

The Influence of SEA and E-WoM on The Decision To Study In The Digital Business Study Program, AL-Irsyad University Cilacap

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Abstract. *This study aims to analyze the influence of SEA and E-WoM on college decisions for Digital Business Study Program, Universitas Al Irsyad Cilacap, The object of this research is the Digital Business Study Program at Al-Irsyad Cilacap University, while the subjects are students of the Digital Business Study Program at Al-Irsyad University Cilacap. sampling with purposive sampling technique. The number of samples in this study were 31 respondents. Data was obtained through questionnaires which were distributed directly to digital business students at Al-Irsyad University, Cilacap. The data analysis technique uses SPSS version 22. Based on the results of the analysis carried out, it shows that SEA has a positive effect on digital business study study decisions, E-WoM has a positive effect on digital business study study decisions.*

Keywords: SEA, E-WoM, decision.

INTRODUCTION

In the development of the digital world in Indonesia, especially in the field of e-commerce, it has become a prima donna. This phenomenon is shown by the increasing number of online stores, not only local online stores, but also the invasion of large e-commerce companies from abroad entering the Indonesian market. Foreign companies working in the world of e-commerce have reasons to add networks in other countries, and Indonesia is considered a large and promising market.

Search Engine Advertising.(SEA) is a search engine in advertising (search engine). You have two options for advertising via search engines where the first option is to place your ad on search engine results pages (SERPs) and the other option is to place your ad on the search engine display ads network. Search Engine Advertising (SEA) equals all paid traffic activities that will be brought in from search engines. Search engines have been used by advertisers to promote products (Ghose & Yang, 2011), the use of search engines as an online advertising medium is called keyword Advertising

Received on November 07th, 2022; Revised on December 23rd, 2022; January 01nd, 2023

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which was first introduced by Google in 2002, under the name Google Adwords. Online advertising using Google Adwords, generally called Ads keywords, has become an alternative choice for advertisers, because by advertising through Ads keywords, advertisers will make it easy for consumers to collect information (Laudon & Traver, 2012: 481).

Seeing the large number of internet access in Indonesia via smartphones, it can be an opportunity for universities in recruiting prospective students to determine where they want to continue their studies. With the SEA (Search Engine Advertising) for Al-Irsyad University, Cilacap, it will be advantageous to carry out a promotion for the Digital Business Study Program at Al-Irsyad University, Cilacap. This can be done by sharing promotions and advantages that exist at Al-Irsyad University Cilacap. The method used includes the form of Electronic Word of Mouth (e-WOM) communication. E-WOM is a type of communication on an internet platform that is not face-to-face. E-WOM communication refers to positive or negative statements made by potential and actual consumers regarding products or companies via the internet (Hennig Thurau in Jalilvand, 2012). WOM has become a source of external information that influences buying tourism products and making travel decisions. Contrary to WOM, e-WOM provides permanent online information (Yang in Chong, 2018). There are four dimensions of e-WOM, namely intensity, positive valence, negative valence, and WOM content (Goyette et al, 2010)

LITERATURE REVIEW

1. SEARCH ENGINE ADVERTISING (SEA)

Search Engine Advertising (SEA) means that you advertise through search engines. You have two options to advertise through search engines where the first option is to place your ad on search engine results pages (SERPs) and the other option is to place your ad on the search engine ads display network.

Search engine advertising is usually a part of a marketing or branding strategy. One of the primary objectives of SEA is to increase the click-through rate, as the number of clicks on a website can quickly be increased through the posting of advertisement space. The Conversion Rate is also particularly important for SEA, as it ultimately determines how high the advertising costs are, and thus the ROAS.

Search engine advertising can also be used to generate advertising pressure through page impressions from display campaigns. For the most part, advertisements are used by customers in the e-commerce industry as SEA is aimed at persuading the user to buy. Therefore, one of the main objectives is to increase conversions in the form of sales.

2. E-WoM

Viral marketing or also known as electronic word of mouth (eWOM) according to Kotler and Keller (2016) is marketing using the internet to creating the effect of word of mouth to support efforts and causes marketing. Viral marketing is as contagious as a virus is another form of word of mouth to mouth or news from one mouse click to the next, which drives consumers tell about the products and services the company develops in audio, video, and written form to others online

3. DECISION

According to Kotler & Armstrong (2016) defining decision purchase as follows: Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants

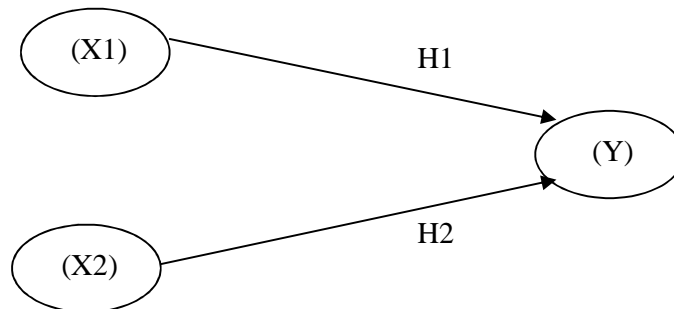


Figure 1. Conceptual Framework

Hypotheses Developmen

1. The influence of SEA on the decision to study in the digital business study program

Search engines have been used by advertisers to promote products (Ghose & Yang, 2009), the use of search engines as an online advertising medium is referred to as keyword advertising which was first introduced by Google in 2002, under the name Google Adwords. Online advertising using Google Adwords or what is generally called Ads keywords, has become an alternative choice for advertisers, because by advertising through Ads keywords, advertisers will make it easy for consumers to collect information (Laudon & Traver, 2012:481)

According to research (Wei, Jerome, and Shan: 2010), which means that an effective online advertisement is an advertisement that can provide a direct response from consumers

Based on the description above, the hypothesis is:

H1: Search engine advertising (SEA) affects decision

2. The influence of E-WoM on the decision to study in the digital business study program

A positive perception of a product or service will stimulate the emergence of a consumer's desire to buy which is ultimately determined by purchasing behavior. According to Arwiedya (2011) in promotional media that affect a person's decision in purchasing one of them is online word of mouth by saying that online word of mouth is interpersonal communication with online media between two or more individuals such as members of reference groups or consumers and salespeople where everyone have an influence on purchasing decisions

According to Zhang (2010), the internet is now highly empowered by consumers to share information which is currently easily accessible and most consumers can share their experiences through the internet and influence other consumers through eWOM. Furthermore, Zhang (2010) also mentions that when there is an exchange of information through eWOM, consumers will evaluate the product. In addition, positive eWOM can also persuade potential customers and

influence consumer perceptions of a product review or product recommended by other customer

Based on the description above, the hypothesis is:

H2: E-WoM influences consumer decisions

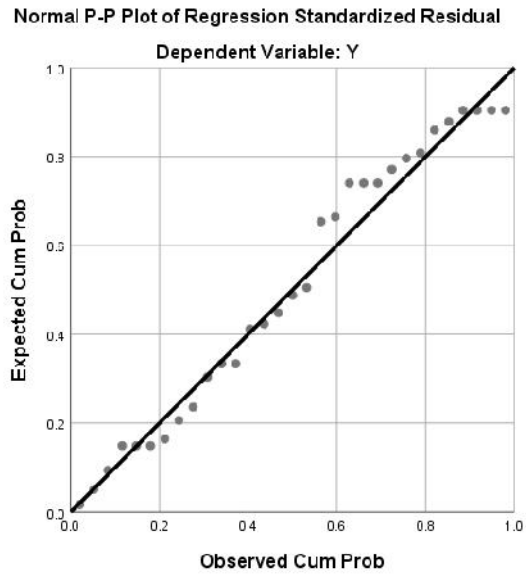
RESEARCH METHODS

The research method according to Sugiyono (2017:2) is a scientific way to obtain data with certain goals and uses. The method used in this study is a quantitative method with a descriptive and verification approach. Sugiyono (2017:35) defines descriptive analysis method as research conducted to determine the existence of independent variables, either only on one or more variables (stand-alone variables) without comparing and looking for that variable with other variables.

Data was obtained by distributing questionnaires to students of digital business study program. The number of samples in this study found 38 respondents on campus, and the selection of respondents using the purposive sampling method. The questionnaires received were 31 questionnaires, hypothesis testing using SPSS 22.0. The variables in this study include Search Engine Advertising, E-WoM and Decisions. These variables will be measured using a Likert scale on answers with a scale of 1 to 5. From the lowest "strongly disagree" to the highest "strongly agree"

RESULT AND DISCUSSION

NORMALITY TEST



MULTICOLLINEARITY

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Zero-order	Collinearity Statistics		Tolerance	VIF
		B	Std. Error				Lower Bound	Upper Bound		Partial	Part		
1	(Constant)	4.549	2.235		2.245	.033	433	9.465					
	X1	.227	.110	.254	2.160	.049	.001	.453	.929	.363	.128	.883	5.475
	X2	.48*	.092	.725	6.987	.000	.313	.648	.954	.744	.310	.883	5.475

a. Dependent Variable: Y

Heteroscedasticity Test

Correlations

			AbsRes	X1	X2
Spearman's rho	AbsRes	Correlation Coefficient	1.000	.287	.492**
		Sig. (2-tailed)	.	.118	.005
		N	31	31	31
	X1	Correlation Coefficient	.287	1.000	.805**
		Sig. (2-tailed)	.118	.	.000
		N	31	31	31
	X2	Correlation Coefficient	.492**	.805**	1.000
		Sig. (2-tailed)	.005	.000	.
		N	31	31	31

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

Coefficient of Determination Test (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.960 ^a	.922	.917	.914	.922	166.522	2	28	.000

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.960 ^a	.922	.917	.914	.922	166.522	2	28	.000

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

MULTIPLE LINEAR TEST

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	95.0% Confidence Interval for B		Zero-order	Partial		Collinearity Statistics	
		B	Std. Error	Beta	t		Lower Bound	Upper Bound		Partial	Part	Tolerance	VIF
1	(Constant)	4.949	2.235		2.245	.033	433	9.465					
	X1	.227	.110	.254	2.060	.049	.001	.453	.929	.363	.128	.83	5.475
	X2	.481	.092	.725	6.387	.000	.313	6.48	.954	.744	.310	.83	5.475

a. Dependent Variable: Y

From the results of multiple regression analysis using SPSS, it can be interpreted as follows:

1. The constant is 4.949, which means that if SEA (X1), E-WoM (X2) is equal to 0, then Decision (Y) has a value of 4.949
2. The regression coefficient of the SEA variable (X1) is 0.227, meaning that if the independent variable has a fixed value and SEA (X1) has an increase of 1%, then Decision (Y) will increase by 5,176.
3. The regression coefficient of the E-WoM (X2) variable is 0.481, which means that if the other independent variables have a fixed value and E-WoM (X2) has an increase of 1%, then Decision (Y) will increase by 5.430

CONCLUSION AND RECOMMENDATION

That in the research conducted, it can be concluded that SEA (Search Engine Advertising) X1 and E-WoM (X2) have a significant influence on the decision (Y) to study at the digital business study program, Al-Irsyad University, Cilacap

Digital business study program must increase promotion using SEA and E-WoM because it will affect decisions in studying in digital business study program, being active on the internet doing promotions will make digital business study program widely known so that it is known to many people.

Based on the results of the analysis, the R square value is 0.922, which means that the SEA variable (X1) and the E-WoM variable (X2) simultaneously (together) affect the Decision variable (Y) by 92.2%. While the remaining 7.8% is influenced by other variables outside this regression equation or variables that are not examined

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The 1st Proceeding of The International Conference on Business and Economics

Vol.1, No.1 January-June 2023

e-ISSN: XXXX-XXXX; p-ISSN: XXXX-XXXX, Page 216-224

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