

EFFECT OF E-PROMOTION SOCIAL MEDIA AND E-WOM TOWARD INTENTION OF USING E-MONEY JAMBI CITY

Ade Erma Suryani ¹⁾, Musnaini ²⁾, Tona Aurora Lubis ³⁾

¹⁾ Magister Management Program, Faculty of Economic and Business Jambi University, Jambi, Indonesia

^{2,3)} Department of Management, Faculty of Economic and Business Jambi University, Jambi, Indonesia

Corresponding author: musnaini@unja.ac.id

Abstract

The purpose of this study is to explain the direct and indirect relationship of the influence of e-Promotion Social Media and e-WoM mediated by e-Service Quality on interest in using e-Money in Jambi City. The research methodology uses a confirmatory approach and inferential quantitative analysis techniques. The sample used is 100 as respondents who fill out the questionnaire. The results of the study prove that directly e-Promotion using social media and e-WoM has a significant positive effect on interest in using e-Money. But indirectly e-Service Quality mediated only e-Promotion using social media, the hypothesis is proven and accepted. The conclusion of this study is that e service quality has a partial meditation role.

Keywords: E-Promotion, Media Social, E-WoM, E-Service Quality, E-Money

Introduction

The paradigm shift towards the payment system using e-money in business has become an important issue in the current marketing strategy. E-Money in the 4.0 era industry is currently major changes occur in one of the people's lives, namely the change in payment transaction methods from cash to non-cash. The point of view of Fintech (financial technology) is an innovation in the world of the financial services industry that uses technology, the product of which is a system built to run an easier mechanism for financial transactions. e-Money) is an electronic payment that basically money will be stored, processed and received in the form of digital information, without reducing the value of the currency itself.

Some person's intention to use e-money can be influenced by e-promotion by utilizing the internet, namely social media and e-WoM (Kalyanam, 2020). These two aspects are aspects of a digital marketing strategy. Social media is proven to play an important role and is able to influence consumer intentions directly or indirectly on the object of a product or service. According by (Kustono, Nanggala, & Mas'ud, 2020) e-WoM significantly influences customers' intention to use e-money in making money transfers.

Limited resarch of (Suherli & Keni, 2019) used there are 5 indicators of electronic-Word of Mouth as follows: 1. Read online reviews of other consumer products. 2. Collecting information from consumer product reviews via the internet. 3. Consult online. 4. Feelings of worry if someone doesn't read online reviews before buying. 5. Increased confidence after reading online reviews.

Literature Review

In previous studies to determine consumer intentions in using e-Money as a form of ease of transactions without using cash in research (Charisma & Suprapti, 2020) was using the Technology Acceptance Model (TAM), which is a theory about information systems designed to explain how users understand and apply an information technology that will be used by the user. Based on the background description, this study aims to explain whether the direct and indirect effects of e-Promotion using social media and e-WoM on interest in using e-Money.

The development of this research model is based on the Technology Acceptance Model theory. where this theory examines the extent to which a technology is accepted and felt by an e-money user. The TAM model is reflected into three perceptions, namely perceptions of usefulness, perceived convenience, and compatibility. The theory of Technology Acceptance Model contains endogenous variables, namely attitudes and interests in using a technology.

To deepen the discussion of the results of this study using the theory of Strategic e-Marketing (Armstrong et al., 2015) says that part of the marketing side of e-commerce, which consists of the company's efforts to communicate something, promote and sell products or services through internet channels. The function of E-marketing is a process of marketing services and products to customers using internet media which includes promotions, advertisements, transactions and payments that can be made via the web (Wahirayasa & Arta Kusuma, 2018).

Social media

E-Promotion using social media is a marketing strategy by utilizing internet media in conducting online promotions, which is divided into three parts, namely the promotion of products and services, websites and domains, (Rachmawati et al., 2020). e-Promotion-social media is used in the digital era by offering a product or service through websites and online applications (Rachmawati & Dewi Dirgantari, 2020 ; (Arifin, 2021).

Electronic Word of Mouth (e-WOM)

Understanding Electronic Word of Mouth (E-WOM) Electronic Word of Mouth messages are not purely interpersonal communication because they can be accessed by many people. Schiffman and Kanuk (2010) define E-WOM as Word of Mouth which is done online. Kamtarin, (2012) said that dissemination through eWOM is done through online media or the internet such as Facebook, Twitter, Instagram and various other types of social media. With this online social communication, it will automatically help consumers share experiences about the products or services they want. for buy.

E-Service Quality

According to (Zeithaml, Bitner, & Gremler, 2010) e-Service Quality is defined as the extent to which a website facilitates efficient and effective shopping, purchasing and delivery. (Parasuraman, Zeithaml, & Malhotra, 2005) in the journal *A Multiple-Item Scale for Assessing E-Service Quality*, is defined as the level of a website that effectively and efficiently facilitates the shopping, purchasing and delivery processes of products and services. Website quality assessment is not only during the experience during interaction with the website but also interaction after getting the service.

Electronic money is a means of payment whose money value is stored in an electronic media in the form of a server or chip. Electronic money can be used for payment instruments such as paying toll road fares, paying for public transportation tickets, and shopping at stores that work with electronic money issuers (M., Arora, Morad, & AL-Masri.A., 2010).

Intention to Use E-Money

According to the theory of planned behavior (TPB), purchase intention determines consumer buying behavior, where attitude, subjective norm, and perceived behavior control are the determinants. Purchase intention is the tendency of consumers to buy a brand or take action related to a purchase which is measured by the level of possibility of consumers making a purchase (Musnaini, Astuti, Sukoco, & Yacob, 2017)

Hypothesis

The hypothesis of this research is as follows:

- H1 : The e-Promotion using social media directly has a significant positive effect on interest in using e-Money.
- H2 : The e-Promotion using e-WoM directly has a significant positive effect on interest in using e-Money.
- H3 : The e-Promotion using social media mediated by e-Service Quality has a significant positive effect on interest in using e-Money.
- H4 : The e-Promotion using e-WoM mediated e-Service Quality has a significant positive effect on interest in using e-Money.
- H5 : The E-Service Quality as full mediational effect of e-Promotion on Intention of using E-Money

Methods

This non-experimental research design proposes a quantitative design that is an explanatory survey study. To analyze and explain causality relationships between variables by testing a theory by detailing specific and conclusive hypotheses (hypotheses testing),

Types and Sources of Data of the study used primary and secondary data. Primary data was collected through questionnaires and secondary data from journals or publications in the mass media related to issues and supporting documents for this research.

Method of collecting data of this study uses a questionnaire that aims to determine the opinions and answers of 100 respondents related to the e-Promotion variable, e-WOM. e-Service Quality and interest in using e-Money.

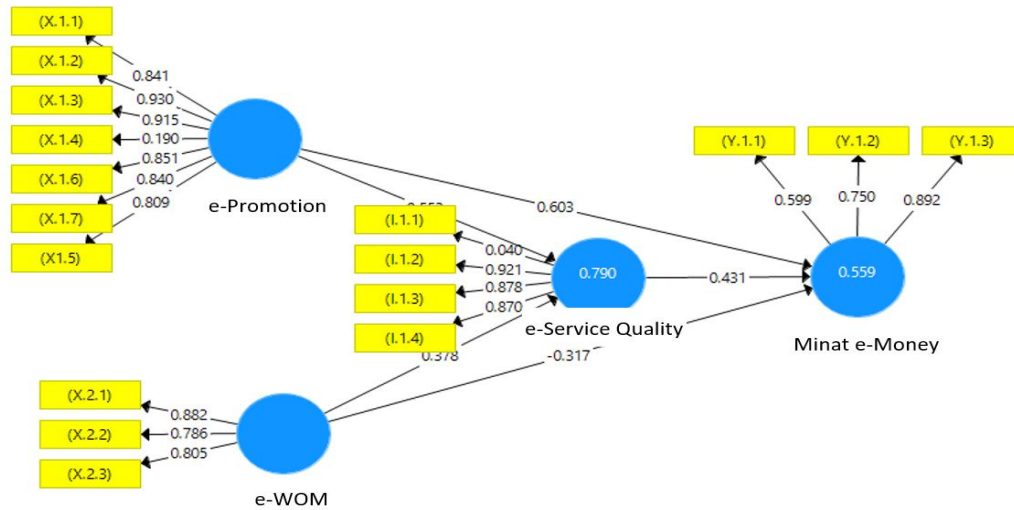
This study uses a Likert Scale. This scale was developed by Rensis Likert. According to (Sugiyono, 2019). The population in this study was the entire population of the city of Jambi totaling 591,134 people (BPS city of Jambi, 2022). The sampling technique used in this study is non-probability sampling using the Slovin formula, the number of samples with a maximum error value of 10% is 100 respondents. The data analysis tool uses Partial Least Square (PLS) using Smartpls software.

Result and Discussion

Descriptively the results of the analysis show the average value of respondents' responses is 4.33, respondents give responses categorized as agree to statements about e-promotions using social media and e-WOM affecting Interest in Using E-Money. Questionnaire items have been declared valid and have good reliability for use in this study.

Model Test Results

The data analysis tool in testing the research model uses the SmartPLS Version 3 software to test each latent variable that has reflective indicators. The results of data analysis can be seen in the following figure:



Sources: Primary Data (2022).

Figure 1. Factor Loading Test

Hypothesis testing is to determine the direct and indirect effect between one variable and another from a predetermined hypothesis by calculating the bootstrapping method by looking at the path coefficients of each hypothesis by looking at the T-Statistics value as follows:

Table 1. Direct effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
e-Promotion-Social Media (X1) -> Intention of Using e-Money (Y)	0,557	0,549	0,144	3,857	0,000
e-WoM (X2) -> Intention of Using e-Money (Y)	0,376	0,386	0,146	2,584	0,010
e-SERVICE QUALITY(I) -> Intention of Using e-Money (Y)	0,568	0,604	0,203	2,796	0,005

Sources: Primary Data (2022)

Table 2. Indirect effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Wom (X2) -> E-Service Quality(I) -> Intention Of Using E-Money (Y)	0,155	0,152	0,111	1,405	0,161
E-Promotion-Social Media (X1) -> E-Service Quality(I) -> Intention Of Using E-Money (Y)	0,230	0,198	0,116	1,981	0,048

Sources: Primary Data (2022).

The results of the analysis related to the effect of E-Promotion-Social Media on Intentions to use E-Money through E-Service Quality can be seen through the results of the T-Statistics test of 1,981 which is greater than the t statistic > 1.96. Furthermore, if it is seen from the P values, the value is 0.048 which is smaller than 0.05, then from these results it can be explained that e-Promotion-Social Media through E-Service Quality has a significant effect on Intention to use E-Money accepted and proven in this study. Meanwhile, e-Promotion using e-WoM on the intention to use E-Money mediated by e-Service Quality was rejected and not proven in this study. This means that the effect of e-Service Quality mediates the relationship between e-Promotion and the intention to use e-Money is Partial Mediation.

Social media on the intention to use e-Money is accepted and proven to be significantly positive indicating that this variable is an important consideration for someone or potential consumers who intend to make payments using e-Money for every transaction activity in everyday life.

The results of the analysis show that the p-Value is significantly positive, it proves that the increase in e-Promotion using Social Media directly or indirectly through e-Service Quality is able to increase the Jambi community's intention to use e-Money in paying for all daily transaction activities. This shows that there is an open mind of the Jambi community to use or change behavior in transactions.

So, practitioners must focus on making strategic planning related to marketing strategies such as promotion via online is the thing that is most often done nowadays to attract consumers to services by making good customer service quality. Online media was chosen as a media campaign because it can reach a very broad market segment and is not limited in time at a relatively low cost and can shape consumer perceptions that affect consumer interest.

With an online marketing strategy or e-Promotion- using Social Media, e-Money providers will be able to compete to attract and retain consumers. E-Money promotions that directly use web sites or social media will be able to create intentions in the minds of consumers with good e-Service Quality so as to attract new consumers to make purchases or payments using e-Money. That is, the better the e-Promotion - by using Social Media, the better the consumer acceptance for intending to use the e-Money.

The discussion of this study supports the findings of studies conducted by (Sandi & Chandra, 2020; (Sheth & Sharma, 2005); (Sutanto & Yessica., 2021; (Kalyanam, 2020)) where e-WoM and purchasing decisions are stated to have a significant effect. Based on the results of hypothesis testing related to the e-Promotion variable using e-WoM, it has a significant positive effect on the intention to use e-Money in the city of Jambi. This evidence directly proves that the increase in e-WoM is able to increase people's intention to use e-Money. This is evident from word of mouth or consumer comments related to e-Money.

Based on the survey conducted, several questions regarding E-Promotion using e-WoM were comments that stated that "e-Money is more efficient and effective in payments, ""e-Money is very safe for transacting commercial payments and public services". This explains that positive comments among the public have instilled a desire to use e-Money in the minds of consumers or the people of Jambi.

The results of the analysis of this study indicate that the public or respondents are often faced with a dilemma in determining which e-Money to use, due to information or negative comments from certain e-Money consumers. Because currently there are many choices of e-Money providers offering their products in the consumer market. This creates confusion for consumers, especially among people with minimal knowledge regarding e-Money. Consumer confusion becomes a problem for various reasons, namely consumers are subject to a wider range of information, a number of available e-Money products innovate and develop rapidly, as well as information in cyberspace is very unlimited.

Effect of E-Service Quality on Intention to Use E-Money

Based on the results of hypothesis testing related to TAM model as the significantly positive effect of e-Service Quality on the intention to use E-Money, it is accepted and proven because it has a T-Statistics value of 2,061 which is greater than the t statistic > 1.96 . In addition, it can be seen from the P value of 0.040 which is smaller than 0.05. These results prove that the increase in e-Service Quality is able to increase the intention to use E-Money in the people of the city of Jambi.

The research proves that with the increase in e-Service Quality which is an important aspect related to the products and services produced are good and of good quality, the marketing strategy has more value in the minds of consumers so that it will increase consumers' desire to consume products or services offered by producers and consumers. so that marketers are more likely to make purchases. A strong E-Service Quality can develop a company's sales strategy by advertising the service quality of its products which in turn affects the decision to use E-Money for every consumer transaction (Liao, Hong, M.-H., Pan, & Wu, 2018).

The results of this study support many previous studies conducted by (Pramudita & Agustia, 2020; (Arifin, 2021) (Camilleri, 2019) which state that there is an influence between e-Service Quality on Intentions using E-Money. However, the results of this study contradict the research conducted by (Padilah & Madiawati, 2020; (Camilleri, 2019)) which stated that there was no effect between e-Service Quality on intentions to use E-Money.

Effect of e-Service Quality Mediation on E-Promotion-Social Media Affects Intention to Use E-Money. Based on the results of testing the effect of e-Service Quality mediating the relationship between e-Promotion-using Social Media and the intention to use e-Money in the people of Jambi city, it is proven and accepted statistically. This result proves that the increase in E-Promotion-Social Media through e-Service Quality is able to increase the intention to use E-Money for every day-to-day transaction for the people of the city of Jambi.

Based on the analysis conducted, several statements regarding e-Service Quality prove that e-Promotion-Social Media regarding e-Money is highly approved by consumers. The suitability of the quality of service received with the wishes and needs" and "getting convenience in the use of e-Money are in good criteria. This is in line with the indicator of intention to use E-Money, namely Retention (memory) consumers will make e-Money as an alternative means of payment other than using cash. In addition, the statement strongly agrees that the quality of e-Money services can have a positive effect on the sustainability of transactions, thereby influencing the intention to use E-Money.

The results of this study support and are in accordance with previous research conducted by (Arifin, 2021) (Kustono, Nanggala, & Mas'ud, 2020) which stated that there was an influence between e-Promotion-Social Media through e-Service Quality on intentions to use E-Money. However, the results of this study are in contrast to research conducted by (Rachmawati & Dewi Dirgantari, 2020); (Waharayasa & Arta Kusuma, 2018) which states that there is no effect between e-Promotion-Social Media through e-Service Quality on intentions to use E-Money. Consumer purchase intentions through e-Service Quality will also have an impact on the intention to use E-Money, therefore improving online consumer service for a product will depend heavily on e-Promotion-Social Media (Aliyah, Utami, & Irda., 2021). Whether it's using the web as a medium to communicate with customers.

Effect of e-Service Quality Mediation on E-Promotion- e-WoM affects Intention to use E-Money

Based on the results of the E-WOM test through e-Service Quality, it has no significant and negative effect on the intention to use E-Money. These results prove that even though e-Money providers increase E-WOM, this does not increase the intention to use E-Money in the Jambi community.

Based on the Theory of TAM (Manurung, 2019) this survey conducted, the question with the highest score about E-WOM on Intention to use E-Money through e-Service Quality, namely "Improvement of online services made to e-Money providers can provide more value in transactions" is in good criteria. This explains that e-WoM carried out by e-Money providers regarding the intention to use e-Money with e-Service Quality mediation has not been accommodated properly for the people of the city of Jambi.

The High competition between companies through online promotion of e-WoM and e-Service Quality encourages companies to be more innovative to reach a higher market share than their competitors, which means that companies need consumers who are wider and more willing than those expected. owned by its competitors. Basically E-WOM is an idea, idea, practice or object/object that is realized and accepted as a new thing by a person or group for adoption. In this method, companies must continue to strive to create information innovations with e-WoM for e-Money products and services offered to consumers.

Conclusion

The conclusion of this study have practical and academic benefits, so the following research suggestions are expected to be used as consideration for strategic decisions and to add theoretical insights, including:

1. To increase the interest of the people of Jambi City using the payment method with e-Money, it is necessary to increase online promotion using social media and e-WoM as well as the quality of service of the E-Money provider.
2. For future research, the research model is expected to add aspects of online marketing strategy, and purchasing decisions.
3. For the government, there is a great opportunity for local governments to use e-Money in improving public services in making payments for public services, such as paying taxes, managing business permits, health services and all public service programs by the government.

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- Dr. Musnaini., S.E.,M.M., CSEP., CPMP., CSEM., CBOA., CODP., CLMA., CRMP®, Jambi, 17-06-1977. She has degree in financial management of STIE Malangkucecwara, Malng City, Indonesia. Master of Management, Brawijaya University, Malang City, Indonesia and Doctoral of Economic Science and Marketing, Airlangga University, Surabaya City, Indonesia.
- Dr. Tona Aurorora Lubis, Se., MM. He as degree in Economic faculty of Universitas Jambi, Jambi City, Indonesia. Master of Management, Brawijaya University, Malang City, Indonesia and Doctoral of Management Science, Brawijaya University, Malang City, Indonesia.