


# The Influence Of Positive E-WOM And Perceived CSR On Purchase Intention Mediated By Brand Attitude In The Retail Industry In Indonesia

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Article Info	ABSTRACT
<b>Key Word:</b> Corporate social responsibility, Brand Attitude, Purchase Intention, Generation Y attitude, Retail industry in Indonesia.	This research aims to analyze the influence of perceptions of corporate social responsibility (CSR) on purchasing intentions; This research also tests the mediating effect of Generation Y's attitudes towards brands and the moderating effect of their attitudes towards CSR. By using a hypothesis testing research design. Data was collected using questionnaires to 235 respondents who made purchases at minimarkets and the data was processed using the SEM method
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## INTRODUCTION

Sales of fast-moving consumer goods (FMCG) have grown to IDR 58.3 trillion in Indonesia. Compared to 2023, this number grows by 3% (year on year). CEO and co-founder, Hanindia Narendrata, clarified that this estimate is based on FMCG sales trends which usually increase every year. Fast-moving consumer goods (FMCG) sales trends remained relatively stable between 2012 and 2022. The presence of e-commerce has further enhanced this favorable situation. (Kompas, 2022).

There were 23.1 million customers in 2012, but this number will increase significantly to 70.5 million customers in 2022. Sales will reach IDR 57.6 trillion in 2023. The FMCG segment with the largest sales contribution is care and beauty, which contributes 49% of total sales or IDR 28.2 trillion. Next, followed by the food and beverage category at 20.4% or IDR 11.8 trillion, and health at 18.7% or IDR 10.7 trillion.

However, there are changes in the way individuals behave, with greater reliance on e-commerce platforms for brand sales and purchases. In this case, household spending continues to make the largest contribution to Indonesia's GDP, namely 53.09 percent of GDP in the third quarter of 2021. Retailers in Indonesia need to take advantage of this opportunity and embrace e-commerce or trading using electronic systems to maintain and develop the company they are in the midst of the Covid-19 outbreak.

The real sales index (IPR) for retail sales fell to 189.5 in September 2021 from 192.5 in August 2021, according to Bank Indonesia (BI) retail sales survey data. Nevertheless, the October 2021 IPR increased 1.8 percent, or 193, on a monthly basis. In connection with the slowdown in community activity, retail sales are expected to increase. Global online sales

surpassed USD 4.29 trillion in 2020, an increase of 24% from 2019 according to statistics from Digital Commerce 360.

This research will be carried out to examine the CSR attitudes of generation Y. The population group born between 1980 and 1999 is generally classified as generation Y (Gen Y) – regardless of circumstances such as geographic region, ethnicity, socio-economic criteria, etc. (Prasad et al., 2019). Studying Generation Y's CSR attitudes is justified because consumers have a higher awareness of socially responsible and ethical consumption, and consumers represent a critical group of society in the current and future markets (Luger et al., 2022).

It has been proven that Gen Y is more socially aware and loyal to brands that promote social awareness. Hwang et al. (2015), for example, revealed that Gen Y rewards companies that incorporate more ethical principles into their CSR operations. To fill this gap in the literature, this study will first look at how PCSR influences purchase intentions, then explain how brand attitudes influence the relationship, and finally explain how Gen Y's CSR attitudes influence the causal relationship between PCSR, brand attitudes, and purchase intentions in retail industry.

According to Bataineh (2015), stated that the growth of the internet has had an impact on communication capabilities, strengthening the reach and scale of word-of-mouth (WOM) communication, and embodying the essence of electronic word-of-mouth (e-WOM) in a new definition of WOM which offers easy access to information via the internet and transparency, thereby increasing interest in WOM among marketers.

According to Jalilvand (2011), states that due to its increased accessibility and reach, electronic word-of-mouth (e-WOM) is seen as more successful than internet WOM, serving as a significant "place" or platform for customers to voice their ideas. According to Torlak et al., (2014), electronic word-of-mouth (eWOM) is a communication method that informs customers about sellers and how to utilize products and services via the internet.

E-WOM is a term for comments, both favorable and unfavorable, made by potential consumers, current consumers, or previous consumers regarding goods or businesses that can be accessed by many individuals and organizations online Jalilvand (2011). Because customers are more receptive to advice and tend to accept advice given by people who have personally experienced the benefits of a product, word of mouth (WOM) marketing is more effective than direct marketing. Electronic word of mouth communication, or e-WOM, is essentially an evolution of word of mouth (WOM) communication shaped by the internet.

Consumers are a part that has extraordinary potential in reporting a product. With various useful information and various positive opinions from other people related to a brand, e-WOM can encourage the emergence of a brand image Samuel and Lianto (2014). Information circulating from consumers can be positive or negative and can influence the brand image of the product for good or bad. Customer purchase intention is a reliable measurement of actual purchasing behavior, which refers to a consumer's tendency to purchase a product or service. According to previous research, several factors that influence customer purchase intention are information quality and information reliability. The higher the quality of the information and the reliability of the message, the higher the customer purchase

intention (Koesuma, 2022). E-WOM also refers to online content, whether positive or negative, whatever is created by its owner via the internet or by means of any information technology about a product or service (Sijoria et al, 2018). Goyette et al. (2010) E-Wom can be calculated using a dimensional approach, namely (1) Intensity, which is the number of views or opinions uploaded by consumers on social media; (2) Opinion Valence is what consumers think about products, services and brands, both positively and negatively; (3) Content is information from social media related to products or services related to product variations, product quality, as well as information about the security of transactions on social media provided (Lesmana, 2023).

In this regard, consumer purchase intention refers to the consumer's willingness to buy a product or service. Purchases have an important role in determining sales growth and product market share. Purchase intention or desire to acquire an item results from a combination of confidence in the product and the ability to purchase it. Purchase intent is the deliberate desire to make an acquisition. The current definition of purchase intention is the consumer's intention to make a purchase based on social media recommendations. Because the business goal is to increase profits through social networks, it is very important to increase the number of transactions by sharing information and user suggestions on social media (Febratriantoro, 2023). Previous research conducted by Samarasinghe and Arachchi (2022) discussed Gen Y's shopping habits in minimarkets. This research was conducted in Sri Lanka by randomly distributing questionnaires to 500 samples after screening, so 392 respondents were used.

## RESEARCH METHODS

The design used in this research is hypothesis testing. Hypothesis Testing is research used to explain the nature of a relationship in several groups of variables from two factors in a situation (Hermawan, 2013). The unit of analysis used in this research is individual, namely for consumers who have visited and made purchases at minimarkets within the last 1 month. Data collection was carried out cross-sectionally because data was collected only within a predetermined time and period.

In this research, there are four variables used, namely: Positive e-WOM, Perceived CSR, Brand Attitude, Gen Y's CSR Attitude and Purchase Intention. The respondents' overall answers to the indicators for each variable were determined using a 5 (five) point Likert scale, from 1 - 5, namely:

- 1 = Strongly Disagree
- 2 = Don't agree
- 3 = Simply Agree
- 4 = Agree
- 5 = Strongly agree

### ***Positive e-WOM***

There are 4 items in the Positive e-WOM statement, namely as follows:

1. I often read posts from friends or other people to make sure I buy the right product

2. I often read posts from friends or other people to find out what products are good in other people's impressions
3. I often read posts from friends or other people to gather information about the product
4. I often read posts from friends or other people to be confident in my purchasing decisions

#### ***Perceived CSR***

There are 9 items for the Perceived CSR statement, namely as follows:

1. This minimarket treats its employees very well
2. This minimarket is socially responsible
3. This minimarket returns part of what it has received to the community
4. This minimarket acts with the community in mind
5. This minimarket helps community organizations
6. This minimarket provides benefits to the community in its business activities
7. This minimarket is committed to environmental issues
8. This minimarket behaves honestly with consumers
9. This minimarket respects existing legal regulations

#### ***Brand Attitude***

There are 6 Brand Attitude statement items, namely as follows:

1. Buying products at this minimarket is profitable for me
2. I have a good impression of this minimarket
3. Buying products at this minimarket is fun
4. I have a positive impression of this minimarket
5. I like shopping at this minimarket
6. I want to continue shopping at this minimarket

#### ***Gen Y's CSR Attitude***

There are 3 items in the Gen Y's CSR Attitude statement, namely as follows:

1. I am interested in buying products at minimarkets that have a CSR program
2. I would consider buying products at minimarkets that have a CSR program
3. I usually only shop at minimarkets that have a CSR program

#### ***Purchase Intention***

There are 8 items in the Purchase Intention statement, namely as follows:

1. I would consider buying products at this minimarket
2. I will always make transactions at this minimarket in the next few years
3. I am willing to always buy products at this minimarket if the quality is always maintained and the price is appropriate
4. I would recommend shopping for products at this minimarket to others
5. I will continue to shop at this minimarket rather than at other minimarkets
6. The possibility that I will continue to buy at this minimarket is high
7. My willingness to continue buying products at this minimarket is very high
8. In the near future, I will consider buying products at this minimarket.

For the data in this research, the researcher used primary data, namely data collected directly by the researcher to answer the researcher's problems and objectives (Hermawan, 2013). Primary data was obtained through distributing questionnaires. This data was obtained by distributing questionnaires to 210 respondents, namely from a number of indicators of  $30 \times 7 = 210$  (Hair et al., 2010). The sampling technique uses purposive sampling. Researchers take samples based on certain considerations. The criteria for respondents needed to be able to answer the questionnaire in this research are consumers who have visited and made purchases at minimarkets within the last 1 month.

The research instrument used is a questionnaire which has been completed by the respondent, then to test this research instrument the results can be determined by measuring instruments which will carry out validity and reliability tests on each variable for each statement item in the questionnaire.

According to (Hermawan, 2013) Validity is a measurement to prove the extent to which a measuring instrument is appropriate in measuring data. The analytical tool in validity testing is to use confirmatory factor analysis (CFA) by looking at factor loadings in the structural equation model (SEM) using AMOS 22 software. The number of samples will affect the value of the factor loading (Hair et al., 2010). For a sample size of 235 people, the loading factor used must be  $> 0.35$  to be declared valid (Hair et al., 2010).

Reliability tests on measuring instruments need to be carried out to ensure that the instruments used for this research are consistent and accurate. Reliability is related to the consistency, accuracy and predictability of a measuring instrument. The reliability test is measured using Cronbach's alpha, which is used to determine whether the instruments used in this research are appropriate and related or not and to test the consistency of indicators in a variable, with an alpha value  $\geq 0.6$  (Sekaran, 2010).

## RESULTS AND DISCUSSION

**Table 1** Respondent Profile

Respondent Profile	Amount	Percentage (%)
Gender		
Man	121	51.5
Woman	114	48.5
Age		
< 21 Years	4	1.7
21 – 30 Years	93	39.6
30 – 40 Years	135	57.4
> 40 Years	3	1.3
Last education		
SMA / SMK	56	23.8
D3	40	17.0
S1	112	47.7
S2	27	11.5
Current Employment		

Respondent Profile	Amount	Percentage (%)
Student	5	2.2
Government employees	56	23.8
Private Sector Employee	112	47.7
Businessman	57	24.3
Other	5	2.2
Monthly Expenses		
Rp 5,000,000	81	34.5
Rp 5,000,001 – Rp 7,500,000	81	34.5
Rp 7, 500,001 – Rp 10,000,000	45	19.1
>Rp 10,000,001	28	11.9

**Table 2** Descriptive Statistics of Respondents

Indikator	Mean	Std Deviasi
Positive e-WOM	4.23	.515
I often read posts from friends or other people to make sure I buy the right product	4.24	.792
I often read posts from friends or other people to find out what products are good in other people's impressions	4.19	.648
I often read posts from friends or other people to gather information about the product	4.24	.770
I often read posts from friends or other people to be confident in my purchasing decisions	4.28	.830
Perceived CSR	4.32	.396
This minimarket treats its employees very well	4.46	.655
This minimarket is socially responsible	4.29	.655
This minimarket returns part of what it has received to the community	4.22	.729
This minimarket acts with the community in mind	4.28	.725
This minimarket helps community organizations	4.23	.776
This minimarket implements benefits for the community in its business activities	4.34	.649
This minimarket is committed to environmental issues	4.26	.733
This minimarket behaves honestly with consumers	4.41	.630
This minimarket respects existing legal regulations	4.43	.646
Brand Attitude	4.39	.380
Buying products at this minimarket is profitable for me	4.49	.629
I have a good impression of this minimarket	4.35	.597
Buying products at this minimarket is fun	4.42	.677
I have a positive impression of this minimarket	4.35	.672
I like shopping at this minimarket	4.36	.627
I want to continue shopping at this minimarket	4.40	.681



Indikator	Mean	Std Deviasi
Gen Y CSR	4.34	.500
I am interested in buying products at minimarkets that have a CSR program	4.41	.712
I would consider buying products at minimarkets that have a CSR program	4.31	.623
I usually only shop at minimarkets that have a CSR program	4.32	.731
Purchase Intention	4.36	.377
I would consider buying products at this minimarket	4.44	.654
I will always make transactions at this minimarket in the next few years	4.31	.627
I am willing to always buy products at this minimarket if the quality is always maintained and the price is right	4.37	.631
I would recommend shopping for products at this minimarket to others	4.40	.655
I will continue to shop at this minimarket rather than at other minimarkets	4.25	.678
The possibility that I will continue to buy at this minimarket is high	4.40	.681
My willingness to continue buying products at this minimarket is very high	4.27	.700
In the near future, I will consider buying products at this minimarket	4.44	.653

Based on the descriptive statistics table, it can be seen that each indicator in the Positive e-WOM, Perceived CSR, Brand Attitude, Gen Y CSR and Purchase Intention variables shows that respondents have a positive view of the minimarket they visited.

**Tabel 3** Validity & Reliability

Variabel	Factor Loading	Cronbach Alpha	Keputusan
Positive e-WOM		.603	Reliabel
I often read posts from friends or other people to make sure I buy the right product	.751		Valid
I often read posts from friends or other people to find out what products are good in other people's impressions	.406		Valid
I often read posts from friends or other people to gather information about the product	.447		Valid
I often read posts from friends or other people to be confident in my purchasing decisions	.800		Valid
Perceived CSR		.746	Reliabel
This minimarket treats its employees very well	.628		Valid
This minimarket is socially responsible	.577		Valid
This minimarket returns part of what it has received to the community	.587		Valid

Variabel	Factor Loading	Cronbach Alpha	Keputusan
This minimarket acts with the community in mind	.613	0.620	Valid
This minimarket helps community organizations	.578		Valid
This minimarket implements benefits for the community in its business activities	.528		Valid
This minimarket is committed to environmental issues	.612		Valid
This minimarket behaves honestly with consumers	.465		Valid
This minimarket respects existing legal regulations	.573		Valid
Brand Attitude			Reliabel
Buying products at this minimarket is profitable for me	.653		Valid
I have a good impression of this minimarket	.472		Valid
Buying products at this minimarket is fun	.563		Valid
I have a positive impression of this minimarket	.585	.649	Valid
I like shopping at this minimarket	.587		Valid
I want to continue shopping at this minimarket	.652		Valid
Gen Y CSR			Reliabel
I am interested in buying products at minimarkets that have a CSR program	.739		Valid
I would consider buying products at minimarkets that have a CSR program	.607		Valid
I usually only shop at minimarkets that have a CSR program	.815		Valid
Purchase Intention			Reliabel
I would consider buying products at this minimarket	.629	.705	Valid
I will always make transactions at this minimarket in the next few years	.559		Valid
I am willing to always buy products at this minimarket if the quality is always maintained and the price is right	.466		Valid
I would recommend shopping for products at this minimarket to others	.554		Valid
I will continue to shop at this minimarket rather than at other minimarkets	.519		Valid
The possibility that I will continue to buy at this minimarket is high	.628		Valid
My willingness to continue buying products at this minimarket is very high	.514		Valid



Variabel	Factor Loading	Cronbach Alpha	Keputusan
In the near future, I will consider buying products at this minimarket	.694		Valid

From the test results, it can be seen that the factor loading value of each indicator has a value of more than 0.35, which shows that the indicator is valid. And the Cronbach alpha value is more than 0.6, which shows that the number of indicators for each variable is reliable.

#### Goodnes Of Fit

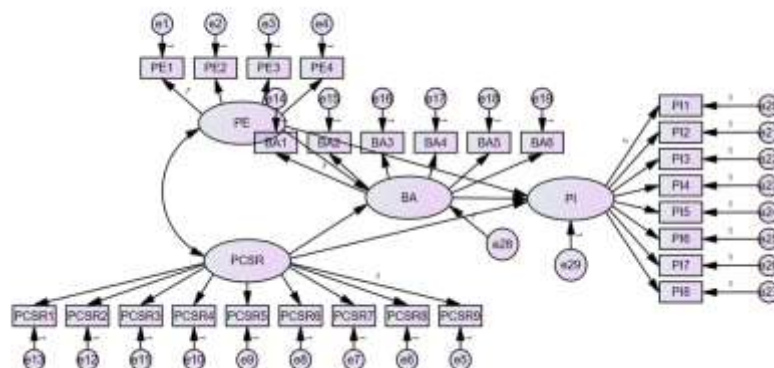
Goodness of fit testing in this research was carried out using several criteria instrument models such as CMIN, RMR, GFI AGFI, CFI. CMIN stands for Chi-square value and is used to compare whether an observed variable and an expected outcome are statistically significant. In other words, CMIN shows whether the sample data and hypothetical model are acceptable in the analysis. = The model used in this research has a CMIN value of 1.461 ( $< 3$ ) so it is included in the category of feasible model or meets the criteria, RMR value 0.026 ( $< 0.05$ ), GFI value 0.876 ( $\geq 0.95$ ), AGFI value 0.953 ( $\geq 0.90$ ) and CFI value 0.891 ( $\geq 0.95$ ). Overall, the empirical model used in this research is appropriate or in accordance with the theoretical model.

**Tabel 4** Goodnes Of Fit Test

Model	CMIN	CMIN/DF	GFI	AGFI	RMR	CFI
Default model	464,618	1,461	,876	,953	,026	,891
Saturated model	,000		1,000		,000	1,000
Independence model	1697,881	4,837	,399	,352	,108	,000

Source: SmartPLS (2024)

This research model describes the relationship between Positive eWOM, Perceived CSR, Brand Attitude, Purchase Intention and Gen Y's CSR Attitude. The direction of the relationship in this model is positive, which means that an increase in the independent variable (Positive eWOM, Perceived CSR) is expected to increase the dependent variable (Brand Attitude, Purchase Intention).



**Figure 1** Path diagram

### Results of Hypothesis Testing

The following Table 3 presents the path coefficients and Table 4 presents proof of the hypothesis of Gen Y's CSR Attitude as a moderator of Brand Attitude:

**Table 5 Hypothesis**

Variables	Estimate	P-Value	Keputusan
H1a. There is a positive influence of eWOM on Purchase Intention	0.025	0.048	Hypothesis Accepted
H1b. There is a positive influence of eWOM on Brand Attitude	0.922	0.000	Hypothesis Accepted
H2a. There is a positive influence of Perceived CSR on Brand Attitude	0.075	0.027	Hypothesis Accepted
H2b. There is a positive influence of Perceived CSR on Purchase Intention	1.234	0.044	Hypothesis Accepted
H3. There is a positive influence of Brand Attitude on Purchase Intention	0.076	0.007	Hypothesis Accepted
H4. There is a positive influence of Perceived CSR on Purchase Intention which is moderated by Gen Y CSR Attitude	0.922	0.000	Hypothesis Accepted
H5. Terdapat pengaruh positif Brand Attitude terhadap Purchase Intention yang dimoderasi oleh Gen Y CSR Attitude	0.761	0.064	Hypothesis Accepted

Source: SmartPLS (2024)

It can be seen that the p-value of each hypothesis is below 0.05 and the Estimate value is positive. So it can be seen that each hypothesis is accepted or influential.

### CONCLUSION

This research provides critical insight into the influence of Positive eWOM and Perceived CSR on Purchase Interest mediated by Brand Attitude in the retail industry in Indonesia. There is the influence of Positive eWOM on brand attitudes, there is the influence of Positive eWOM on consumer purchase intentions, there is the influence of corporate social responsibility (CSR) on brand attitudes, there is the influence of corporate social responsibility (CSR) on consumer purchase intentions, there is the influence of brand attitudes on intentions consumer purchasing, there is a role of Gen Y in moderating the relationship between social responsibility (CSR) and consumer purchasing intentions. However, the results of this study cannot support the fifth hypothesis which states that the CSR attitude of Gen Y retail consumers positively moderates this relationship. This research confirms the opposite, with  $p > 0.05$ . Based on the research results, it was found that Positive eWOM and Perceived CSR on Purchase Intentions were mediated by Brand Attitude in the retail industry in Indonesia. In addition, Gen Y retail consumers' CSR attitudes positively moderate the relationship between CSR and brand attitudes. All marketing efforts related to the use of ewom are intended to increase attitudes towards the brand and consumer repurchase intentions

because with the growth of consumer brand attitudes this will directly increase the intention to repurchase retail products in Indonesia. Brand attitude is one of the determining factors in consumer repurchase intentions because of the emotional bond between consumers and the company. This study faces several limitations. Additionally, the cross-sectional nature of the study may not capture long-term trends or causal relationships. Therefore, future research is recommended to overcome this limitation by using more variables that may also be related to influencing purchase intentions such as brand trust, brand awareness, etc.

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