

The Effect of Online Review on Consumer's attitude and Purchase Intention towards automotive products

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ABSTRACT

The main construct of this study is electronic word of mouth in the form of online reviews of automotive products with consumers attitude and buying interest. The objective of this research are: Firstly, whether there is a positive influence from electronic word of mouth (e-WOM) in the form of online reviews on social media platform: YouTube, Facebook and WhatsApp on consumer attitudes towards automotive products. Secondly, whether there is a positive influence of consumer attitudes towards automotive products on buying interest in automotive products. And the thirdly, whether there is a positive influence of electronic word of mouth in the form of online reviews on social media platform: YouTube, Facebook and WhatsApp on consumer buying interest in automotive products. The sample used in this study was 75 respondents by using convenience sampling. Hypothesis is used then tested empirically using regression with the help of SPSS Program.

The result show that it is proven that there is a positive influence of e-WOM on consumer attitudes towards automotive products. This research also proves that there is a positive influence of consumer attitudes towards automotive products on the purchase intention of automotive products. This research does not prove that there is a positive effect of e-WOM on consumer interest in buying automotive products, but proves that the influence of e-WOM on buying interest in automotive products mediated by the variable of consumer attitudes towards automotive products.

Keywords: e-WOM, online review, consumer attitude

1. Introduction

Information searching is very important before deciding to buy a product or service. Consumers tend to ask questions and look for credible information to minimize mistakes in purchasing decisions for cheap products and especially for products that are expensive. Searching for information can be in various forms, from reading product or service specifications, asking other people's experiences, or visiting stores. The experiences of others can come from individual or group sources. The individual or group whose becoming the information source are usually trusted sources of opinion. In marketing, these sources of information are referred to as reference groups. In the past, the most credible reference groups were family and friends, as they were deemed not to provide biased information (Assael, 1998). But now, reference groups are considered

credible, not only from among family and friends, but also strangers who have never been met. The foreigner is trusted because he gives aspirations or is considered an expert in his field. Information obtained from reference groups can be positive or negative information. This information is transferred by word of mouth, so it is known as word of mouth (WOM) communication. WOM is a process in which a person (who is usually considered as an opinion leader) influences the attitudes or actions of others informally (Schiffman and Kanuk, 2000). Information obtained from WOM tends to be considered credible because the source of information is not from the marketer, so it is considered to provide information sincerely because it does not involve a certain compensation value. There have been many studies on WOM, especially regarding its effect on

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consumer beliefs, attitudes and buying intentions. Studies conducted by Aslam, Ehtisham, and Zaman (2011) on households and universities in Pakistan show that people regardless of age, gender and marital status, all rely on WOM before arriving at a purchase decision. Similarly, a study by Ahmad, Jolita, and Ahmed (2014) on students and households stated that WOM communication, both positive and negative, had an effect on consumer purchasing decisions. The study of Richins and Root-Shaffer (1987) in Assael (1998) confirmed the influence of WOM communication in the form of news about cars, suggestions and input about cars, and other people's experiences about cars on car buying decisions.

The development of information technology currently affects WOM communication significantly. In the past, WOM communication was actually done in the form of face-to-face interpersonal communication or telephone conversations, then information technology has changed it all. The development of internet, has made WOM communication no longer only done face-to-face and takes place only once. Internet allows WOM communication to be carried out electronically (so called electronic WOM or e-WOM) which can reach a huge amount of people in various parts of the world and occur many times for the same information (Hennig-Thurau, Kevin, Walsh, and Gremler (2004). Reviews about a product on the website can be read millions of times by different consumers. Research by Almana and Mirza (2013) in Saudi Arabia shows that before making a purchase, consumers will seek information beforehand. This is supported by the development of social media that can't be stopped as it is today. So that the power of WOM communication can no longer be ignored.

Like other countries in the world, Indonesia is also included in the category of countries with high internet literacy. According to 2017 survey from the Association of Indonesian Internet Service Providers (APJII) conducted on 2500 respondents in six major regions throughout Indonesia, internet users are around 143.26 million out of a total 262 million Indonesian population. This means that 54.68% of Indonesia's population is internet literate. This indicates that the Indonesian population potentially exposed to WOM communication is very large because internet users not only use it to find information and communicate via email, but the main services accessed via the internet are chatting and social media (APJII, 2017). In addition, the majority of users, namely 65.98% use the internet every day. A report from We Are Social in collaboration with Hootsuite, a survey agency from the UK stated that the most widely accessed social media by internet users in the world is Facebook (2.1 billion users), followed by You tube (1.5 billion users) and WhatsApp (1.3 billion users). Especially for Indonesia, the most active social media platform in the first position is occupied by You tube with a percentage of 43% of users, followed by Facebook with 41% of users and WhatsApp

with 40% of users. When added up, the percentage results exceed 100%, which indicates that one user uses more than one social media.

Motorcycles and cars are personal automotive products that are widely used in Indonesia, given the low mass transportation services in Indonesia. Until now, Indonesia does not yet have its own automotive brand and is still loyal as an assembler of world-renowned automotive brands, even though several automotive components have been successfully produced in Indonesia, such as the cylinder sleeve which is used to manufacture piston rings (Mufrod, 2019). Even though they don't have their own brand, the interest of the Indonesian people to buy automotive products is very high, this can be seen from the number of motorcycle and car sales in 2018. For motorcycles, sales in 2018 reached 6.3 million units (Ravel, 2019) with a market share of 74.6% controlled by Honda, followed by Yamaha and Suzuki. Car sales reached 1,152,641 units with the highest market share of 30.9% achieved by Toyota (Nugroho, 2019), the next ranks are Daihatsu and Honda.

Automotive products, including motorcycles and cars, are high-priced products, so consumers tend to be careful in their purchases. This caution causes consumers to look for various information before making a purchase, both information in the form of a brand, purchase price and resale price, specifications, and features. Consumers make comparisons from the various information they get before deciding to buy the right brand. This process usually takes up to two months (Purnama, 2017). Research conducted by Google and TSN regarding consumer behavior in Indonesia (Purnama, 2017) states that 70% of consumers in buying cars are influenced by the Internet. Searching for information via the internet is the initial stage for consumers before moving on to the next stage. The most sought-after information is about the best cars, trusted dealers, and videos of cars in motion. This research shows that the internet (either in the form of chat, through websites or videos on You tube) affects buying interest and purchasing automotive products. The study by Cheung et al (2009) also shows that e-WOM plays an important role in the formation of consumer trust, attitudes and buying interest, especially positive e-WOM. Research Farki et al. (2016) also stated that e-WOM in the form of online customer reviews and ratings had an effect on consumer trust and buying interest in online marketplaces. Jalilvand's research (2012) which examined WOM electronics, found that WOM electronics affected the brand image and buying interest of car consumers in Iran. Research conducted by Murtiasih, Sucherly and Siringoringo (2013) proves the influence of WOM on brand equity for automotive products in Indonesia. Research by Al Halbusi and Tehseen (2018) found similar results with previous studies that WOM electronics have an effect on brand image and consumer buying interest in branded cars in Malaysia. The Panduwina study (2016) also found that WOM electronics had a positive and significant influence on brand image and purchase intention of Toyota cars. The most specific research was conducted by Sudirman (2018) which examined the influence of online You tube reviews

on the intention to buy a Toyota Rush 2018 car mediated by consumer attitudes.

There are motivating factors that encourage someone to make a purchase. The basic theories put forward by experts include the Theory of Reason Action (TRA) proposed by Ajzen and Fishbein (Limayem et al., 2000) which states that behavior is influenced by intentions and intentions are determined by individual attitudes towards certain behaviors and subjective norms that believed by individuals. Another basic theory extending TRA is the Theory of Planned Behavior (TPB) which states that individuals do not have full power to control their own behavior, so the individual's perception of his ability to perform a behavior will affect his intentions and behavior. The Theory of Acceptance Model (TAM) is also often used to examine the factors driving a person's behavior, especially commonly used for someone's acceptance of technology.

This study uses the Theory of Planned Behavior's model to examine the factors that encourage individuals to behave, namely the intention to purchase automotive products determined by e-WOM and individual attitudes towards the e-WOM. This study adopts research conducted by Sudirman (2018) which examines the influence of online reviews on YouTube social media on the intention to buy Toyota Rush Cars mediated by Consumer Attitudes. The studies previously mentioned, if concluded, are actually researching about the same thing, namely the influence of the electronic WOM variable on various other variables, namely brand image, brand equity, consumer attitudes, buying interest and purchasing decisions. Electronic WOM is referring to various forms of online reviews, both in the form of information on websites, discussions on social media such as Facebook and WhatsApp, as well as automotive video shows on the YouTube channel. This study wants to replicate these studies with modifications, namely examining the influence of online reviews on social media YouTube, Facebook and WhatsApp which are the three social media most accessed by internet users in Indonesia on attitudes and interest in buying motorbikes (Honda brand, Yamaha and Suzuki) and Cars (Toyota, Daihatsu, and Honda).

2. Literature Review

2.1. Theory of Planned Behavior (TPB)

Stated by Ajzen and Fishbein (Limayem et al., 2000), Theory of Reason Action (TRA) states that beliefs affect attitudes and attitudes will form intentions to behave. In line with TRA, the Theory Acceptance Model (TAM) also states that there is a relationship between attitude and intention to behave, but according to TAM, the intention to behave is determined by a combination of attitudes and beliefs about benefits, which are then together with ease of use, shape one's behavior. TAM is usually used in research on the adoption of a particular technology. TPB is an extension of TRA by adding a behavioral control construct to assess situations where individuals do not have the control to carry out certain behaviors. For more details TPB can be seen in the following picture.

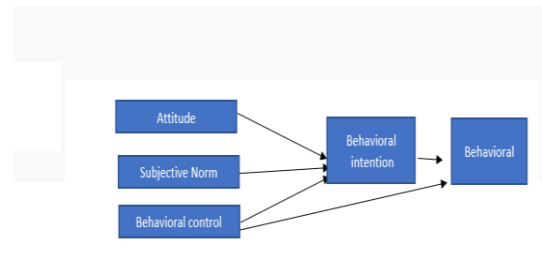


Figure 1. Theory of Planned Behavior
Source: Ajzen (1987) as quoted by Mathieson (1991)

2.2. Reference Group

Reference group is a group of people who become a source of information for individuals in the formation of beliefs, attitudes and behavior (Assael, 1998:533). A consumer can be a member of a reference group or not. Assael divides reference groups into four types which are Primary Group (consist of Informal and Formal Group) and Secondary Group (also consist of Formal and Informal). Primary informal group contains family and friends, while primary formal group contains school mate and business partner. Secondary informal group contain hobbies friends and community friend. While secondary formal group contains alumni group and office friend.

What are considered the most credible sources are the primary and informal reference groups, namely friends and family, because they will not provide biased information. In addition, there is also a second reference group, namely a group where consumers are not members of the group, which is commonly referred to as an aspiration group. In this group, consumers are divided into two types, namely: anticipatory and symbolic types. The anticipatory type means that the consumer has a contact relationship or wants to be part of the group in the future, while the symbolic type reflects someone who is admired but believed not to be part of the group due to various reasons such as acceptance or competence.

Reference sources on consumer of automotive products, apart from primary and informal sources, also come from aspiration groups. This can be seen when looking for information, what is sought is information that comes from individuals or groups who are considered experts in their fields.

2.3. Electronic Word of Mouth (e-WOM)

Word of mouth communication or better known as WOM is a process in which a person (who is usually considered an opinion leader) influences the attitudes or actions of others informally (Schiffman and Kanuk, 2000: 395). Other people referred to here may indeed be seekers of information or purely recipients of information. People who deliberately seek information are called opinion seekers. The influence exerted in this WOM is interpersonal and informal and occurs between two or more people, neither of which represents the company or marketer who will benefit directly from the sale. Information communicated by opinion leaders can be positive or negative. WOM is a dynamic process and greatly influences consumers in

purchasing decisions, because opinion leaders are considered a credible source of information. Opinion leaders are considered to provide information sincerely because they do not receive any compensation for the opinions they give. Their comments are trusted because they come from first-hand experience, so they are considered to reduce the risk of opinion seekers making mistakes in purchasing. WOM is considered to play a significant role in consumer purchasing decisions (Hennig-Thurauw et al., 2004; Ahmad et al, 2014).

In the past, traditional WOM could occur in face-to-face communication or telephone conversations. The development of the internet and social media today has led to the transformation of WOM which can also occur electronically, so it is referred to as electronic WOM (e-WOM). In contrast to traditional WOM which only involves two or a few people, e-WOM can involve up to millions of people because of the characteristics of internet media which are multiple and can be accessed many times without a limit on the number and period of time (Hennig-Thurauw et al., 2004; Aslam, 2011).

E-WOM can occur when a potential consumer browses the internet either through public sites or social media, or in the form of discussions in chatrooms or groups to find information about specifications, prices and where to buy a product or service. E-WOM can also occur in the form of reading testimonials or online reviews of previous product buyers. And the latest trend is to watch video reviews or comparison videos from product buyers or experts in their fields through the YouTube channel (Adiyanto et al, 2018; Sudirman, 2018).

Studies from Almana and Mirza (2013) show that consumers spend time surfing the internet by reading comments and reviews about products or services of interest and proves that these comments and reviews (e-WOM) play an important role in making purchasing decisions. The study by Cheung et al (2009) also shows that e-WOM plays an important role in the formation of consumer trust, attitudes and buying interest, especially positive e-WOM. Research by Farki et al. (2016) also stated that e-WOM in the form of online customer reviews and ratings had an effect on consumer trust and buying interest in online marketplaces. Jalilvand's research (2012), which examined WOM electronics, found that WOM electronics affected the brand image and buying interest of car consumers in Iran. Research conducted by Murtiasih, Sucherly and Siringoringo (2013) proves the influence of WOM on brand equity for automotive products in Indonesia. Research by Al Halbusi and Tehseen (2018) found similar results with previous studies that WOM electronics have an effect on brand image and consumer buying interest in branded cars in Malaysia. The Panduwinata study (2016) also found that WOM electronics had a positive and significant influence on brand image and purchase intention of Toyota cars.

Hennig-Thurauw et al. (2004) stated that some academics agree to regard traditional WOM and e-WOM as the same object, so that the basic

theoretical concepts that apply to traditional WOM also apply to e-WOM. This is based on research that even though it involves different media, the motives underlying opinion seekers are basically the same.

2.4. Social Media and Online Review

The term social media was first used in 2004. According to the Merriam-Webster dictionary (2004), social media is a form of electronic communication by which users can build online communities to share information, ideas, personal messages and other content such as videos. The first social media in the world was six degrees which was introduced in 1997 but then lost in popularity with Friendster which was issued in 2002. Year 2004 was a booming year for social media because several social media were launched at that time, including Facebook. Until now, there are lots of social media that can be used by the public, including Facebook, Myspace, Twitter, Instagram, Line, and WhatsApp. Each social media has its own superior features depending on the user's needs.

In connection with the reference group discussed earlier in point 2.1. then there are several sites and social media that are used to find information about automotive products. The largest automotive site is Autonetmagz.com; Otodriver.com; and Autos.id. As for the You tube channel, the account with the most subscribers is Ridwan Hanif Rahmadi with 889,881 subscribers and 254 video content. Ridwan is the founder of the Autonetmagz account which is in second place with 808,226 subscribers with 372 video content. And the third position is a Motomobi account with 247 videos and has 731,502 subscribers (Primary data, 2019). Ridwan Hanif's account actually doesn't only review automotive products, because posts about other things were also found. However, because the other content is insignificant compared to content about automotive product reviews, the author still places the account as an online automotive review account in the top position. Based on the author's observations, the three you tube accounts provide online reviews about automotive products, both cars and motorcycles, although the most reviewed and given reviews and comparisons are cars.

Online review is part of e-WOM, which occurs when someone expresses their opinion about a certain object online (Farki et al., 2016) and is not an advertisement. Consumers who already have experience with a product or service can write their opinions online on social media or online marketplaces in the hope that it will help other consumers in forming attitudes and making decisions.

Currently, online reviews can be in the form of positive or negative comments about a product or service posted on social media such as Facebook, it can also be a review of a product that is published on a specific site and it can also be in the form of a video of use or product comparison on the You tube channel. In this study, the online review in question is every post, either positive or negative, about automotive products on social

media You tube, Facebook, and WhatsApp specifically for Honda, Yamaha and Suzuki motorcycle products as well as Toyota, Daihatsu and Honda brand cars. This includes if the post links to a special automotive site, namely Autonetmagz.com; Otodriver.com; and Autos.id.

2.5. Consumer's Attitude

Schiffman and Kanuk (2000:200) define attitude as a learned tendency to behave consistently, either liking or disliking a particular object. Certain objects referred to here should be interpreted as broadly including products, product categories, brands, services, ownership, product uses, people, advertising, internet sites, prices and marketers. Meanwhile, Kotler and Keller (2009) state that attitudes are formed by three components, namely cognitive, affective and conative components. In this study, the attitudes referred to specifically are consumer tendencies towards automotive products, namely Honda, Yamaha or Suzuki motorcycles and automotive products, namely Toyota, Daihatsu, and Honda cars; whether the tendency is favorable or unfavorable. The meaning of the learned tendencies is that these attitudes do not arise by themselves, but are formed as a result of various things, namely personal experience, WOM communication, from exposure to advertising, the internet, and various other forms of direct marketing. Another characteristic of attitude is consistency, but it doesn't have to be permanent. Attitudes can change due to learning resulting from exposure to information and experience. Consumer attitudes will be very decisive in determining purchase intention and purchasing decisions.

Several studies have shown that consumer attitudes towards a product are determined, among others, by exposure to information obtained through e-WOM communication. Research conducted by Almana and Mirza (2013) shows that consumers spend time surfing the internet by reading comments and reviews about products or services of interest and proves that these comments and reviews (e-WOM) play an important role in making purchasing decisions. The study by Cheung et al (2009) also shows that e-WOM plays an important role in the formation of consumer trust, attitudes and buying interest, especially positive e-WOM. Research Farki et al. (2016) showed that e-WOM in the form of online customer reviews and ratings had an effect on consumer trust and buying interest in the online marketplace. Jalilvand's research (2012), which examined WOM electronics, found that WOM electronics affected the brand image and buying interest of car consumers in Iran. Research conducted by Murtiasih, Sucherly and Siringoringo (2013) proves the influence of WOM on brand equity for automotive products in Indonesia. Research by Al Halbusi and Tehseen (2018) found similar results with previous studies that WOM electronics have an effect on brand image and consumer buying interest in branded cars in Malaysia. The Panduwinata study (2016) also found that WOM electronics had a positive and significant influence on brand image and purchase

intention of Toyota cars. The results of Sudirman's research (2018) which examines the influence of online You tube reviews on interest in buying Toyota Rush 2018 cars mediated by consumer attitudes also confirms the initial hypothesis that was built.

Based on the above literature, the first hypothesis and second hypothesis are:

H0 : Online reviews on social media You tube, Facebook, and WhatsApp have a positive effect on consumer attitudes towards automotive products

H0: Consumer attitudes have a positive effect on consumer's purchase intention towards automotive products.

2.6. Purchase Intention

Purchase Intention (Schiffman and Kanuk, 2000:206) is a form of real thought plan by consumers to buy several products in a certain amount based on the choice of several brands available in a certain period of time. This buying interest has several indicators, including an interest in seeking more information about the product, a consideration to buy, a desire to know about the product, an interest in trying the product and a desire to own the product. Kotler and Keller (2009) state that buying interest is a behavior that appears in response to objects that indicate a consumer's desire to make a purchase. Put forward by Ajzen and Fishbein (Limayem et al., 2000), Theory of Reason Action (TRA) states that beliefs affect attitudes and will ultimately form an intention to behave which will be a certain behavior of a person. In other words, this theory states that consumer intention, in this case is buying interest, is caused by the trust held by consumers which ultimately forms a certain attitude towards a product. This attitude can be liked or disliked.

With the development of technology, consumer buying interest is also influenced by information obtained from the internet. With the internet, it is easy for consumers to get information through e-WOM because it is easy for someone to publish their experience about a product or service and then recommend it to others.

A lot of previous studies have stated the influence of consumer attitudes on buying interest. Research conducted by Google and TSN regarding consumer behavior in Indonesia (Purnama, 2017) states that 70% of consumers in buying cars are influenced by the Internet. The study by Cheung et al (2009) also shows that e-WOM plays an important role in the formation of consumer trust, attitudes and buying interest. The results of Sudirman's research (2018) which examines the influence of online You Tube reviews on the intention to buy a Toyota Rush 2018 car also states that buying interest is influenced by electronic WOM with consumer attitudes as the mediation.

Based on literature above, the third Hypothesis is:

H0 : Online reviews on social media You tube, Facebook, and WhatsApp have a positive effect on consumer's purchase intention towards automotive products.

3. Research Method

3.1. Type, Time and Place of Research

This research conducted using a survey method using a questionnaire as the main instrument in primary data collection. The questionnaire consisted of closed questions, in which the respondent could only choose from a selection of available answers and also consisted of a few of open questions. Data collection carried out on July 2019. The questionnaire sent electronically to respondents.

3.2. Population and sample

Thus, the population is all people who have information that is the focus of research. While the sample is part or subgroup of the population that is decided to take data or opinions. The results obtained from this sample will be used to generalize the population. That is, the conclusions obtained from the sample data will be considered representative of the population. The population of this study are all buyers of automotive products in the form of Honda, Yamaha and Suzuki motorbikes as well as buyers of automotive products such as Toyota, Daihatsu and Honda cars in the last two years. In 2019, the number of motorbikes being sold in Indonesia is about 16 million motorbikes, while cars is about 1,1 million. (www.Gaikindo.org).

The sample selection used non-probability sampling with convenience sampling technique. Non-probability sampling means that researchers limit the number of samples taken where not all members of the population have the same opportunity to be sampled. Considering the very large number of population and based on the consideration of maximum likelihood estimation, Hair et al. (2006) stated that a sample of 50 was able to provide valid results, although this small sample is not recommended for a study. With the above considerations, the researcher plans to get a sample of 75 respondents with 50 respondents who are buyers of automotive products in the form of motorbikes and 25 respondents who are buyers of automotive products in the form of cars. The area of distribution of the questionnaire is in West Kalimantan.

3.3. Operational Definition and Measurement Variables

3.3.1. Endogenous Variables

According to Kotler and Keller (2009) Purchase intention is behavior that appears in response to objects that indicate the consumer's desire to make a purchase. Question items for intention to purchase are measured by indicators that have been developed by Schiffman and Kanuk (2000) and have been used in various studies, namely an interest in seeking more information about the product, a consideration for buying, a desire to

know about the product, an interest in buying a product, try the product and the desire to have the product. Question items were measured using a 5-point Likert scale starting from strongly disagree (1) to strongly agree (5).

3.3.2. Exogenous Variable

3.3.2.1. Online Review

Online review occurs when someone expresses his opinion about a certain object online and is not an advertisement (Farki et al., 2016). It is measured using four indicators that have been developed by Cheng et al (2017) in Sudirman (2018), which include review intensity, review content, positive online reviews and negative online reviews. Measured using a 5-point Likert scale starting from strongly disagree (1) to strongly agree (5).

3.3.2.2. Consumer's attitude

According to Schiffman and Kanuk (2000:200) attitude is a learned tendency to behave consistently, both liking and disliking a particular object. It is measured using three indicators developed by Kotler and Keller (2009), namely Cognitive, Affective and Conative Variables. Question items were measured using a 5-point Likert scale starting from strongly disagree (1) to strongly agree (5).

3.4. Validity test

All measuring instruments (question items) have passed the validity test in each place of research which was adopted in this study. Although all of the question items have passed the validity test, however, it is still necessary to re-test the validity given the changes in the current research setting with previous studies. The validity test carried out in this study used a comparison between the Corrected Item Total Correlation value and the R table value for 66 samples.

3.5 Reliability Test

Reliability testing is carried out to determine the extent to which the measuring instrument provides consistency results when repeated. The internal consistency of the items in the questionnaire tested with Cronbach Alpha. The rule of thumb value used for Cronbach's Alpha value must be greater than 0.7 although a value of 0.6 is still acceptable (Hair et al., 2006).

3.7. Analysis tools and testing techniques

The analytical tool used in this study is regression because regression is used to search the influence of one variable to another. The test will be carried out three times according to the number of hypotheses developed.

3.8. Research design

In this study, the hypothesis developed is a research question. To answer research questions,

hypotheses are used so that the research to be carried out is to answer and to test existing hypotheses so that the research objectives can be answered. This research design was chosen because it is in accordance with the research objective to empirically test the research questions that have been determined from the start. The right approach to conducting empirical testing is scientific or quantitative research. The research model is as followed.

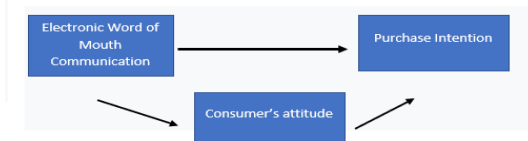


Figure 2. Research Model
Source: Adopted by Sudirman (2018)

using regression to test the effect of independent variable on dependent variable. Ghozali (2005) states that regression is the most suitable analytical tool to show the effect of one variable on another. The data will be processed using SPSS software for windows version 22.

4. Results and Discussion

4.1. Data Collection Results

4.1.1. Respondent Characteristic

Although we planned to get 75 respondents, however, only 70 people filled out the questionnaire (70% Response Rate, we delivered the questionnaire to 100 people). Then it is filtered again so that only 66 data can be used which will be processed for the next phase. The following is a profile of the respondents based on the identity of the respondent.

Table 1. Descriptive Characteristics of Respondents

Variables	Number of	Percentage
Gender		
Male	27	40.9
Female	39	59.1
Total	66	100
Age		
<20	32	48.5
21-30	11	16.6
31-40	4	6.1
>40	19	28.8
Total	66	100
Education		
High School	18	27.3
Diploma	21	31.8
Under Graduate	12	18.2
Post Graduate	15	22.7
Total	66	100
Number of social media account ownership		
Only one accounts	12	18.2
Two accounts	15	22.7
Three accounts	21	31.8
Four accounts	17	25.8
Five accounts	1	1.5
Total	66	100
Vehicle Being Purchase		
Motorbike	47	71.2
Car	19	28.8
Total	66	100

Source: Processed Data, 2019

From the table, it is known that in terms of gender, the number of female respondents is more than male, which is 59.1%. While from age, the majority of respondents are aged under 20, around 48.5%. For education, most of them have diploma for about 31.8%. In addition, in terms of number of social media account ownership, having three accounts of social media rank at the top at 31.8% and for the product being purchased by respondents is motorbike, which is 71.2%.

4.2.1. Validity analysis

The validity test in this study uses a comparison between the Corrected Item Total Correlation value and the R table value for a total sample of 66 samples. The way to find out whether the instrument is valid or not is to compare the Corrected Item Total Correlation value with the R table value with DF (66 samples, 5% accuracy) which is 0.2387. Based on the comparison with these numbers, there is one question item that is not valid, namely Attitude 9. So this item cannot be included in further processing and being re-rotated.

4.2.2. Reliability analysis

Hair et al (2006) stated that a measuring instrument is said to be reliable if its Cronbach Alpha has a rule of thumb > 0.6 . The results of the reliability test on the variables used with a sample of 66 samples shows all reliable result.

4.5. Hypothesis Analysis

The next stage is the hypothesis test using Regression with SPSS. This hypothesis test is used to partially test exogenous variables with endogenous variables.

4.5.1. First Research Objectives

The first research objective is to empirically test the positive relationship between Electronic WOM in the form of online reviews on social media You Tube, Facebook, and WhatsApp, and consumer attitudes towards automotive products. For this reason, the first hypothesis is derived which assumed that there is an effect of Electronic WOM on consumers attitudes towards automotive products.

The significance value obtained from the results of the regression calculation is 0.004 which means below the standard sig 0.05. This means that Electronic WOM has a significant effect on consumer's attitude towards automotive products. Thus hypothesis 1 in this study which states that there is a significant effect between Electronic WOM and consumer's attitude toward automotive products is accepted.

The results of this study are in line with the study by Cheung et al (2009) which also shows that e-WOM plays an important role in the formation of consumer trust, attitudes and buying interest, especially positive e-WOM. Also supports the results of Sudirman's research (2018) which examines the influence of online You Tube reviews on the intention to buy a Toyota Rush 2018 car mediated by consumer attitudes. This study proves that EWOM is a sufficient predictor for the formation of consumer attitudes towards automotive products.

4.5.2. Second Research Objectives

The second research objective is to empirically test the positive relationship between consumer attitudes towards automotive products and Purchase Intention. For this reason, the second

hypothesis is derived which assumed that there is an effect of consumers attitudes towards automotive products on consumer's Purchase Intention.

The significance value obtained from the results of the regression is 0.000 which means below the standard sig 0.05. This means that consumer's attitude towards automotive products has a significant effect on consumer's Purchase Intention. Thus hypothesis 2 in this study which states that there is a significant effect between consumer's attitude toward automotive products and consumer's Purchase Intention is accepted.

The results of this study are also in line with the study by Cheung et al (2009) which shows that attitudes contribute to consumer buying interest. Also especially supports the results of Sudirman's research (2018) which examines the influence of online You Tube reviews on the intention to buy a Toyota Rush 2018 car mediated by consumer attitudes. This study proves that consumer attitudes towards automotive products are sufficient predictors for the formation of consumer buying interest in automotive products.

4.5.3. Third Research Objectives

The third research objective is to empirically test the positive relationship between Electronic WOM and Purchase Intention. Thus, the third hypothesis is derived which assumed that there is an effect of Electronic WOM on consumer's Purchase Intention.

The significance value obtained from the results of the regression is 0.081 which means above the standard sig 0.05. This means that Electronic WOM doesn't have a significant effect on consumer's Purchase Intention. Thus hypothesis 3 in this study which states that there is a significant effect between Electronic WOM and consumer's Purchase Intention is rejected.

These results do not confirm the previous studies that were used as references in this study that e-WOM is a strong predictor of consumer purchase intention or buying interest in automotive products. Like the study from Alman and Mirza (2013) which showed that e-WOM plays an important role in purchasing decision making. The study by Cheung et al (2009) also shows that e-WOM plays an important role in the formation of consumer trust, attitudes and buying interest, especially positive e-WOM. Research Farki et al. (2016) also stated that e-WOM in the form of online customer reviews and ratings had an effect on consumer trust and buying interest in online marketplaces. Jalilvand's research (2012), which examined WOM electronics, also found that WOM electronics affected the brand image and buying interest of car consumers in Iran. Research by Al Halbusi and Tehseen (2018) found similar results with previous studies that WOM electronics have an effect on brand image and consumer buying interest in branded cars in Malaysia. The Panduwinata study (2016) also found that WOM electronics had a positive and significant influence on brand image and purchase intention of Toyota cars. But this study is confirming Sudirman's research on the influence of online YouTube

reviews on Toyota Rush car buying interest mediated by consumer attitudes. Which means, in this study, consumer's attitude is a strong mediating variable because when tested simultaneously, the value of sig is 0.000 with an adjusted R Square of 0.365, which means that when mediated by consumer attitudes towards automotive products, e-WOM becomes a sufficient predictor to explain consumer buying interest in automotive products.

5. Conclusion and Suggestion

5.1. Conclusion

There are several things that can be concluded from this research, as follows:

Based on the test results partially, it can be proven there is a significant and positive influence of e-WOM on consumer's attitude towards automotive products. The test result also proven that there is a significant and positive affect of consumer's attitude towards automotive products on consumer's Purchase Intention. But the test result do not prove the affect of e-WOM on consumer's Purchase Intention. But the simultaneously result test shows that consumer's attitude is a strong mediating variable, because the sig value is 0.000. Which means e-WOM become a predictor to explain consumer's Purchase Intention when it is mediated by consumer's attitude towards automotive products.

5.2. Suggestion

Based on the research results, there are two number of suggestions that can be put forward by the researcher, as follows:

In Relation with response rate problem, it will be better to send out the online questionnaires is far more than the number of respondents targeted from the start, to anticipate respondents who do not respond to the questionnaires being sent. Balancing the number respondents in the term of age, so that more accurate results will be obtained. This study also showed that e-WOM is not a predictor for Purchase intention without the existence of consumers attitude as mediating variable. In relation with that, the next study should consider other mediating variables in order to know whether this result as a consistent result.

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