makes a product recommendation video, so that the product in the content shows Shopee product real looks. The credibility of the E-WOM source will have an influence on the usefulness and credibility of information to consumer purchase intentions (Ismagilova, 2019). The Instagram account @racunshopeecheck is a source of information from E-WOM that occurs among audience communities who have an interest in Shopee products. If the @racunshopeecheck Instagram account has credibility as a source of E-WOM information, the @racunshopeecheck Instagram account has the possibility of influencing the audience to believe in the Shopee product information provided, considering recommended Shopee products, and is expected to lead to an audience's decision to purchase Shopee products.

These activities that occurred on Instagram account @racunshopeecheck encourage various changes on audience, either they become know, interest, buy or recommend the product. Judging from the characteristic, those changes similar with the latest customer path known as Customer Path 5A. Customer Path 5A is a customer path that consist of five stages of behavior namely aware, appeal, ask, act, and advocate. The five stages of this concept are not always easy and do not always run sequentially. In the concept of Customer Path 5A, it is stated that the initial attraction of the audience to a brand/product is influenced by the "community" in determining the final attitude. The community in question is a group consisting of fellow customers of a brand/product. It was also stated that when it comes to understanding brands/products, consumers currently have an active relationship with each other and establish relationships to ask questions and give suggestions (Kartajaya, Kotler, & Setiawan, 2019). Judging from its characteristics, the concept of customer path 5A is a customer path that is expected to occur in the Affiliate Marketing system, including the Shopee Affiliate program.

Based on the description of the background above, there is a link between E-WOM, Source Credibility and Customer Path 5A. However, there is still an absence of previous research that describing the relationship of E-WOM and source credibility in forming customer path 5A. therefore, this becomes a renewal and urgency to conduct this research in aims to complement

previous research related to these topics. So, based on this explanation, this research is entitled "The Effect of E-WOM and Source Credibility on Customer Path 5A (Aware, Appeal, Ask, Act and Advocate).

2. Literature Review

Communication Theory

Communication theory is a reference or guideline to help humans understand and study phenomena, symptoms, and communication processes (Firmansyah, 2020). One of the theories that was present in the first era around 1940-1950 was the S-O-R (Stimulus, Organism, Respond) communication theory. The S-O-R theory was coined by Hovland et al in 1953. The elements contained in S-O-R communication theory are message (stimulus), communicant (organism), and effect (response). The basic assumption in the S-O-R theory states that the cause of a change in human behavior is influenced by the quality of the stimulus (message) in the communication process with the organism (communicant). According to the S-O-R theory, the effect of the communication process is a special reaction to a special stimulus so that the information provider (communicator) can estimate the suitability between the message and the communicant's reaction (Firmansyah, 2020).

Marketing Communication

Marketing communication is a means used by companies to provide information, persuade, and remind consumers directly or indirectly about the products and brands they market (Kotler & Keller, 2012). Marketing communication is the basis for developing promotional activities, and in the field of marketing communication is one of the most important things (Swashta and Irawan, 2008; (Farahdiba, 2020). Effective marketing communications can change behavior or strengthen previously changed behavior (Swashta and Irawan, 2008; (Farahdiba, 2020).

Electronic-Word-of-Mouth

Electronic Word of Mouth (E-WOM) is a dynamic and continuous process of exchanging information between consumers about a product, service, brand or company, which is available to many individuals and groups via the internet (Ismagilova et al, 2019). E-WOM communication refers to every positive or negative statement given by consumers to a company or product via the internet (Hennig-Thurau & Gremler, 2004). There are several types of E-WOM such as online discussion forums, online consumer review sites, blogs, social networking sites, and online

shopping sites (Ismagilova et al, 2019). There are 3 dimensions that can be used to measure E-WOM, namely E-WOM credibility, E-WOM quality, and E-WOM quantity (Bataineh1, 2015).

Source Credibility

Considering that E-WOM is an online exchange of information that occurs between people who may not have had a previous relationship, it is important to consider how perceptions of information credibility influence consumer behavior (Ismagilova, 2019). Source Credibility is a term used to express the positive characteristics of a communicator that can influence the communicant in receiving messages. There are 3 dimensions that make up the credibility of a communicator, namely trustworthiness, expertise, and attractiveness.

Customer Path 5A

Customer Path is a process of consumer action towards a product/service both in before pre-purchase, purchases, and post purchases. Customer Path 5A was first introduced by Hermawan Kartjaya in April 2014. Customer Path 5A consists of five stages of behavior namely aware, appeal, ask, act and advocate. This concept was initiated to become a path of customer behavior in accordance with the development of marketing which is now becoming increasingly digital (Kartajaya, Kotler, & Setiawan, 2019).

3. Methodology

The research method has the meaning as a scientific way to obtain data with certain purposes and uses (Sugiyono, 2019). This study has a goal namely, to obtain objective data regarding the effect of E-WOM and source credibility of the Instagram account @racunshopeecheck on customer path 5A, therefore this study uses quantitative research methods. Quantitative research methods are research methods that explain phenomena, collect numerical data, and analyze data using statistics (Silalahi, 2017). The type of research used in this research is quantitative explanatory. Explanatory research is research conducted to explain the causal relationship that occurs between research variables (Silalahi, 2017). In explanatory research, the examiner tests the hypothesis by paying attention to the relationship between variables and the resulting causes. This research consists of three variables namely E-WOM as independent variable (X1), Source Credibility as independent variable (X2) and Customer Path 5A as dependent variable (Y).

3.1 Population and Sample

The population in this study are the population determined by the researchers in this study were all Shopee users who know and have seen Instagram account @racunshopeecheck. There is no exact number of the population, so this research uses probability sampling, simple random sampling using Bernoulli formula and obtained a number of 96.04 as minimum sample size, which is then rounded up to 100 respondents to reduce questionnaire filling errors.

3.2 Data Analysis Technique

a. Descriptive Analysis

Descriptive statistical analysis focused on providing a description of the data held in the study (Silalahi, 2017). Data in descriptive statistical analysis can be represented by table calculations, graphs, pie charts, pictograms, mode, median, and calculation of the mean, standard deviation, and percentage calculation (Sugiyono, 2019).

b. Successive Interval Method (MSI)

Method of successive interval (MSI) is a method used to convert data using an ordinal scale into an interval scale. This study uses the method of successive interval because the type of data that will be collected through the questionnaire is ordinal data that must be converted into interval data so that it can be used when performing statistical procedures for testing data using an interval scale.

c. Classic Assumption

Data analysis is interrelated with whether statistical assumptions are met or not, it is also related to the purpose of the analysis. If the statistical assumptions are met, parametric statistics can be used. If the assumptions are not met, non-parametric statistics are used. Based on the nature and purpose, data analysis can use descriptive statistics, correlational statistics, as well as comparative statistics (Silalahi, 2017). In this study, there are three classic assumption test conduct namely normality test, multicollinearity test, and heteroscedasticity test.

d. Correlation Coefficient

The correlation coefficient test is one of the methods in the analytical technique used to determine whether the linear relationship between two or more variables is strong or not (Silalahi, 2017). Correlation coefficient analysis can be done using the Pearson r statistical test or product moment correlation to measure the cause, effect, strength, and direction of the relationship to the interval variable. In this study the correlation coefficient is used to analyse the strength of variable

X1 (E-WOM) on variable Y (Customer Path 5A), analyse the strength of variable X2 (Source Credibility) on variable Y (Customer Path 5A), and analyse the strength of variable X1 (E-WOM) together with variable X2 (Source Credibility) to variable Y (Customer Path 5A).

e. Determination Coefficient

After getting the correlation coefficient value, the correlation analysis is continued by calculating the coefficient of determination (Sugiyono, 2019). The coefficient of determination test was carried out in research to measure and explain the magnitude of the involvement of the independent variable on the dependent variable (Ghozali, 2016). In this research, determination coefficient test will show how much influence the variable X1 (E-WOM) has on the variable Y (Customer Path 5A), how much influence does the variable X2 (Source Credibility) have on the variable Y (Customer Path 5A), and how much influence does the variable X1 (E-WOM) together with variable X2 (Source Credibility) to variable Y (Customer Path 5A).

f. Multiple Linear Regression

Linear regression analysis was conducted to measure how much influence the independent variable had on the dependent variable. In this study, the regression analysis used is multiple linear regression analysis because it involves two independent variables, namely E-WOM (X1) and source credibility (X2). Multiple linear regression analysis was carried out using the following equation:

$$Y = a + b_1X_1 + b_2X_2$$

In this research, the results of multiple linear regression analysis are used to explain the predictions or influence that exists between the X1 variable (E-WOM) together with X2 (Source Credibility) on the Y variable (Customer Path 5A).

g. Hypothesis test

T-Test

Partial test is a test conducted to test the research hypothesis regarding the effect of each independent variable partially on the dependent variable. T-test significance testing can be conducted using a hypothesis approach as follows:

H_{o1}: E-WOM Instagram account @racunshopeecheck has no influence on customer path 5A

H_{a1}: E-WOM Instagram account @racunshopeecheck has an influence on customer path 5A

H_{o2}: Source credibility Instagram account @racunshopeecheck has no influence on customer path 5A

H_{a2}: Source credibility Instagram account @racunshopeecheck has an influence on customer path 5A

F-Test

Simultaneous test is a test conducted to test the research hypothesis regarding the effect of each independent variable simultaneously on the dependent variable. F test analysis was carried out to test the significance of the hypothesis in this study, namely as follows:

H_{o3}: E-WOM and source credibility for the Instagram account @racunshopeecheck simultaneously have no influence on the customer path 5A of the Shopee Affiliate program.

H_{a3}: E-WOM and source credibility for the Instagram account @racunshopeecheck simultaneously have an influence on customer path 5A of the Shopee Affiliate program.

4. Result and Analysis

4.1 Analysis Descriptive Result

Analysis Descriptive of Variable (X1) E-WOM

Table 1. Recapitulation of Respondents' Responses

Regarding Electronic Word of Mouth Variables

No Item	Dimension	Total Score	Percentage (%)	Category
1	Quantity	1350	90%	Very Good
2	Credibility	1363	90,8%	Very Good
3	Quality	1429	95,2%	Very Good
Total Score			4142	Very Good
Percentage Score			92%	

Sources: Author's Processed Data (2022)

Based on the data in table 1, the total score for all questions on each dimension of the E-WOM variable is 4142. Using the following calculations, the total number will be determined via a continuum line:
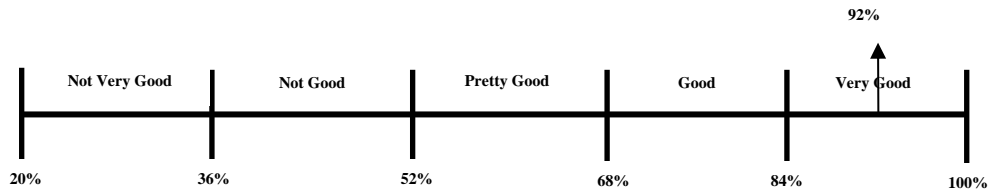
Figure 3. Continuum Line of E-WOM Variable

Sources: Author's Processed Data (2022)

Based on figure 3, the overall percentage of each dimension is 92%. Based on the responses to online questionnaires distributed to respondents, the E-WOM in Instagram @racunshopeecheck included in Very Good category. The analysis shows that E-WOM quantity has the lowest percentage about 90% and E-WOM quality has the highest percentage about 95,2%. Based on the result above, it can be concluded respondents view the E-WOM that occurred on the Instagram account @racunshopeecheck is very good. These results shows that Instagram account @racunshopeecheck has already published regularly, always up to date, and give factual information. However, they need to increase the amount of information shared in the Instagram account.

Analysis Descriptive of Variable (X2) Source Credibility

Table 2. Recapitulation of Respondents' Responses Regarding

Source Credibility Variables

No Item	Dimension	Total Score	Percentage (%)	Category
1	Expertise	**1388**	**92,5%**	**Very Good**
2	Trustworthiness	**1363**	**90,8%**	**Very Good**
3	Homophily	**873**	**87,3%**	**Very Good**
Total Score			3624	**Very Good**
Percentage Score			90,6%	

Sources: Author's Processed Data (2022)

Based on the data in table 2, the total score for all questions on each dimension of the variable source credibility is 3624. Using the following calculations, the total number will be determined via a continuum line:
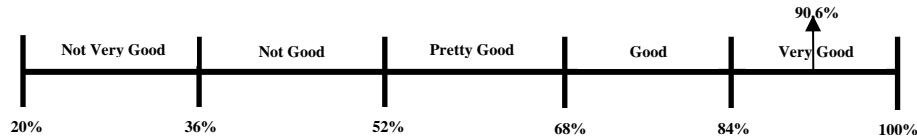

Figure 4. Continuum Line of Source Credibility Variable

Sources: Author's Processed Data (2022)

Based on figure 4, the total percentage of each dimension is 90,6%. Based on the responses to online questionnaires distributed to respondents, the Instagram account @racunshopeecheck Source Credibility included in Very Good category. The analysis shows that homophily dimensions has the lowest percentage about 87,3% and expertise dimensions has the highest percentage about 92,5%. Based on the result above, it can be concluded respondents see Instagram account @racunshopeecheck having a very good credibility as a source of information about Shopee products. These results shows that Instagram account @racunshopeecheck has good ability, has knowledge, and can convey the information clearly to the respondents as an information source. However, they need to show more common interests and experiences when sharing information with their audiences on Instagram account.

Analysis Descriptive of Variable (Y) Customer Path 5A

Table 3. Recapitulation of Respondents' Responses Regarding

Customer Path 5A Variables

No Item	Dimension	Total Score	Percentage (%)	Category
1	Aware	1363	90,8%	Very Good
2	Appeal	1350	90%	Very Good
3	Ask	1344	89,6%	Very Good
4	Act	961	96,1%	Very Good
5	Advocate	1391	92,7%	Very Good

Total Score	6409	Very Good
Percentage Score	91,5%	

Sources: Author's Processed Data (2022)

Based on the data in table 3, the overall score for all questions on each dimension of the Customer Path 5A is 6409. Using the following formulas, the total number will be determined using a continuum line:
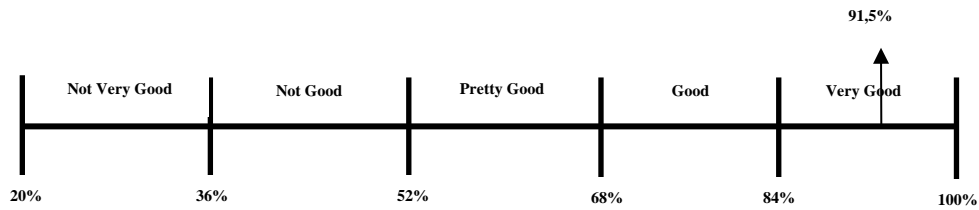

Figure 5. Continuum Line of Customer Path 5AVariable

Sources: Author's Processed Data (2022)

Based on figure 5, the cumulative proportion of each dimension is 91,5%. Based on the responses to online questionnaires issued to research respondents, the Customer Path 5A included in very good category. The analysis shows that ask dimensions has the lowest percentage about 89,6% and act dimensions has the highest percentage about 96,1%. This result shows that respondents see the customer path 5A going very good through Instagram account @racunshopeecheck. These results show that through the Shopee products information that posted, Instagram account @racunshopeecheck make respondents decide to buy Shopee products and use Shopee products. However, they need to improve the Shopee product information on their content that can arouse curiosity in respondents.

4.2 Method of Successive Interval (MSI)

In this research, before carrying out the classical assumption test and simple linear regression analysis, the researcher changed the ordinal data obtained by distributing online questionnaires in the Google Form to 100 respondents into intervals using the Method of Successive Interval (MSI) in Microsoft Excel (Ms. Excel).

4.3 Classic Assumption Test

Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		1,72721938
Most Extreme Differences	Absolute		,223
	Positive		,223
	Negative		-,187
Test Statistic			,223
Asymp. Sig. (2-tailed)			,000[c]
Monte Carlo Sig. (2-tailed)	Sig.		,000
	99% Confidence Interval	Lower Bound	,000
		Upper Bound	,060

Figure 6. Normality Test Result

Sources: Author's Processed Data (2022)

Based figure 6. on the One-Sample Kolmogorov-Smirnov Test, it is known that the Monte Carlo Sig (2-tailed) with a 99% confidence interval produces a significance result of 0,60 which is > 0,05. Based on these results, it can be concluded that the data used by researchers in this research are data that distributed normally which can be used to represent the population and can be used to carry out other tests in this study.

Multicollinearity Test

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	8,562	2,554		3,353	,001		
	Electronic WOM	,195	,257	,127	3,761	,000	,586	7,061
	Source Credibility	1,312	,274	,795	4,783	,000	,586	7,061
a. Dependent Variable: Customer Path								

Figure 7. Multicollinearity Test Result

Sources: Author's Processed Data (2022)

Based figure 7, the multicollinearity test conducted by the researcher showed a tolerance value of 0.586 which is > 0,1 and a VIF of 7.061 which is < 10 for the two independent variables, namely E-WOM (X1) and Source Credibility (X2). These results indicate that the tolerance and VIF values obtained fulfill the requirements to state that the independent variable in the study does not experience multicollinearity. If there is no multicollinearity problem between the independent variables, then the linear relationship between the independent variables has a very good correlation and can be used to regression model test (Silalahi, 2017). Therefore, it can be concluded that there is no multicollinearity between the independent variables in the regression model.
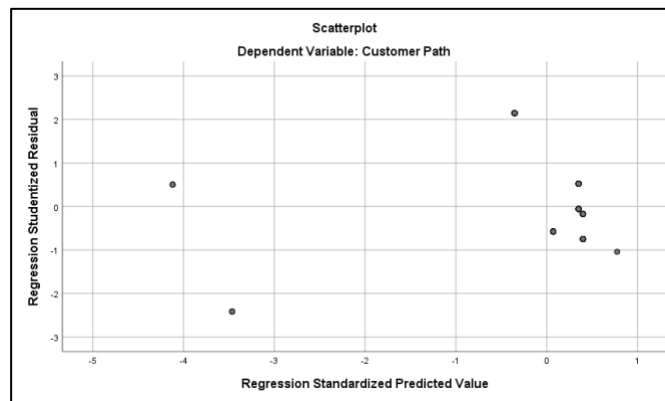
Heteroscedasticity Test

Figure 8. Heteroscedasticity Test Result

Sources: Author's Processed Data (2022)

Based on figure 8, the data dots spread above, below and around the number 0. In addition, the data dots on the scatterplot do not gather only on one side and it spread without forming a wave pattern. These results indicate that in the regression model, this research about the effect of E-WOM and Source Credibility of Instagram account @racunshopeecheck on Customer Path 5A has no heteroscedasticity problem and shows that there is a variable balance between the E-WOM and Source Credibility variable on Customer Path 5A. According to Ghozali (2016), the heteroscedasticity test must be carried out before carrying out the regression model test, and the data used must have no heteroscedasticity problems. Based on this statement, from the results of the heteroscedasticity test that has been carried out, it can be concluded that the data used by the researcher meets the requirements to be used in the multiple linear regression test.

4.4 Coefficient Correlation Test

Correlations		Electronic WOM	Source Credibility	Customer Path
Electronic WOM	Pearson Correlation	1	,970**	,898**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
Source Credibility	Pearson Correlation	,970**	1	,918**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Customer Path	Pearson Correlation	,898**	,918**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 9. Coefficient Correlation Test (Partially) Result

Sources: Author's Processed Data (2022)

Based on figure 9, the results of correlation coefficient test between E-WOM variable (X1) and Customer Path 5A variable (Y) obtain a significance value of 0.898. Furthermore, the results of the correlation test between the Source Credibility variable (X2) and the Customer Path 5A variable (Y) obtain a significance value of 0.918. With the results of a significant value of 0.898 and 0.918 which are in the interval 0.80 - 1.000 indicating that the relationship between the independent variable and the dependent variable is included in the category of a very strong relationship level (Sugiyono, 2019). Therefore, it can be concluded that the relationship between the independent variables E-WOM and source credibility partially with the dependent variable Customer Path 5A in this research is included in the very strong correlation level.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.918a	.843	.840	1.745	.843	260.388	2	97	.000

a. Predictors: (Constant), Source Credibility, E-WOM

Figure 10. Coefficient Correlation Test (Simultaneously) Result

Sources: Author's Processed Data (2022)

Based on figure 10, the results of correlation test using the Pearson correlation between variables E-WOM (X1) and Source Credibility (X2) simultaneously on the Customer Path 5A (Y) get a significant value of 0.918. Based on the results, the level of relationship between the E-WOM and Source Credibility variables simultaneously with the Customer Path 5A variable is categorized at a very strong level of correlation.

Based on the correlation coefficient test result, it supports the notion in previous studies entitled "The effect of characteristics of source credibility on consumer behaviour: A meta-analysis" by Ismagilova (2019) that states when searching for information about products and services via online, consumers are exposed to high levels of E-WOM communication. One of the factors that consumers can use to filter information obtained through E-WOM is source credibility. Consumers who receive E-WOM communications tend to consider the source credibility of the E-WOM information disseminator in their behavioral processes such as receiving information and making decisions.

4.5 Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898[a]	.806	.804	1.930

a. Predictors: (Constant), EWOM

Figure 11. Determination Coefficient Test (Partially) Result

Sources: Author's Processed Data (2022)

Based on figure 11, shows that the R square value is 0,806. This table is used to illustrate the partial scale of the impact of E-WOM on customer path 5A. The following formula is used to determine R square using the coefficient of determination (KD).

$$KD = r^2 \times 100\%$$

$$= 0,806 \, x \, 100\%$$

$$= 80,6\%$$

This calculation shows a coefficient of determination (KD) of 80,6%. This shows that E-WOM, has partially effect on customer path 5A by 80,6%. The remaining 19,4% is affected by factors that were not examined in this study.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918[a]	.842	.840	1.741

a. Predictors: (Constant), Source Credibility

Figure 12. Determination Coefficient Test (Partially) Result

Sources: Author's Processed Data (2022)

Based on figure 12, shows that the R square value is 0.842. This table is used to illustrate the partial scale of the impact of source credibility on customer path 5A. The following formula is used to determine R square using the coefficient of determination (KD).

$$KD = r^2 \times 100\%$$

$$= 0,842 \times 100\%$$

$$= 84,2\%$$

This calculation shows a coefficient of determination (KD) of 84,2%. This shows that the effect of source credibility, has partially effect on customer path 5A by 84,2%. The remaining 15,8% is affected by factors that were not examined in this study.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,918[a]	,843	,840	1,74493

a. Predictors: (Constant), Source Credibility, Electronic WOM

b. Dependent Variable: Customer Path

Figure 13. Determination Coefficient Test (Simultaneously) Result

Sources: Author's Processed Data (2022)

Based on figure 13. shows that the R square value is 0.843. This table is used to illustrate the simultaneously scale impact of E-WOM and source credibility on customer path 5A. The following formula is used to determine R square using the coefficient of determination (KD).

$$KD = r^2 \times 100\%$$

$$= 0,843 \times 100\%$$

$$= 84,3\%$$

This calculation shows a coefficient of determination (KD) of 84,3%. This shows that E-WOM and Source Credibility has simultaneously affected Customer Path 5A by 84,3%. The remaining 15,7% is affected by factors that were not examined in this study.

These determination coefficient test result supports the notion in previous studies entitled "The Influence of Opinion Leader's eWOM on Online Consumer Decision: A Study on Social Influence" by Tobon (2021) that states an E-WOM and opinion leader with a positive credibility has a greater influence in promoting products and the product purchase decisions by consumers. Based on that statement, it can be concluded that E-WOM and source credibility of Instagram account @racunshopeecheck has a high influence percentage towards customer path 5A because it has a positive E-WOM credibility and positive source credibility.

4.6 Multiple Linear Regression Test

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,562	2,554		3,353	,001
	Electronic WOM	,195	,257	,127	3,761	,000
	Source Credibility	1,312	,274	,795	4,783	,000
a. Dependent Variable: Customer Path						

Coefficients^a

Figure 14. Determination Coefficient Test (Simultaneously) Result

Sources: Author's Processed Data (2022)

Based on the data processing results in figure 14, the following multiple regression equation models can be derived:

$$Y = 8{,}562 + 0{,}195X_1 + 1{,}312X_2$$

Based on these equations can be described as follows:

Constant (α) = 8,562 means that if variable X1 (E-WOM) and Variable X2 (Source Credibility) are 0, then variable Y (Customer Path 5A) has a value of 8,562. The positive value of the regression coefficient for variable X1 (E-WOM) indicates a positive effect on customer path 5A. In other words, customer path 5A variable will increase by 0.357 for each one-unit increase in the E-WOM variable. The positive value of the regression coefficient for variable X2 (source credibility) indicates a positive effect on customer path 5A. In other words, customer path 5A variable will increase by 1,312 for each one-unit increase in source credibility variable.

This research findings in line with the statement that said E-WOM strongly impacts consumers' behavior positively or negatively, because E-WOM enhance the awareness, attitude, and consideration of product and services (Hussain, 2020), which then it followed by the characteristics

of information source can influence persuasiveness and impact of E-WOM communications on the receiver (Ismagilova, 2019).

4.7 Hypothesis Test

T-Test Result

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,562	2,554		3,353	,001
	Electronic WOM	,195	,257	,127	3,761	,000
	Source Credibility	1,312	,274	,795	4,783	,000
a. Dependent Variable: Customer Path						

Figure 15. T-Test Result

Sources: Author's Processed Data (2022)

Based on figure 15, it can be concluded that:

Variable X1 (E-WOM) has a tcount (3,761) > t table (1.985) and a significance level of 0.000 < 0.05, then H0 is rejected and H1 is accepted. This concluded that partially, there is a significant effect of E-WOM variable (X1) on customer path 5A (Y). Variable Source Credibility (X2) has a tcount (4,783) > t table (1.985) and a significance level of 0.000 < 0.05, then H0 is rejected and H2 is accepted. This indicates that partially, there is a significant effect of Source Credibility (X2) on customer path 5A (Y).

This research result in line with previous study entitled "The Effect Of E-WOM Towards Purchase Decisions In Cirebon Community At Tokopedia" by Khaeraunnisa (2022) that shows based on the partial test result, it can be interpreted that there is a significant influence of E-WOM on purchase decisions. In addition, this research result also in line with previous study entitled "The Influence Of Instagram Endorser Account @kulinerbandung Credibility Towards Purchase Decisions Of Food And Beverage Products" by Faatin (2022) that shows based on the partial test, it can be intepreted that there is a significant influence of source credibility on purchase decisions. It can be concluded that based on the t-test result of the previous study shows there is a significant influence of E-WOM on consumer behavior and significant influence of source credibility on consumer behavior.

F-Test result

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1585,655	2	792,827	260,388	,000[b]
	Residual	295,345	97	3,045		
	Total	1881,000	99			

a. Dependent Variable: Customer Path

b. Predictors: (Constant), Source Credibility, Electronic WOM

Figure 16. T-Test Result

Sources: Author's Processed Data (2022)

Based on figure 16., the test resulting F count (260,388) > F table (3.09) and the significance level is 0.000 < 0.05. The data shows that H0 is rejected, and Ha is accepted. It concluded that the independent variables consisting of E-WOM (X1) and Source Credibility (X2) simultaneously have a significant influence on Customer Path 5A (Y).

This research result in line with previous study entitled "The Influence of E-WOM and Celebrity Endorser on Instagram on Ortuseight Shoes Purchase Decisions" by Kinanti and Afriani (2021) that found based on the F-Test results, it can be interpreted that E-WOM, and endorser credibility simultaneously has a significant influence on purchase decisions. Cheung and Thadani (2012) states that E-WOM and source credibility has a positive relationship towards consumer behavior because in the context of E-WOM communication, message recipients tend to look at the credibility of the message sender to determine the quality of E-WOM. Information from sources that are considered more reliable can increase the persuasiveness of this information which influences their behavior in purchasing decisions.

5. Conclusion

Based on the findings and result of data processing in the study entitled "The Effect of #JumatBerkahf EWOM and Dimas Seto as Source Credibility on Kahf Brand Image" the resulting conclusions can be drawns reffering to the research objectives. Through the correlation coefficient test result, significance value of E-WOM (X1) is 0.898 which indicates there is a very strong correlation between E-WOM Instagram account @racunshopeecheck and Customer Path 5A. Results of the determination coefficient test conducted, it is known that the E-WOM of Instagram account @racunshopeecheck has an 80,6% influence on the customer path 5A, while another

19,4% is influenced by other variables that are not discussed in this study. Furthermore, based on the results of multiple linear regression analysis, the regression coefficient value of the E-WOM variable is 0,195 it indicates that E-WOM variable has a positive influence on the customer path 5A, and this also means if E-WOM variable increases by one unit, the customer path 5A will increase by 0,195. In addition, the T-Test result of Variable E-WOM (X1) has a Tcount (3,761) > Ttable (1,985) and a significance value of 0.000 < 0.05, it shows that H0 is rejected, and H1 is accepted. This means that partially, E-WOM Instagram account @racunshopeecheck has a significant influence towards customer path 5A.

Through the correlation coefficient test result, significance value of source credibility (X2) is 0,918 which indicates there is a very strong correlation between source credibility of Instagram account @racunshopeecheck and Customer Path 5A. Then, the results of the determination coefficient test conducted, it is known that the source credibility of Instagram account @racunshopeecheck has an 84,2% influence on the customer path 5A, while another 15,8% is influenced by other variables that are not discussed in this study. Based on the results of multiple linear regression analysis, the regression coefficient value of the source credibility variable is 1,312, it indicates that source credibility variable has a positive influence on the customer path 5A, and this also means if source credibility variable increases by one unit, the customer path 5A will increase by 1,312. The T-Test result of variable source credibility (X2) has a Tcount (4,783) > Ttable (1,985) and a significance value of 0.000 < 0.05, it shows that H0 is rejected, and H2 is accepted. This means that partially, source credibility of Instagram account @racunshopeecheck has a significant influence towards customer path 5A.

Through the correlation coefficient test result, the significance value of E-WOM and source credibility is 0,918 which indicates that there is a very strong correlation between E-WOM and source credibility of Instagram account @racunshopeecheck with Customer Path 5A. Then, based on the results of the coefficient of determination test conducted, it is known that the E-WOM and source credibility of Instagram account @racunshopeecheck simultaneously has an 84,3% influence on the customer path 5A, while another 15,7% is influenced by other variables that are not discussed in this study. Furthermore, based on the F-Test conducted, the result shows Fcount (260,388) > Ftable (3,09) and a significance value of 0.000 < 0.05, it shows that H0 is rejected, and H3 is accepted. This means that simultaneously, E-WOM (X1) and source credibility (X2) of Instagram account @racunshopeecheck has a significant influence towards customer path 5A (Y).

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