

The Effect of Internet Marketing on Word Of Mouth "Taiwanese Drinks" Products Among Kelapa Gading Teenagers

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Abstract

The use of Internet marketing can also increase the good image for the company not only that, but also can increase brand awareness. By looking at the background of the problem above, the researcher formulates the problem as follows, is there an influence in the use of Internet Marketing on Word of Mouth for the product "Taiwanese Drinks"? So this study has a purpose, namely To find out the communication strategy that there is an influence in the use of Internet Marketing, especially social media on Word of Mouth against the product "Taiwanese Drinks" or bubble tea. This study uses the theory of Behaviorism, Stimulus Organism Response (SOR) Theory and Theory of Action Reason to explain consumer stimulus in responding to and gaining knowledge from the Taiwanese Drinks brand. The research method used is a quantitative method with a comparative survey research type with questionnaires distributed to each of 300 teenage consumers who have consumed Taiwanese Drinks at various outlets in Kelapa Gading area, North Jakarta. Based on the results of this study on the use of Internet Marketing for Word of Mouth on the product "Taiwanese Drinks" or bubble tea, it can be concluded that the average dimension of the Internet Marketing variable is in the good category.

Keywords: *Internet Marketing, Word of Mouth, Kelapa Gading Youth, Taiwanese Drinking.*

Abstrak

Penggunaan internet marketing juga dapat meningkatkan citra baik bagi perusahaan tidak hanya itu, tetapi juga dapat meningkatkan brand awareness. Dengan melihat latar belakang masalah diatas maka peneliti merumuskan masalah sebagai berikut, apakah ada pengaruh penggunaan Internet Marketing terhadap *Word of Mouth* untuk produk "Taiwanese Drinks"? Maka penelitian ini memiliki tujuan yaitu Untuk mengetahui strategi komunikasi yang ada pengaruhnya dalam penggunaan Internet Marketing khususnya media sosial pada *Word of Mouth* terhadap produk "Taiwanese Drinks" atau *bubble tea*. Behaviorisme, Teori *Stimulus Organism Response* (SOR) dan teori *Action Reason* untuk menjelaskan stimulus konsumen dalam menanggapi dan memperoleh pengetahuan dari brand *Taiwanese Drinks*. Metode penelitian yang digunakan adalah metode kuantitatif dengan jenis penelitian survei komparatif dengan penyebaran kuesioner kepada masing-masing 300 konsumen remaja yang pernah mengkonsumsi "Taiwanese Drinks" di berbagai gerai di kawasan Kelapa Gading, Jakarta Utara. Berdasarkan hasil penelitian tentang penggunaan Internet Marketing terhadap *Word of Mouth* pada produk "Taiwanese Drinks" atau bubble tea, dapat disimpulkan bahwa rata-rata dimensi variabel Internet Marketing berada pada kategori baik.

Kata Kunci: *Internet Marketing, Word of Mouth, Remaja Kelapa Gading, Taiwanese Drinking.*

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INTRODUCTION

Marketing is an important part of the management of a company in order to obtain success in achieving company goals. The marketing strategy must be appropriate and also adapted to the products to be sold. These are some of the things that must be considered for marketing management, because the products to be sold must be acceptable to potential consumers. In addition to marketing strategies, companies must also pay attention to the market share and market developments of competitors of similar businesses.

Marketing consists of several types, including *direct selling direct* (sales), *point of purchase* (points of purchase), and *internet marketing* (internet marketing). *Internet marketing* or marketing through the internet is a marketing activity using a promotional strategy with the internet, especially with social media that can expand sales scale. Information related to the products being sold is easy to find.

The development of technology, especially in communication, creates an amazing innovation in the form of the internet. This can be seen from the benefits and uses of the internet itself which can be accessed quickly and easily so that it becomes a source of information search that people use. In an increasingly modern era, realizing the development of technology and information is accelerating.

Indonesia is no exception, the number of internet users is also increasing on a large scale. The development of communication technology which is increasing every year has an effect on the activities of modern society. Community activities in the use of communication technology, people are increasingly unable to live without social media starting from opening their eyes or waking up until night when they want to sleep.

The internet also has an effect on changing people's lifestyles. The internet era can make it easier to find sources of information data more quickly. Apart from being a place to find sources of information, the internet is also a source of income for individuals and institutions. The internet makes the world see a new world that includes changing interactions, markets and business networks that are increasingly borderless.

Based on the results of the Indonesian Polling study in collaboration with the Association of Indonesian Internet Service Providers (APJII) it was found that internet users in Indonesian society were 171.17 million people or 64.8%. This number, which is not small, certainly brings about changes in Indonesian society, especially in the culture of using the media, which of course has to be readjusted regarding tools and internet use.

In the current era of convergence, the transformation of media culture that occurs makes people use more diverse and sophisticated technology in media. This is in line with data from *We Are Social* in 2020 which revealed that there were 96% usage of mobile phones and 93% use smartphones.

In Indonesia, *mobile phones* and *smartphones* are the most widely used communication media by internet users. These internet users are in the range of 16-64 years. The use of social media in 2020 in Indonesia has increased to 10 million people from 2019 so that in 2020, there are 160 million Indonesians who are active in social media.

The existence of technological developments will be a great opportunity for companies in creating communication in conveying the value of the message of the product or service to be conveyed to consumers. Entering the era of the industrial revolution 4.0 which was accompanied by the development of internet users and digital growth, one of which was marked by the growth of users of social media which became a trend used to disseminate knowledge and information in *real time* (Fadhila & Soesanto, 2016).

The Internet has brought media to a global audience. Its interactive nature and fast response are the qualities of a unique internet medium (Hermawan, 2012:206). The internet which is the result of today's modern world makes it easier for everyone in marketing activities. Marketing activities that are supported by internet media produce a new term that is widely used, namely *internet marketing*.

Internet marketing is present as a medium of information to achieve the objectives of these marketing communication activities. *Internet marketing* as a medium,



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focuses on consumers who are in cyberspace (social media) and use internet access as a medium for fulfilling information. While social media is a medium that will provide a place for a group of individual to communicate, share content, and collaborate digitally.

Social media is also a part of *internet marketing*. Social media is usually intended to open forums, *microblogging*, *social networking* and so on. The majority of people use social media for personal needs such as communicating with family, relatives, friends, and others. Others use this media to interact with certain communities.

Until now, the use of social media continues to grow and grow rapidly, especially since the outbreak of the virus *COVID* at the beginning of 2020. With the growth of *social media platforms*, especially in carrying out *social media marketing*, as well as the growth of users of *social media* who are dominated by the millennial generation, it can significantly be used as an opportunity for the company as an interaction to build relationships with consumers in conducting marketing communications.

In the business world, marketing strategy has a very important role in the stage of forming consumer awareness and understanding. Thus a company requires proper strategic planning so that it can be easily accepted by the community. The strategies carried out by the company also vary, such as offering a product with attractive packaging, affordable prices or strategic sales locations.

In addition, there is also a marketing strategy in the form of advertising in a number of media. These various marketing strategies are not only used to introduce the existence of a product but also provide knowledge about the benefits of a product so as to create the will and desire to buy it.

The communication strategy is a guide to the activities of communication planning (*communication planning*) and management (*communication management*) to achieve a goal. So to achieve this goal, the communication strategy must be able to show how its operations must be carried out tactically in the sense that the approach (*approach*) can be different at any time, namely depending on the situation and conditions (Suryadi, 2018).

Increasing business competition *online* through *social media*, provides the industry with opportunities *food and beverage* to take advantage of *internet marketing in social media* to gain *brand awareness*. Not only that, the use of *internet marketing in social media* can also increase *brand equity* for their company.

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According to Kotler (2016) there are two strategies that are often used by companies in managing marketing channels, especially in the creation of new marketing channels, namely the push strategy and the pull strategy. The use of this strategy depends on the company's decisions, especially depending on the popularity of the company's products.

The push strategy in its implementation is to try to persuade intermediaries to want to market their products by providing certain facilities, such as high discounts on product purchases. This strategy is suitable for products where brand loyalty is still low and brand choice is carried out in stores.

This strategy is suitable for new products that have high promotional funds.

The beverage business opportunity is still very fresh to do considering the weather climate in Indonesia tends to be tropical or warm.



this JKTGO chose 8 people to try drinks *Xing Fu Tang* before their store opened to the public for free and without queuing, at the same time given a little *tour store Xing Fu Tang*.

Before the existence *brands* of the beverage *Bubble Tea* Menantea and *Xing Fu Tang*, there are also several other brands *Bubble Tea* that are also popular with the Indonesian people lately, such as *Chatime*, *KOI*, *Tiger Sugar*, *Onezo*, *Kokumi*, *Ban-Ban*, *Xiboba*, *Hop-Hop*, and others. All of these brands also carry out their marketing communication activities through social media, especially Instagram. They share various kinds of interesting, persuasive content such as promos, informative content, and others.

According to Sernovitz (2009), a good or positive conversation is the result of word of mouth. Before they decide to buy or consume it, people tend to ask others first and it will influence the chosen decision. Godes and Mayzlin (2004) suggested two elements of word of mouth, namely volume and dispersion. Volume can be interpreted as frequency, namely how much or often someone speaks and recommends it.

The number of conversations certainly affects how many people know about the things being discussed. Dispersion is at the level of a conversation whether a product or service takes place in a broad communication such as family, friends, friends and so on. Based on the phenomena that have been described, the researchers are interested in conducting research with the title *Influence in the use of Internet Marketing on Word of Mouth for the product "Taiwanese Drinks"*.

LITERATURE REVIEW

Behaviorism

Behaviorism theory is one theory that plays a role in understanding human behavior. Desmita (in Nahar, 2016: 65) reveals that "Behavioristic learning theory is a theory that understands behavior that uses an objective, mechanistic, and materialistic approach, so that changes in a person's behavior can be done through conditioning efforts".

This theory places great emphasis on changes in behavior as a result of learning that can be observed, measured and assessed concretely. In this theory, humans are seen as more of a physical aspect and as living beings who are passively controlled by the stimuli in

their environment. These changes involve internal and external changes from someone who has been given learning, so the theory of behaviorism in learning is also called stimulus response learning.

Based on the characteristics of the behaviorism theory that has been described, it can be concluded that this theory views humans primarily on the physical aspect and as living beings who are passive and controlled by the stimuli in their environment as a result of training that these living creatures have experienced in their lives.

Stimulus Organism Response

SOR theory stands for *Stimulus - Organism - Response*. This theory says that the effect is a reaction to a certain situation. Where the effect caused by the mass media on the *stimulus* makes one can expect and estimate the suitability between the message and the communicant's reaction.

Theory *SOR* is the most basic and simplest communication theory. This theory explains that there is a reaction when there is action. This theoretical process is a form of information exchange that can have an effect on changing communication actions (Ardianto, 2014: 133). This theory assumes that individual behavior arises because of the strength of the stimulus that comes from outside him, not on the basis of his motives and attitudes (Wiryanto, 2005: 13-15).

The basic assumption of this model is that the mass media has a direct, immediate and direct effect on the communicant. This model shows that communication is an action-reaction process. That is, this model assumes that verbal words, non-verbal cues, and certain symbols will make other people respond in a certain way. In the communication process with regard to attitude change is the aspect "*How*" instead of "*Who*" and "*Why*", he explained *how to communicate*, in this case *how to change the attitude*, how to change the communicant's attitude, the stimulus or message conveyed to the communicant may be accepted or not, rejected, after the communicant processes it and accepts it, then there is a willingness to change attitudes.

Action Reason

Theory of Reasoned Action (TRA) describes behavior that changes based on behavioral intentions, and behavioral intentions



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as in terms of product packaging designs uploaded on social media which are also quite attractive to consumers. The descriptive results of word of mouth research variables show that of the two dimensions studied, namely attitudes and knowledge, all of the dimension has the score in the good category.

The two research variables, both the independent variable, namely *internet marketing* and the dependent variable, namely attitudes and knowledge, were declared to have valid data testing results. This is shown in the results of testing the validity of the results of *Convergent Validity* with a value of more than 0.7 from each research indicator. In addition, the *Average Variance Extracted (AVE)* value exceeds 0.5 ($AVE > 0.5$) so that it can be stated that each latent variable can be reflected through its manifest variable (indicator).

The results of test *Cronbach's Alpha & Composite Reliability* on both variables are declared reliable where all variables have values exceeding the recommended values, it shows that the measurement model has good reliability. The relationship between the two variables is also considered to be interrelated which can be seen from the results of the structural model testing conducted in this research. Where the results of the R-Square analysis are 61.2%, the Q-Square also exceeds the value 0 ($Q^2 > 0$) with a value of 0.607 and GOF of 0.627.

From the trial, it was found that all questions on the internet marketing and word of mouth variables were all valid. Thus the data can be continued to perform the reliability test. The reliability test shows that the Internet Marketing and Word Of Mouth questionnaire instruments can be said to be reliable because they have more than 0.113 results.

From the results of the regression analysis, it can be said that there is a positive effect of the Internet Marketing variable on the Word Of Mouth variable. With the effective contribution obtained from the coefficient of determination of 72.9% Word Of Mouth is influenced by Internet Marketing.

CONCLUSION

Based on the results of this study regarding the use of Internet Marketing on Word of Mouth on the product "Taiwanese Drinks" or bubble tea, it can be concluded that

the average dimensions of the Internet Marketing variable are included in the good category, the average score on the Internet Marketing variable is first, Product dimensions are very good. Second, the Price Dimension is Good. Third, the Communication dimension is Good. Fourth, the Community dimension is Good Enough. Fifth, the distribution dimension is quite good, where of the two indicators used as a measuring tool, all of them are categorized as good.

It is known that in general, the respondent's assessment of the Word of Mouth in the Talkers dimension is Good, the respondent's assessment of the Word of Mouth in the Topic dimension is Good, the respondent's assessment of the Word of Mouth in the Tools dimension is Good, the respondent's assessment of the Word of Mouth in the Taking dimension Parts are Good.

The results of the analysis using SmartPLS 3.3.3 which are presented in Table 4.35 with a significance level of 5% can be seen from the original positive sample value, and the results of the analysis using the Sobel Test calculation which show positive significance results. Thus, it means that Internet Marketing is proven to have an effect on Word of Mouth.

SUGGESTION

From the results of the analysis with the effective contribution obtained from the coefficient of determination of 72.9% Word Of Mouth is influenced by Internet Marketing with the remaining 27.1%. The researcher divides the suggestions for this research into two aspects, academically and practically. The suggestions given in this research are as follows:

Practical advice, from the remaining 27.1% of the data obtained from the coefficient of determination, it can be said that sellers of Taiwanese Drinks can increase their efforts to maintain Internet Marketing so that word of mouth on bubble tea drink brands also increases. So that it has an impact on sales of bubble tea drinks.

Academic suggestions are as follows, for further researchers, the results of this study can be used as comparison and reference material for research, and as consideration for further deepening further research by adding



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independent variables to further increase sales of bubble tea drinks.

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