# Analysis of eWOM through Digital Content Marketing on Decisions to Use Co-Working Space (Study Case: KOL Community in Lampung Province)

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**Abstract** — One of the impacts of the increasing growth of the internet is social media. Indonesia is the country with the fourth most Instagram users in the world, due to this and also the rapid growth of the internet, it offers a promising place for eWOM. That through Digital Content Marketing by KOL, can build brand awareness and increase the exposure of Co-Working Space. The method used in this research is a quantitative descriptive method. The research location was carried out at 2 Co-Working Spaces in Lampung Province, Indonesia. The tests that will be carried out in this research include the Validity Test, Reliability Test, Multiple Linear Regression Test, T-Test, and F-Test which will be assisted using SPSS software version 25. Researchers collected data on 50 Instagram users. Digital Content Marketing by the KOL Community on Instagram social media has a greater influence on the Decision to Use Co-Working Space, compared to the influence of eWOM. Electronic Word of Mouth on Instagram social media influences the decision to use co-working space. Even though it has a second influence.The findings in this research show that Digital Content Marketing by the KOL Community on Instagram social media influences the Decision to Use Co-Working Space in Lampung Province, Indonesia and eWOM by the KOL Community on Instagram social media influences the Decision to Use Co-Working Space in Lampung Province, Indonesia. Simultaneous hypothesis testing show that Digital Content Marketing and eWOM by the KOL Community influenced the decision to use co-working space in Lampung Province, Indonesia.

**Keywords—eWOM; Digital Content Marketing; KOL.**

## I. INTRODUCTION

In this digital era, the internet has become part of everyday life. Based on the results of a survey conducted by the Association of Indonesian Internet Service Providers (APJII) for the 2022-2023 period, the number of internet users in Indonesia has increased compared to the previous period with a percentage of 78.19% or reaching 215.63 million people from the total population of Indonesia in 2022. One of the impacts of the increasing growth of the internet is social media. The APJII survey shows that social media is one of the main reasons for daily internet use. Social media is a new platform that is more practical to use to find new friends, socialize with old friends, receive information, and entertain oneself [1].
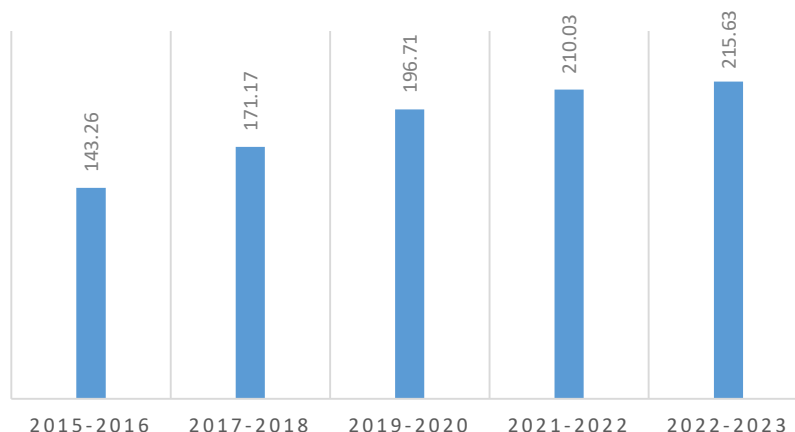
Fig. 1. Number of Internet Users in Indonesia (2015-2023)

*Source: APJII, 2023*

Millions of users have integrated this website into their daily lives. Based on the results of the APJII survey (2023), the internet content most frequently visited by people in Indonesia is social media which ranks first. And in the report, there are five social media sites most frequently visited by Indonesian internet users, namely YouTube at 65.41%. , Facebook 60.24%, Instagram 30.51%, TikTok 26.80%, and WhatsApp 1.57% [2]. Indonesia is the country with the fourth most Instagram users in the world, quoted from statista.com which states that as many as 89 million Indonesians use the social media service Instagram [3]. Marketers are becoming interested in using Instagram social media as a new business channel or as a marketing tool, one of which is Digital Content Marketing.
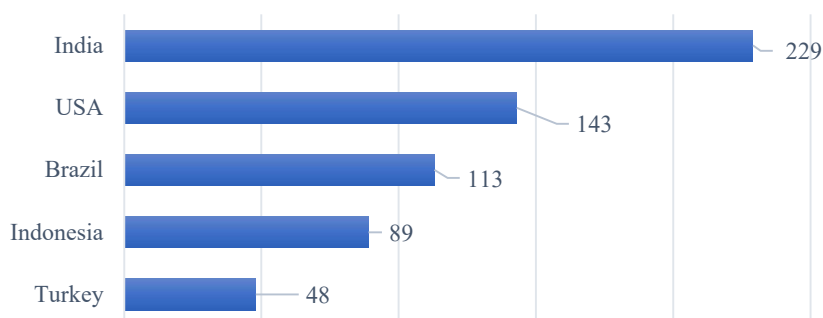


Fig. 2. Countries with the most Instagram Users 2023 (million people)

Source: Statista.com

Digital Content Marketing is marketing information that is available online for download or distribution in electronic media. Digital Content Marketing has become an important source in digital marketing. Digital Content Marketing covers every type of media that can be published, from streaming video, downloadable guides, images, live broadcasts, or gated information. The main goal of digital media and content is to generate new leads and additional sources of information about potential customers to use a product or service in the future [4]. Digital Content Marketing has also become one of the main tools in all promotional materials but also serves other needs that customers want to fulfill. In the current era, social media, especially Instagram, has control in influencing the public. Especially if Digital Content Marketing is distributed by people who are influential in certain areas or are usually called Key Opinion Leaders (KOL).

The concept of Key Opinion Leader (KOL) was first discovered by Lazarsfed in 1942. At that time, he saw how people changed their preferences because they were influenced by "opinion leader" figures they trusted in their circle, as if these figures had advertising-like power. Their ability to disseminate information has spread KOLs in various fields, from business and

marketing, public health, psychology, to education [5]. The main characteristic of a KOL is that this figure has specialized knowledge or expertise in a certain topic which can influence public opinion in a specific community, not only through social media. In other words, apart from credibility, a KOL is generated from how he presents himself online, creates content, and shows his authentic side, direct experience in expertise in the field and professional qualifications really support his credibility [6].

Due to this and also the rapid growth of the internet, it offers a promising place for electronic word of mouth (eWOM). eWOM is a form of marketing communication containing positive or negative statements made by potential customers, customers or former customers about a product or company, which is available to many people via the internet [7]. It can be said, that through Digital Content Marketing which has been uploaded by previous customers, especially by Key Opinion Leaders (KOL), we will be able to optimize digital marketing through social media.

To achieve this goal, brand awareness is needed to support marketing. Brand awareness is a vital aspect for a brand for consumers so that purchases can occur and can be repeated in the future. Therefore decisions are made by consumers and trust in purchasing products or using the services used. Then it is very likely that consumers can recommend the brand to friends or other consumers. It could be said that brand awareness can define a brand without having to explain it. In carrying out this strategy, Co-Working Space in Lampung Province, Indonesia has collaborated with several communities which include a Key Opinion Leader (KOL) Community who will be active in sharing content about Co-Working Space in Lampung Province, Indonesia and it is hoped that this strategy can build brand awareness and increase the exposure of Co-Working Space.

Based on the introduction explained above, this research aims to determine the influence of eWOM through Digital Content Marketing on Instagram social media by the KOL Community on the Decision to Use Co-Working Space in Lampung Province, Indonesia.

## II. RESEARCH METHODS

The method used in this research is a quantitative descriptive method. This descriptive method describes an object so that the reader seems to know or be in the situation that the writer is experiencing. This research will test the truth of the hypothesis regarding the influence of Digital Content Marketing and e-WOM on Instagram social media on the decision to use Co-Working Space in Lampung Province, Indonesia.

The approach that will be used in this research is a quantitative approach, research data in the form of numbers and analysis using statistics. The research location was carried out at 2 Co-Working Spaces in Lampung Province, Indonesia, namely Nutrihub Lampung which is located on Jalan Pagar Alam, No. 71, Segala Mider, Tanjung Karang Barat, Bandar Lampung City, Lampung Province, Indonesia and Koma Space which is located on Jalan Purnawirawan Raya, No. 56, Gedong Meneng, Rajabasa, Bandar Lampung City, Lampung Province, Indonesia. Data collection was carried out by distributing questionnaires using Google Forms to users of 2 Co-Working Spaces in Lampung Province, Indonesia. Meanwhile, the specific criteria for respondents are as follows: (1) Respondents are Instagram users, (2) Respondents have used Co-Working Space in Lampung Province, Indonesia after seeing Instagram content from KOL Community.

In this research, the variables used are the independent variables, namely the Digital Content Marketing variable ($X_1$), the e-WOM variable ($X_2$) and the dependent variable, namely the usage decision (Y). This research model can be described as follows:



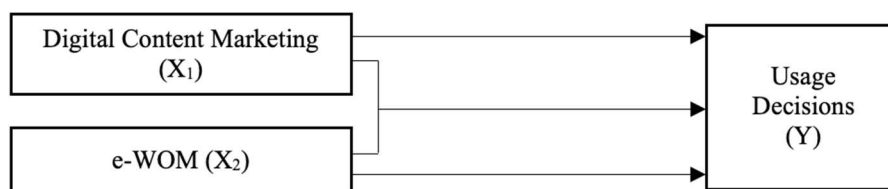Fig. 3. Research Framework

The tests that will be carried out in this research include the Validity Test, Reliability Test, Multiple Linear Regression Test, T-Test, and F-Test which will be assisted using the Statistical Program of Social Science (SPSS) software version 25 for macOS. The next stage is to calculate the influence exerted by each variable (X), namely Digital Content Marketing and eWOM

on the Use Decision variable (Y) partially by calculating the Effective Contribution (SE) and Relative Contribution (SR), where the conditions for calculating SE and SR is to have the results of correlation and regression analysis using the formula:

$$SE(X)\% = Beta_x \times r_{xy} \times 100\%$$

$$\text{Total Effective Contribution (SE)} = SE(X_1)\% + SE(X_2)\%$$

$$SR(X)\% = \frac{SE(X)\%}{R^2}$$

$$\text{Total Relative Contribution (SR)} = SR(X_1)\% + SR(X_2)\%$$

## III. RESEARCH RESULT

Researchers collected data on 50 Instagram users who had decided to use Co-Working Space because they saw Digital Content Marketing and eWOM from the KOL Community in the Instagram application. The following is the profile of the respondents taken as samples in this study:

TABLE I.    CHARACTERISTIC OF RESPONDENT

| Characteristic | | Frequency | Percent | Cumulative Percent |
|---|---|---|---|---|
| Gender | Male | 28 | 56 | 56 |
| | Female | 22 | 44 | 100 |
| Age | 17-23 years old | 38 | 76 | 76 |
| | 24-30 years old | 8 | 16 | 92 |
| | 31-37 years old | 1 | 2 | 94 |
| | 38-44 years old | 2 | 4 | 98 |
| | 45-51 years old | 1 | 2 | 100 |
| Profession | Students | 34 | 68 | 68 |
| | PNS/Employee/BUMN | 12 | 24 | 92 |
| | Enterpreneur | 1 | 2 | 94 |
| | Others | 3 | 6 | 100 |

In table 1, it can be seen that Co-Working Spaces are most widely used by respondents among students aged 17-23 years who are Generation Z. This is in line with the target users of these 2 Co-Working Spaces in Lampung Province, Indonesia, namely Generation Z, where they build Co-Working Space in educational environments such as schools and universities is an important factor in choosing a place to study or work. Next, this research data was processed using the Statistical Program of Social Science (SPSS) version 25 for macOS software to test the hypothesis and measure the magnitude of influence each variable has.

### 3.1. Hypothesis Test

Researchers used the help of Statistical Program of Social Science (SPSS) version 25 for macOS software in calculating validity and reliability to obtain accurate data and minimize data processing errors. The questionnaire is considered valid if the calculated Pearson's correlation coefficient value is greater than the Pearson's correlation table. The results of validity testing can be seen in the following table:

TABLE II.    VARIABLE X VALIDITY TEST RESULTS

| Variable | Item | $r_{count}$ | $r_{table}$ | Conclusion |
|---|---|---|---|---|
| Digital Content Marketing ($X_1$) | 1 | 0.920 | 0.279 | Valid |
| | 2 | 0.876 | 0.279 | Valid |
| | 3 | 0.798 | 0.279 | Valid |
| | 4 | 0.839 | 0.279 | Valid |
| | 5 | 0.710 | 0.279 | Valid |
| eWOM ($X_2$) | 1 | 0.690 | 0.279 | Valid |
| | 2 | 0.559 | 0.279 | Valid |
| | 3 | 0.634 | 0.279 | Valid |
| | 4 | 0.685 | 0.279 | Valid |
| | 5 | 0.578 | 0.279 | Valid |

From the results of the research instruments for the Digital Content Marketing variable ($X_1$) and the eWOM variable ($X_2$) above, it was concluded that the 5 statement items for the Digital Content Marketing variable ($X_1$) and the 5 question items for the eWOM variable ($X_2$) were valid.

TABLE III.    VARIABLE Y VALIDITY TEST RESULTS

| Variable | Item | $r_{count}$ | $r_{table}$ | Conclusion |
|---|---|---|---|---|
| Usage Decisions (Y) | 1 | 0.671 | 0.279 | Valid |
| | 2 | 0.706 | 0.279 | Valid |
| | 3 | 0.326 | 0.279 | Valid |
| | 4 | 0.781 | 0.279 | Valid |
| | 5 | 0.739 | 0.279 | Valid |

From the results of the research instrument for the Usage Decisions (Y) variable above, it was concluded that the 5 statement items were valid.

Reliability testing was carried out on the measuring instrument in the form of a questionnaire used in this research on the independent and dependent variables. The questionnaire instrument is declared reliable if the Cronbach's Alpha value is at least 0.60 [8]. This can be seen in the following table:

TABLE IV.    RELIABILITY TEST RESULTS

| Variable | Cronbach's Alpha | N of Items |
|---|---|---|
| $X_1$ | 0.884 | 5 |
| $X_2$ | 0.609 | 5 |
| Y | 0.625 | 5 |

Multiple linear regression analysis is a method or technique for analyzing research hypotheses to determine whether or not there is an influence of two or more independent variables (X) on the dependent variable (Y). The following results of multiple linear regression analysis obtained with the help of SPSS Statistics are as follows:

TABLE V. MULTIPLE LINEAR REGRESSION TEST

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 8.242 | 3.020 | | 2.729 | .009 |
| | Digital Content Marketing ($X_1$) | .312 | .113 | .360 | 2.752 | .008 |
| | eWOM ($X_2$) | .287 | .137 | .274 | 2.093 | .042 |

a. Dependent Variable: Usage Decisions (Y)

In table 5 above, it can be seen that the constant value ($\alpha$) has a regression of 8.242, meaning that if the Digital Content Marketing ($X_1$) and eWOM ($X_2$) variables are considered zero, then there is an increase in the Use Decision (Y) of 8.242. Then, Digital Content Marketing ($X_1$) has a regression coefficient of 0.312, meaning that for every 1% increase in the Digital Content Marketing ($X_1$) variable, there will be an increase in Usage Decisions of 31.2%. Furthermore, eWOM ($X_2$) has a regression coefficient of 0.287, meaning that for every 1% increase in the eWOM ($X_2$) variable, there will be an increase in Usage Decisions of 28.7%.

TABLE VI. PARTIAL HYPOTHESIS TESTING (T -TEST)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 8.242 | 3.020 | | 2.729 | .009 |
| | Digital Content Marketing ($X_1$) | .312 | .113 | .360 | 2.752 | .008 |
| | eWOM ($X_2$) | .287 | .137 | .274 | 2.093 | .042 |

a. Dependent Variable: Usage Decisions (Y)

$H_1$: Digital Content Marketing by the KOL Community on Instagram social media influences the decision to use co-working space.

$H_2$: eWOM by KOL Community on Instagram social media influences the decision to use co-working space.

Based on table 6, it is known that the significance value (sig.) of the Digital Content Marketing variable ($X_1$) is 0.008. Sig. value < probability 0.05 and $t_{count}$ value 2.752 > $t_{table}$ 2.011, it can be concluded that $H_1$ or the first hypothesis is accepted, meaning that Digital Content Marketing by the KOL Community on Instagram social media influences the Decision to Use Co-Working Space. Furthermore, the significance value (sig.) of the eWOM variable ($X_2$) is 0.042. Sig. value < probability 0.05 and $t_{count}$ value 2.093 > $t_{table}$ 2.011, it can be concluded that $H_2$ or the second hypothesis is accepted, meaning that eWOM by the KOL Community on Instagram social media influences the decision to use co-working space.

TABLE VII. SIMULTANEOUS HYPOTHESIS TESTING (F -TEST)

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 65.001 | 2 | 32.500 | 8.285 | .001[b] |
| | Residual | 184.379 | 47 | 3.923 | | |
| | Total | 249.380 | 49 | | | |

a. Dependent Variable: Usage Decisions (Y)
b. Predictors: (Constant), eWOM ($X_2$), Digital Content Marketing ($X_1$)

$H_3$: Simultaneously Digital Content Marketing and eWOM by the KOL Community on Instagram social media influence the decision to use co-working space.

Based on table 7, it is known that the significance value (sig.) is 0.001. Sig. value 0.001 < 0.05 and the $F_{count}$ value is 8.285 > $F_{table}$ 3.19, so it can be concluded that $H_3$ or the third hypothesis is accepted. This means that simultaneously Digital Content Marketing and eWOM by the KOL Community on Instagram social media influence the decision to use co-working space.

TABLE VIII.     SUMMARY OF REGRESSION AND CORRELATION ANALYSIS RESULTS

| Variable | Regression Coefficient (Beta) | Correlation Coefficient (r) | R Square |
|---|---|---|---|
| Digital Content Marketing | .360 | .438 | .261 |
| eWOM | .274 | .376 | |

The Determination Coefficient (R Square) functions to determine the percentage of influence exerted by variables (X), including Digital Content Marketing and eWOM, on the dependent variable Use Decision (Y). Based on table 8, it is known that the coefficient of determination (R Square) is 0.261 or equal to 26.1%. This means that simultaneously Digital Content Marketing and eWOM on Instagram social media influence the decision to use co-working space by 26.1%, while the rest is influenced by other variables or factors outside this research.

The next stage is calculating the Effective Contribution (SE) and Relative Contribution (SR), where the requirement for calculating SE and SR is to have the results of correlation and regression analysis. Based on table 5, the results obtained from the magnitude of the influence of the Digital Content Marketing variable (X1) on the Usage Decision variable (Y) are:

$$SE(X_1)\% = 0.360 \times 0.438 \times 100\% = 15.8\%$$

$$SR(X_1)\% = \frac{15.8\%}{0.261} = 60.5\%$$

Meanwhile, the results obtained from the magnitude of the influence of the eWOM variable (X2) on the Use Decision variable (Y) are:

$$SE(X_2)\% = 0.274 \times 0.376 \times 100\% = 10.3\%$$

$$SR(X_2)\% = \frac{10.3\%}{0.261} = 39.4\%$$

The results obtained from the Total Effective Contribution (SE) and Total Relative Contribution (SR) from the magnitude of the influence of the Digital Content Marketing ($X_1$) and eWOM ($X_2$) variables on the Usage Decision variable (Y) are:

$$\text{Total Effective Contribution (SE)} = 15.8\% + 10.3\% = 26.1\%$$

$$\text{Total Relative Contribution (SR)} = 60.5\% + 39.4\% = 99.9\%$$

Based on the results of calculating the Effective Contribution (SE), the total result obtained was 26.1%, the value obtained was the same or equivalent to the coefficient of determination (RSquare) for regression analysis, namely 26.1%. Meanwhile, the total Relative Contribution (SR) results obtained were 99.9%.

### 3.2. The Influence of Digital Content Marketing by the KOL Community on Decisions to Use Co-Working Space

Digital Content Marketing by the KOL Community on Instagram social media has a greater influence on the Decision to Use Co-Working Space, compared to the influence of eWOM. This is proven by looking at the value of the effective contribution (SE) of the Digital Content Marketing variable by the KOL Community to the decision to use Co-Working Space, which is 15.8% and the relative contribution (SR) of the Digital Content Marketing variable to purchasing decisions, which is 60.5%. Video content that is interesting and presents the needs of study and workspace is important for Co-Working Space users because some Co-Working Space users use Instagram social media to seek entertainment, so Co-Working Space business people who have collaborated with KOL Community must able to create interesting video content according to the needs of Co-Working Space users. In creating content, business people and the KOL Community can first analyze trends that are currently in demand by Co-Working Space users.

However, consistency from content creators or marketers, especially the KOL Community, is the main thing that business people need to pay attention to because by consistently creating content and using several trending hashtags, there will be greater opportunities for content to appear on FYP (For Your Page). reels of Instagram social media users. If the video content created appears on FYP, more and more people will see the content, it even has the potential to go viral and is usually nicknamed "Instagram poison". In this way, the number of users who make decisions about using Co-Working Spaces will also increase.

### 3.3. The Influence of eWOM by KOL Community on Decisions to Use Co-Working Space

Electronic Word of Mouth on Instagram social media influences the decision to use co-working space. Even though it has a second influence, the effective contribution (SE) and relative contribution (SR) values of eWOM and Digital Content Marketing do not have a significant difference, namely the effective contribution (SE) of the eWOM variable by the KOL Community on the Decision to Use Co-Working Space namely 10.3% and the relative contribution (SR) of the eWOM variable by the KOL Community to the Decision to Use Co-Working Space is 39.4%. The availability of informative information in video content is the main consideration for Co-Working Space users before making usage decisions.

Apart from that, the availability of positive reviews also encourages consumers to make usage decisions. Place reviews are also usually carried out by Co-Working Space users who have used the place. Before deciding to use a place, Co-Working Space users will first look for information sourced from influential and trusted people such as the KOL Community which is contained in the video content they upload. After collecting the required information, the Co-Working Space user then makes a Usage Decision. Therefore, business people who have collaborated with the KOL Community must be able to control eWOM on Instagram social media, so that they can avoid or correct negative reviews and can increase positive reviews.

### IV. Conclusions and Recommendations

The findings in this research show that Digital Content Marketing by the KOL Community on Instagram social media influences the Decision to Use Co-Working Space in Lampung Province, Indonesia and eWOM by the KOL Community on Instagram social media influences the Decision to Use Co-Working Space in Lampung Province, Indonesia. The magnitude of the influence of Digital Content Marketing by the KOL Community on the Decision to Use Co-Working Space in Lampung Province, Indonesia has a greater influence than the magnitude of the influence of eWOM on the Decision to Use Co-Working Space in Lampung Province, Indonesia, although the results shown do not have a significant difference. The results of simultaneous hypothesis testing show that Digital Content Marketing and eWOM by the KOL Community influenced the decision to use co-working space in Lampung Province, Indonesia.

The results of the descriptive analysis found that Co-Working Space in Lampung Province, Indonesia is widely used by respondents with professions as students aged 17-23 years who are Generation Z. This research was conducted in the middle of the learning semester so according to the researchers this is very relevant because during this period Nowadays, many students need a place to use for studying or doing assignments. This is why Co-Working Spaces in Lampung Province, Indonesia are widely used by Generation Z.

Based on the conclusions from the research results obtained, the researcher recommends that business actors collaborate with the KOL Community in the distribution of Digital Content Marketing and use Instagram social media as a marketing tool. One of the main things that needs to be improved is in terms of creating Digital Content Marketing, one of which is creating interesting content and presenting a comfortable Co-Working Space. This is very important for potential Co-Working Space users, because by seeing interesting content and presenting a comfortable Co-Working Space, they will be confident in their decision to use the Co-Working Space. Moreover, Digital Content Marketing is uploaded by KOL Community who are influential and trusted people in an environment.

Then, to create Electronic Word of Mouth marketing, the availability of informative information and the availability of positive reviews are the driving factors for Co-Working Space users to make decisions about using Co-Working Space in Lampung Province, Indonesia.

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