

The Influence of Information Seeking toward Decision-Making through Brand Awareness in the Use of Go-Jek

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Abstract - This study focused on examining the influence of *word of mouth* (WOM), *electronic word of mouth* (eWOM), and *brand awareness* toward decision-making in the use of Go-Jek in Solo. The sample was 100 university students chose randomly. The theory used in this study was the decision-making theory focusing on information seeking through WOM and eWOM. A quantitative approach in the form of path analysis method was used to measure the influence of causality theory on *word of mouth* (WOM), *electronic word of mouth* (eWOM), and *brand awareness* towards decision-making in the use of Go-Jek among students. Regarding the analysis, it was noted that (1) WOM had no positive influence towards decision-making in the use of Go-Jek, which means information seeking through *word of mouth* (WOM) did not influence the consumer decision-making on the information needs of Go-Jek; (2) eWOM had positive influence toward decision-making in the use of Go-Jek, which means information seeking through social media in the form of opinion or called as WOM influenced consumers decision-making on the information needs of Go-Jek; (3) WOM and eWOM had positive influence and significant simultaneous influence towards decision-making in the use of Go-Jek, which means these two variables gave significant influence in decision-making in the use of Go-Jek. The contribution supported the theory of decision-making focusing on information seeking stage.

Keywords - *Word of Mouth, Electronic Word of Mouth, Brand Awareness, Decison-Making, Go-Jek, Information Seeking, Path Analysis.*

I. INTRODUCTION

Indonesia is one of the countries experiencing technological advancement. Based on the survey result conducted by *United Nation for Development Program* (UNDP) 2013, Indonesia was at the rank of 60 from 72 countries in technological achievement. The rank comes from the technology creation, diffusion of innovation emergence seen from the total number of internet users, the number of telephone and electric users, the education level of average age for school with age more than 15 years old becoming total age of the population having higher education, especially in science and technology (Swastika, 2015).

The developing of technological advancement also contributes positive impact on the advancement of information seeking and transportation in Indonesia. In information seeking context, the consumers who firstly look for the information of a product or service through conventional is changed into a more sophisticated way. On the other side, technological advancement also shifts the use of conventional transportation to modern transportation. The existing technology and transportation could facilitate the consumers in fulfillment of the needs and information seeking.

The technological and transportation advancement also happens in Solo in which the average population density in 2016 was 12.693 inhabitants per km². The average of

population density in the age group of 0 years old – more than 64 years old and university students are categorized into the age group of 15 – 64 years old with percentage 70,64% becoming the biggest percentage of the average population (Disdukcapil, 2016). This condition provides a new opportunity for online transportation service providers as the options for students for their needs fulfillment.

The appearance of online transportation service providers in Solo happens due to the demand and information dissemination conducted conventionally or even in a modern way. PT. Go-Jek Indonesia or Go-Jek is one of *on-demand* online transportation service companies finding a chance that needs fulfillment of consumers needs to be done effectively. The number of occurrence of Go-Jek in Solo must not be separated from consumer's role in spreading the information of Go-Jek through word of mouth conventionally (WOM) or even through social media (eWOM). In the information seeking process, consumers try to find the information about Go-Jek from other consumers' experiences. And then, information obtained shapes the perception creating a brand awareness of Go-Jek that can be used as a reference before making a decision before using Go-Jek.

II. LITERATURE REVIEW

a. Word of Mouth (WOM)

Word of Mouth (WOM) is an interpersonal communication applied conventionally and directly from word of mouth and informal communication by an individual or group related to a product or service (Berkowitz, 2000). WOM communication appears when the consumers feel satisfied or unsatisfied towards the service of a product or service provider. WOM communication can be formed as an opinion leader because it has great power in delivering the message to the people (Kotler & Keller, 2009). Additionally, WOM communication can also be called as “two step flow communication” in which in consumer behavior context, an opinion leader has significant influence in delivering information of a product or service.

b. Electronic Word of Mouth (eWOM)

Technological advancement also gives impact on information seeking. *Electronic word of mouth* (eWOM) is an interpersonal communication done by one person to others using online media in spreading the information (Lamba & Aggarwal, 2014). eWOM appears as a new paradigm from conventional communication to be more modern becoming new trend for consumers in searching the information related to a product or service in the form of

positive or negative statement and experience from consumers experiences containing information for prospective consumers through online media (Thurau, Gwinner, Walsh, & Gremler, 2004). The form of *electronic word of mouth* (eWOM) becomes a prominent element in shaping the behavior of consumers through recommendation or review obtained from other consumers in *sharing review platform* which can influence the consumers in making a decision. In addition, *electronic word of mouth* (eWOM) becomes an information exchange process that could be opinion and point of view of a consumer to other consumers without having commercial purpose.

c. Brand Awareness

Information obtained from a consumer about a product or service in high intensity will release a brand awareness toward the product or service. Brand awareness is a consumer ability in identifying and remembering that a brand becomes a unity from a particular product or service category (Humdiana, 2005). Brand awareness covers the process begins from a condition that consumers do not recognize the brand until they believe that the product becomes the only product of particular class product or service. In this condition, if a brand can be easily known and remembered by the consumers, it will be difficult to be changed with other brands even though consumers know other pieces of information.

d. Consumer Decision-Making

After consumers make an information seeking through *word of mouth* (WOM) and *electronic word of mouth* (eWOM) and *brand awareness* appears as a result of perception and assessment of consumer about a product or service, then decision-making is done by consumers to decide what product or service to choose that is suitable with consumers' needs. The information seeking process is divided into two dimensions of behavior types of consumers, those are dimension level of decision-making and involvement level when buying the product or service (Suryani, 2013). Dimension level of consumer decision-making is divided according to the level of decision-making based on the custom up to the complex ones. Consumer decision-making process consists of three related stages: *input*, *process*, and *output*.

Input stage is influenced by the information of particular brand covering value, attitude, and behavior of consumers that accordance with a brand becoming a crucial factor to inform the brand offered to consumers, the influence of social culture in the form of noncommercial influence such

as the consumers' comments having experience of particular brand, and giving influence in consumer decision-making. In *process* stage, decision-making is used as a way to measure the impact of the plural psychological concept such as encouragement, impression, behavior, and point of view that has an impact on the decision-making process. The process stage carried out also based on the needs and demands of consumers towards product options, information collection, and assessment towards the existing alternative. While in evaluation stage or *output*, consumers form preference between buying behavior and assessment after purchasing with the purpose to increase the level of customers' satisfaction on the purchases.

III. METHODOLOGY

This research used path analysis of quantitative method to examine the influence of causality *word of mouth* (WOM), *electronic word of mouth* (eWOM), and *brand awareness* towards decision-making in the use of Go-Jek. This study was focused on information seeking utilized by the consumers in making a decision in interpersonal communication level that happen between consumer and prospective consumer. This was an explanatory research aiming at explaining whether there was an influence between two phenomena (Singarimbun, Masri, & Effendi, 2008). The population was university students having experience in using Go-Jek service in which the data were collected through survey method. The sample was chosen by using *slovin formula* with probability sampling giving the same chance for each population (Sugiyono, 2002).

IV. RESULT AND DISCUSSION

a. Result

Based on the test result of correlation and regression coefficient in path analysis, the whole calculation of research model could be explained in table 1.

Table 1. Analysis result of coefficient and regression simultaneously

Variables	Correlations	Path Coefficients	R ²	Sig.	Conclusions
X ₁ towards X ₂	0,000	-	-	-	-
X ₁ towards X ₃	0,017	0,184	-	0,017	Significant
X ₂ towards X ₃	0,000	0,403	-	0,000	Significant
X ₁ towards Y	0,001	0,292	-	0,001	Significant
X ₂ towards Y	0,000	0,437	-	0,000	Significant
X ₃ towards Y	0,000	0,768	-	0,000	Significant
X ₁ , X ₂ towards X ₃	-	-	0,166	0,000	Significant
X ₁ , X ₂ , X ₃ towards Y	-	-	0,501	0,000	Significant

Source : Primary Data Analysis, 2018

The result of table 1 explained the direct influence, indirect influence, and total influence of *word of mouth*

(X₁), *electronic word of mouth* (X₂), and *brand awareness* (X₃) toward decision-making (Y) as follows:

1. Total influence of *word of mouth* towards decision-making (ρ_{x_1y}) $\rightarrow$

$\rho_{x_1y} + (\rho_{x_1x_3}) (\rho_{x_3y}) + \text{correlated effect} + \text{spurious effect}$, in which:

- | | |
|--|----------|
| a. Direct influence X ₁ $\rightarrow$ Y (x ₁ y) | = 0,292 |
| b. Indirect influence
($\rho_{x_1x_3}$) (ρ_{x_3y}) = (0,184) (0,768) | = 0,1413 |
| c. Correlation Effect
$= \rho_{yx_3} \cdot \rho_{x_2x_3} \cdot r_{x_1x_2}$
$= 0,768 \times 0,403 \times 0,528$ | = 0,1634 |
| d. Spurious Effect
$= \rho_{yx_2} \cdot r_{x_1x_2}$
$= 0,437 \times 0,528$ | = 0,2307 |

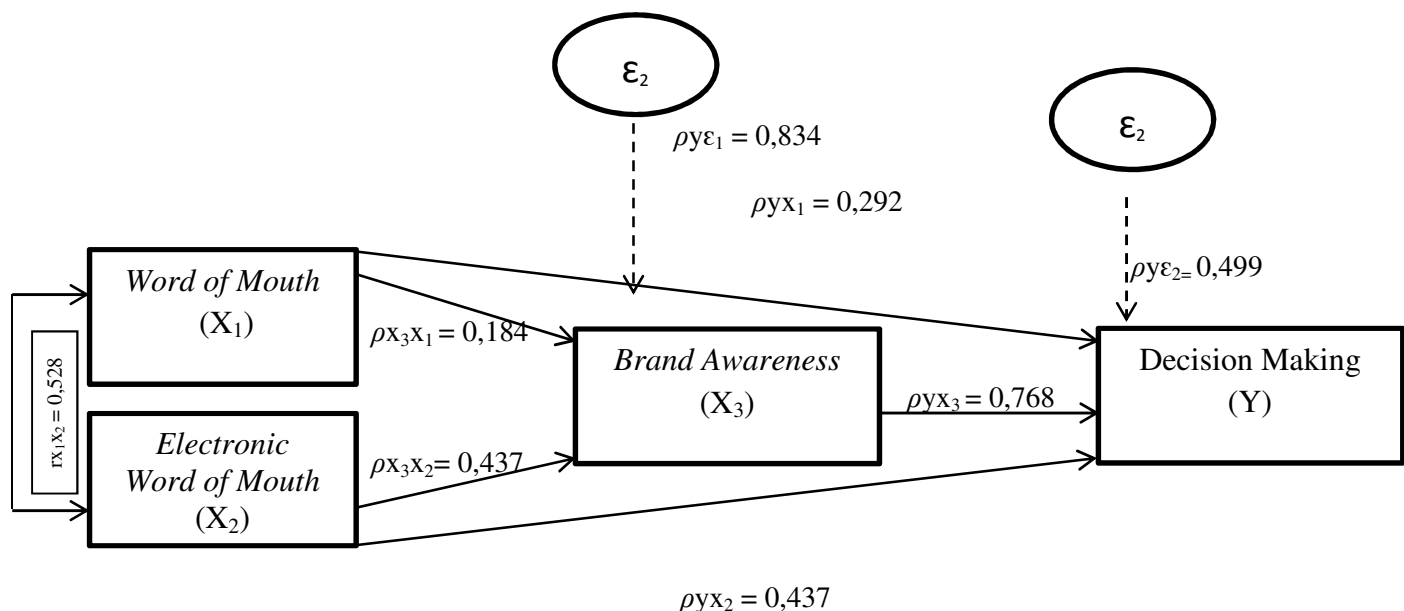
$$\text{Total Effect} = 0,8274$$

2. Total influence of *electronic word of mouth* towards decision-making (ρ_{x_2y}) $\rightarrow$

$\rho_{x_2y} + (\rho_{x_2x_3})(x_3y) + \text{correlated effect} + \text{spurious effect}$, in which:

a. Direct influence $X_2 \rightarrow Y$ (x_2y)		= 0,437
b. Indirect influence ($\rho_{x_2x_3})(x_3y)$	= (0,403) (0,768)	= 0,3095
c. Correlation Effect	= $\rho_{yx_3} \cdot \rho_{x_2x_3} \cdot r_{x_1x_2}$ = 0,768 x 0,403 x 0,528	= 0,1634
d. Spurious Effect	= $\rho_{yx_2} \cdot r_{x_1x_2}$ = 0,437 x 0,528	= 0,2307 +
Total Effect		= 1,1406

Picture 1. Research Model Analysis



Source: Primary Data Analysis, 2018

In accordance with the calculation of path analysis, variable *word of mouth* (WOM) had direct influence towards decision-making at 0,292 and indirect influence through *brand awareness* at 0,1413, after that it was added by the result of *correlated effect* and *spurious effect* having scored at 0,1634 and 0,2307 sequentially, so the result of total effect on word of mouth towards decision-making was 0,8274. Further, variable *electronic word of mouth* (eWOM) had direct influence at 0,437 and indirect influence towards decision-making through *brand awareness* at 0,3095, then it was added with the result of *correlated effect*

and *spurious effect* having scored at 0,1634 and 0,2037 respectively, so the result of total effect on *electronic word of mouth* (eWOM) towards decision-making was 1,1406.

b. Discussion

According to the result of path analysis, it is described that the students theoretically presupposed *word of mouth* (WOM) as a consideration influencing the decision-making in the use of Go-Jek rather than the information obtained from advertisement. This is supported by (Sumardy & M., 2011) who stated that *word of mouth* (WOM) becomes a

part of marketing dominating decision-making towards the use of a particular product or service. Correspondingly, technological advancement also contributes to information seeking in the form of *electronic word of mouth* (eWOM) as an evolution from *word of mouth* WOM carried out conventionally. eWOM is supposed to be able to persuade the consumers and predispose consumers' perception towards a reason and experience from a product or service. This is also in line with (Zhang , Irvin, Steenburgh, Farris, Kuswaha, & Weitz, 2010) in which the tendency happens in consumers is because many utilize online media in obtaining the information of a product or service that later on influence them in making a decision.

Decision-making carried out through *word of mouth* (WOM) and *electronic word of mouth* (eWOM) as an effort in searching the information is considerably easy and not required high funding. In like manner, utilizing both ways is also considerably more trusted because directly informed by students having the experiences in using Go-Jek. Brand awareness also arises from the information obtained through *word of mouth* (WOM) and *electronic word of mouth* (eWOM) that can influences students decision-making in using Go-Jek.

V. CONCLUSION

From the result of the research, it was shown that *word of mouth* (WOM) had direct influence towards decision-making on the use of Go-Jek at 0,292, *electronic word of mouth* (eWOM) had direct influence in using Go-Jek at 0,437, total effect of *word of mouth* (WOM) towards decision-making on the use of Go-Jek was 0,8274, and total effect of *electronic word of mouth* (eWOM) towards decision-making in using Go-Jek was 1,1406.

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