

THE INFLUENCE OF PERSONAL SELLING AND E-WOM PERCEPTIONS OF BOPITASARI INSTAGRAM ACCOUNT TOWARDS SHOPEE PURCHASE INTENTION

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ABSTRACT

The Shopee Affiliate Program is one of Shopee's digital marketing strategies that involves multiple parties. To retain the audience and compete with other competitors, affiliates need to create innovative marketing strategies that attract and drive the audience to act. Therefore, this study aims to analyze the influence of Personal Selling and E-WOM Perception towards Shopee Purchase Intention on Instagram. *Although the streamer's persuasion strategy is relatively the same, the result is different. This study aims to explain the effect of personal selling and E-WOM perceptions of affiliate marketer towards Shopee purchase intention using a quantitative approach through an experimental method. The theory used in this study is the theory of reasoned action, with a purposive sampling technique involving 100 respondents. The results of hypotheses testing with multiple linear regression show that there is a significant influence between personal selling and E-WOM perceptions towards purchase intention.*

Keywords: *Personal Selling, E-WOM, Purchase Intention, Shopee Affiliate, Instagram*

ABSTRAK

Program Afiliasi Shopee adalah salah satu strategi pemasaran digital Shopee yang melibatkan banyak pihak. Untuk mempertahankan audiens dan bersaing dengan kompetitor lainnya, afiliasi perlu menciptakan strategi pemasaran yang inovatif yang menarik dan mendorong audiens untuk bertindak. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh Persepsi Penjualan Pribadi dan E-WOM terhadap Niat Pembelian Shopee di Instagram. Meskipun strategi persuasi streamer relatif sama, hasilnya berbeda. Penelitian ini bertujuan untuk menjelaskan pengaruh persepsi penjualan pribadi dan E-WOM dari pemasar afiliasi terhadap niat pembelian Shopee dengan menggunakan pendekatan kuantitatif melalui metode eksperimen. Teori yang digunakan dalam penelitian ini adalah teori tindakan beralasan, dengan teknik purposive sampling yang melibatkan 100 responden. Hasil pengujian hipotesis dengan regresi linier berganda menunjukkan bahwa terdapat pengaruh yang signifikan antara persepsi penjualan pribadi dan E-WOM terhadap niat pembelian

Kata Kunci: *Personal Selling, E-WOM, Minat Beli, Shopee Affiliate, Instagram*

BACKGROUND

E-commerce is an online business model where businesspeople carry out their activities by providing information about products and services to consumers via the internet (Kotler & Keller, 2012). Using E-commerce, buying and selling activities can be carried out more easily, practically, and efficiently without having to go face to face or visit the store directly (Japariato & Adelia, 2020). The intensifying competition for a substantial market share in the growing e-commerce sector necessitates companies to adopt appropriate and effective strategies.

One of the e-commerce in Indonesia is Shopee. Shopee is a Singapore-based business owned by Garena, is currently known as SEA Group. Garena utilizes a customer-to-customer, or C2C, business model to operate the mobile marketplace concept. In December 2015, Shopee began operations in Indonesia under the management of PT Shopee International Indonesia. Its product offerings are also diverse, ranging from electronics, home appliances, fashion, and cosmetics to other categories (Sulistiyawati & Widayani, 2020).

Having many users encourages Shopee to develop features that can facilitate and satisfy its users such as

Shopee Food, Shopee pay Later and Shopee Affiliate Program.

The roll-out of Shopee Food, Shopee Pay Later, and the Shopee Affiliate Program highlights the platform's commitment to expanding services and convenience for users, which is supported by academic findings (Nuruddin & Himmati, 2023) and (Kurniawati & Abidin, 2024). These innovations likely contribute to Shopee's sustained consumer growth and market dominance.

The development of Affiliate Marketing began when the company predicted the possibility of developing a marketing system in a simpler form, namely by establishing partners with other companies, both in traditional business that brought sellers and buyers directly and in business conducted digitally (Rahman, 2022). The implementation of marketing communication requires someone who is able to present promotions to the consumers as personal selling. Personal selling perception is the salesperson's ability to attract consumer attention to make purchase that can be measured by seeing the salesperson's communication ability, product knowledge, creativity, and empathy (Gunasekaran et al, 2015: 7). Therefore, by distributing content to a targeted audience, marketers may make the most of their advertising spend. Consumer interactions

on social media platforms have the potential to generate electronic word-of-mouth (eWOM).

Positive or negative, electronic word-of-mouth (eWOM) is a customer's assessment of a brand or company's goods or services that is publicly available online and provides a platform for customer interaction. (Batanieh 1, 2015).

The use of internet and social media that have high mobility and connectivity, causes consumers to have limited time in considering and evaluating brands or products (Kartajaya, Kotler, & Setiawan, 2019). Therefore, the @bopitasari account needs to understand how to spread the messages that can influence the audience to act. The positive perception of a social media user who sees the content is very important. The main point in implementing affiliate marketing such as the Shopee affiliate program is that marketers (affiliates) must be involved with customers, either directly or indirectly (Allen, 2022).

The fact that the sales volume for products endorsed by @bopitasari has failed to surpass half of the potential consumer interactions inferred from content insights averaging over 30,000 views per post. This gap between audience reach and actual sales conversion signals a critical research opportunity: to explore the factors

influencing audience purchase intentions and the effectiveness of content in driving sales.

Furthermore, this research sheds light on the importance of understanding consumer behavior more deeply, which is essential for marketers aiming to optimize their strategies for selling and promoting products. The anticipated outcome of this study is not only to enhance academic knowledge but also to offer actionable insights for marketers empowering them to better align their campaigns with consumer tendencies and preferences, thereby improving the efficacy of social media marketing and its contribution to commercial success in future studies.

RESEARCH PURPOSE

This study aims to see possible impact of Personal Selling perception and E-WOM Perception from affiliation marketer towards Purchase Intention of Shopee Products in Indonesia.

THEORETICAL FRAMEWORK

Personal Selling Perception

Personal selling perception is the salespersons' ability to attract consumer attention to make purchase that can be measured by seeing the salesperson's communication ability, product knowledge, creativity, and empathy (Gunasekaran et al, 2015: 7). In addition, personal selling is a part of the promotion mix that highlight persuasive.

communication in order to increase the likelihood that customers will make purchases. Meanwhile, personal selling is defined as direct conversation between a seller's representative and one or more potential buyers with the intention of influencing each other in the purchasing situation (Mc Daniel 2010: 167).

E-WOM Perception

E -WOM perception is a statement made by potential, actual, or former customers about a product or company, which is made to share a review to a multitude of people and institutions via the Internet (Hennig-Thurau et al., 2004). There are three dimensions that can be used to measure Electric world of mouth namely, E-WOM Credibility, E-WOM Quality and E-WOM quantity).

Purchase Intention

Purchase intention refers to the state where the consumers have an option and ready to make a transaction on products, which can be measured through belief towards a product, certainty to choose a product, and certainty to repurchase a product (Orth et al., 2007).

Theory of Reasoned Action

This research provides a significant contribution to knowledge by examining personal selling and E-WOM perception in social media through its contextual and comparative phases. The major

contribution of the first phase is to develop a comprehensive theoretical model which examines the determinants of personal selling and E-WOM perception on social media influencing consumers' purchase intentions.

The Theory of Reasoned Action (TRA) model is used to study human behaviour. Research in social psychology shows that a person's behavioural intention towards a particular behaviour is a determining factor in whether the individual will engage in that behavior (Ajzen and Fishbein, 1975). TRA explains that beliefs can influence attitudes and social norms, which in turn will shape the desire to behave, whether guided or occurring spontaneously in an individual's behavior.

HIPOTHESES

1. H0: There is no influence on personal selling and E-WOM perception towards Shopee purchase intention.
2. H1: There is an influence on personal selling and E-WOM perception towards Shopee purchase intention.

RESEARCH METHOD

In this study, quantitative research is employed to establish the presence of a more robust causal relationship between the variables and the subject of inquiry. Consequently, the study involves both

independent and dependent variables. The research methodology is defined as an endeavor to uncover novel and captivating insights by thoroughly investigating a research subject (Elman et al., 2020).

This study is aimed at obtaining unbiased data pertaining to the influence of personal selling and E-WOM perceptions of the Instagram account @bopitasari towards purchase intention within the TRA theory.

Hence, this investigation employed quantitative research methodologies, which are systematic approaches aimed at uncovering phenomena, collecting numerical data, and subsequently subjecting the data to statistical analysis (Silalahi, 2017). The research conducted in this study falls under the category of quantitative explanatory research, a method utilized to clarify causal relationships among research variables (Silalahi, 2017).

In explanatory research, hypotheses are tested with a specific focus on understanding the connections between variables and the resulting causative factors.

CONSLUSION

- The results findings demonstrate that there is an influence of personal selling perception and E-WOM

perception toward Shopee purchase intention.

- It can be seen from the coefficient table that shows a significant value of personal selling and E-WOM perception variable < 0.01 . Because this study used multiple linear regression, the result can be interpreted as H0 declined and H1 accepted.

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