

# Analysis of Digital Marketing Strategy from E-WOM and E-Trust on Daihatsu Car Purchase Decisions at PT. Daya Adicipta Wihaya Medan

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DOI: <https://doi.org/10.52403/ijrr.20220257>

## ABSTRACT

Purchase decisions are one aspect that is strongly influenced by marketing strategies such as digital marketing, electronic word of mouth (E-WOM) and electronic trust (E-Trust). E-WOM is one of the digital marketing strategies that are currently very widely used by companies. In addition to E-WOM, E-Trust also influences product purchasing decisions. E-Trust is one of the factors in e-commerce that has an important role in maintaining business relationships, especially e-commerce businesses that require consumers to pay before receiving orders. This study is an associative quantitative study that aims for analysis of digital marketing strategy from E-WOM and E-Trust on daihatsu car purchase decisions at PT. Daya Adicipta Wihaya Medan. The population of this research is all consumers of PT. Daya Adicipta Wihaya Medan during 2020 to the first semester of 2021 as many as 1,836 people. Determination of the sample using the Slovin formula so that there are 95 research samples. The data collection instrument used a questionnaire and data analysis using multiple linear regression. The results of the study prove that E-WOM partially has a positive and significant effect on daihatsu car purchase decisions at PT. Daya Adicipta Wihaya Medan. E-Trust partially has a positive and significant effect on daihatsu car purchase decisions at PT. Daya Adicipta Wihaya Medan. E-WOM and E-Trust simultaneously have a positive and significant effect on daihatsu car purchase decisions at PT. Daya Adicipta Wihaya Medan. It is suggested to PT. Daya Adicipta Wihaya Medan to increase consumer

E-Trust so that daihatsu car purchase decisions can be further improved.

**Keywords:** Digital Marketing Strategy, E-WOM, E-Trust, Purchase Decisions

## INTRODUCTION

The automotive market is an industry that is developing very rapidly in the world, including in Indonesia, because the human need for transportation has a direct influence on people's activities. The increasing need for transportation has made the national automotive market currently progressing quite rapidly. This has led to many new product innovations, both imported cars and domestically produced cars, thus triggering competition in the automotive world.

The automotive car business in Indonesia is still dominated by Japanese brands such as Toyota, Daihatsu, Honda, Daihatsu and Mitsubishi which always rank in the top 5 car sales in Indonesia every year. This is influenced by the brand (image) of Japanese-made cars which have been classified as good for the Indonesian people even though in terms of sales, Daihatsu brand cars have several competitors from other companies such as Toyota, Honda and Daihatsu (Untari et al., 2017:83).

Increasingly competitive competition makes it increasingly difficult to achieve a market leader position for the

automotive market. A tested and reliable marketing strategy is needed so that automotive companies are able to develop at least to survive, especially during the coronavirus disease-19 (COVID-19) pandemic which has a heavy side effect on the economy. To increase the sales volume of automotive companies, an effective and efficient marketing strategy is needed to maintain the viability of the company's development. Building the right marketing strategy for a company must be adapted to the conditions and situations of the current marketing environment.

The marketing strategy is very important to be carried out by automotive companies as an effort to improve purchasing decisions. Purchasing decisions are a process of selecting references for brands of products or services to be used in the collection (Kotler and Keller, 2016). With increasingly easy internet access for the public and internet network connections, it is easy to find anywhere, so that not a few people convey information through social media such as Facebook, Twitter, Instagram, and other social media, both through displaying testimonials in the form of photos and statuses about products. or services that have been used on their social media. Testimonies can be in the form of writing, liking, sharing, recommending, commenting, and tweeting and can lead to increasing consumer interest in using a product/service.

Purchase decisions are one aspect that is strongly influenced by marketing strategies such as digital marketing, electronic word of mouth (E-WOM) and electronic trust (E-Trust).

E-WOM is one of the digital marketing strategies that are currently very widely used by companies. The increasing use of E-WOM is influenced by more information about products found through online communication than traditional communication. In addition, word-of-mouth information is more trusted by customers because it provides information about the experiences of users of these products or

services. The phenomenon of E-WOM continues to develop so that it makes E-WOM a great opportunity for companies to use it as an easier and cheaper marketing strategy. Increasing the main function of E-WOM as a source of online information is closely related to the increasing use of internet services.

In 2019 the number of internet users reached 150 million people or 56% of the total population of Indonesia. This value has increased by 20% from the previous survey. Of this figure, 130 million people or 49% are mobile-based internet users (Wearesosial, 2019). Based on these data, social media can be a product marketing strategy that can attract consumers or reduce consumers. Therefore, it can be concluded that word of mouth in the form of testimonials through social media is very influential today where technological developments make it easier for someone to access social media anywhere and anytime (Wearesosial, 2019).

Based on the survey results of the Indonesian Internet Service Providers Association (APJII) in 2019-2021, 87.13% of internet users use the internet for the use of social media. Respondents also use the internet to use search engines, read articles, and buy and sell goods. The duration of internet use in a day is around 1-3 hours by 43.89%, this data shows that the average Indonesian people spend about 13% of their time a day to access the internet. For the age of users in Indonesia, it is dominated by millennials 19-34 years at 49.52%. From the research data "Penetration & Behavior of Internet Users 2017" conducted by APJII, marketers can see new opportunities in developing their marketing strategies by utilizing social media as a forum for promotion.

In addition to E-WOM, E-Trust also influences product purchasing decisions. E-Trust is one of the factors in e-commerce that has an important role in maintaining business relationships, especially e-commerce businesses that require consumers to pay before receiving orders.

WOM is a marketing effort that triggers customers to talk about, promote, recommend, and sell our products/services/brands to other customers to other customers indirectly (Rangkuti, 2016).

E-WOM is an effective tool to influence purchasing decisions, build brand awareness, create sensation in the market and develop brand loyalty. The emergence of E-WOM can make consumers want to know about the brand of a desired product so that consumers feel confident, believe and have an impression of what is being discussed. Purchase decisions are strongly influenced by E-WOM (Almana, 2016).

E-WOM also affects sales because of an increase in purchasing decisions. The impact of E-WOM on sales will be large if many consumers and customers visit the site and know the brand that is being offered. One of the goals of effective marketing is to introduce the existence of a product to consumers widely and how to make the product brand top of mind in the minds of consumers and make it a brand preference for consumers when they want to make a purchasing decision (Firmansyah and Haryanto, 2019).

## **RESEARCH METHODS**

This study is an associative quantitative study that aims for analysis of digital marketing strategy from E-WOM and E-Trust on daihatsu car purchase decisions at PT. Daya Adicipta Wihaya Medan. Quantitative research is a systematic scientific study of the parts and phenomena and the causality of their relationships (Pandiangan, 2015). The purpose of quantitative research is to develop and use mathematical models, theories and/or hypotheses related to natural phenomena (Pandiangan et al., 2022). Associative research aims to determine the relationship between two or more variables. With this research, a theory can be built that can function to explain, predict and control a symptom (Pandiangan et al., 2018).

Population means the total number of people or residents in an area. Through this explanation, it can be interpreted that population is a designation for people or residents who are in a certain area (Pandiangan, 2018). The population of this research is all consumers of PT. Daya Adicipta Wihaya Medan during 2020 to the first semester of 2021 as many as 1,836 people. Determination of the sample using the Slovin formula so that there are 95 research samples.

The data collection instrument used a questionnaire. Questionnaire is a form of data collection instrument in the form of a written list of questions, especially those related to research variables (Pandiangan et al., 2021).

Data analysis using multiple linear regression. Multiple linear regression analysis is used to predict how the condition (up and down) of the dependent variable, if two or more independent variables as predictors are manipulated (Tobing et al., 2018).

## **RESULT**

### **General Description**

PT. Daya Adicipta Wihaya or better known as DAYA Daihatsu is a subsidiary of DAYA Group which is engaged in the dealership of four-wheeled vehicles under the Daihatsu brand. Currently DAYA Daihatsu has 2 branches located in West Jakarta and Medan. In line with the company's vision, mission and values, DAYA Daihatsu continues to improve sales capacity, service quality and human resources in all branches. All of this is done so that DAYA Daihatsu can become a friend of the community in providing Daihatsu car ownership.

The company's vision is to be the best outlet in town. The company's mission is servicing customer as a friend. In line with the company's vision, mission and values, Daya Daihatsu continues to increase sales capacity, service quality and human resources in all branches. All of this is done so that Daya Daihatsu can become a friend

of the community in providing Daihatsu car ownership.

Every company generally has an organizational structure. The organizational structure is a framework that shows the cooperative relationships of organizational members to achieve goals. The organizational structure describes the functions, responsibilities and authorities of the members of the organization. With the

organizational structure can avoid or reduce confusion in the implementation of tasks. An organization is a group of people who work together to achieve certain goals. The organizational structure is a schematic description of the cooperative relationships of the people in the organization to achieve the goals of the organization. Organizational structure chart of PT. Daya Adicipta Wihaya Medan is as follows:

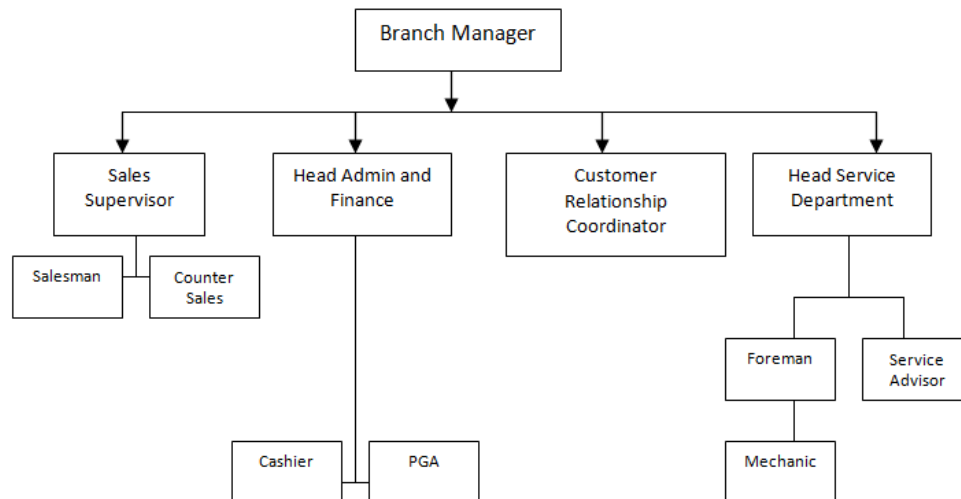


Figure 1. Organizational Structure of PT. Daya Adicipta Wihaya Medan

### Partial Test (t) Results

To determine the effect of each independent variable on the dependent variable purchase decisions (Y), a partial test (t) was carried out with the following results:

Table 1. Partial Test (t) Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.846	2.685		.315	.753
	E-WOM	.651	.062	.667	10.461	.000
	E-Trust	.438	.090	.310	4.860	.000

a. Dependent Variable: Purchase Decisions

The results of the study prove that E-WOM partially has a positive and significant effect on daihatsu car purchase decisions at PT. Daya Adicipta Wihaya Medan. E-Trust partially has a positive and significant effect on daihatsu car purchase decisions at PT. Daya Adicipta Wihaya Medan.

### Simultaneous Test (F) Results

Simultaneous Test (F) was conducted to determine whether the 2 independent variables E-WOM (X1) and E-Trust (X2) had a significant effect on the dependent variable purchase decisions (Y).

Table 2. Simultaneous Test (F) Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	805.868	2	402.934	86.743	.000 <sup>b</sup>
	Residual	427.353	92	4.645		
	Total	1233.221	94			

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), E-Trust, E-WOM

E-WOM and E-Trust simultaneously have a positive and significant effect on daihatsu car purchase decisions at PT. Daya Adicipta Wihaya Medan.

## CONCLUSION AND SUGGESTION

The results of the study prove that E-WOM partially has a positive and significant effect on daihatsu car purchase decisions at PT. Daya Adicipta Wihaya Medan. E-Trust partially has a positive and significant effect on daihatsu car purchase decisions at PT. Daya Adicipta Wihaya Medan. E-WOM and E-Trust simultaneously have a positive and significant effect on daihatsu car purchase decisions at PT. Daya Adicipta Wihaya Medan.

It is suggested to PT. Daya Adicipta Wihaya Medan to increase consumer E-Trust so that daihatsu car purchase decisions can be further improved.

**Acknowledgement:** None

**Conflict of Interest:** None

**Source of Funding:** None

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How to cite this article: Fanny, Sukaria Sinulingga, Beby Karina Fawzeeza Sembiring. Analysis of digital marketing strategy from E-WOM and e-trust on daihatsu car purchase decisions at PT. Daya Adicipta Wihaya Medan. *International Journal of Research and Review*. 2022; 9(2): 452-457. DOI: <https://doi.org/10.52403/ijrr.20220257>

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