The Effectiveness Of Electronic Word Of Mouth (E-Wom) In Student's Decision To Choose A Flight Attendant School

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Abstract

E-WOM is a communication tool in the field of marketing, especially on social media which is able to increase buying interest in the products offered. The power of electronic word of mouth (e-WOM) has begun to be realized by flight attendant schools to introduce their school through social media. This can be seen from the proliferation of flight attendant schools that offer their products on social media using e-WOM to provide good advice on product services. The purpose of this research is to provide knowledge development and insight related to the effectiveness of Electronic Word of Mouth (e-WOM) in increasing students' interest in making decisions about choosing a flight attendant school. The type of research used is descriptive qualitative with literature study method. The results of this study that Electronic Word of Mouth (e-WOM) can increase one's interest in a school service on social media. These results are supported by several studies that show e-WOM can improve students' decisions to choose a flight attendant school.

Keywords: Electronic Word of Mouth (e-WOM), Social Media, students, flight attendant

INTRODUCTION

Changes in science are very important in human civilization, where humans will continue to develop more advanced. Natural human growth also requires supportive aspects to meet their economic, educational, social, political, legal and human rights needs. Humans need the right side to complete, do, and even grant what they want to fulfill their needs (Situmeang, 2018). In order to meet the needs of the economic aspect, humans must be able to run a business. Business is an activity that makes money by trading a product or service with the aim of making a profit. Digital business is a business activity that applies information technology and computer knowledge. Digital business is part of global technological progress (Baktiono & Artaya, 2016). The decision to make a choice is one part of consumer behavior (people). Consumer behavior is an action

that is directly involved in obtaining, determining products and services, including the decision-making processes that precede and follow these actions. According to Setiadi (2014:418) the decisions taken by a person can be categorized as a problem solving, because decisions arise because of needs and desires. These two aspects often create separate problems in relation to decisions.

Electronic Word of-Mouth (WOM) is now not only communication by word of mouth, but has spread to the electronic world known as Electronic Word of-Mouth (e-WOM). Jansen (2009), in his research said that although it is similar to WOM in general, Electronic Word of-Mouth (e-WOM) can provide new alternatives to share information anonymously and confidentially, and can also cross distance and regional boundaries. Electronic Word-of Mouth is a positive or negative statement that is formed from the opinions of consumers, prospective consumers and former consumers of a product that can be accessed by a wide audience in cyberspace (Hennig-Thurau et al., 2004).

The application of e-WOM in social media is considered much more effective because it can be touched by the wider community. By implementing e-WOM on social media, business people can benefit from the low cost and high impact of the process. With the development of one's mindset, consumers will become more expressive in convincing other consumers through opinions from their experiences. E-WOM communication through electronic media is able to make consumers not only get information about related products and services from people they know, but also from a group of people from different geographic areas who have experience with the product or service in question.

The development of the internet is very profitable for sellers, especially in the field of marketing. At first, the marketing of a product was only done by means of face-to-face communication, advertisements on television or through newspapers. However, with the presence of the internet, marketing can be done more interactively, one example of internet products that can help the marketing process is social media. Marketing with social media will be effective seeing that there are many uses of social media by the community. The increasing use of social media opens up opportunities for sellers to offer their products to consumers through social media. Sellers always strive to make social media a communication medium and marketing media, namely by using social media as a place for product information offered. With this communication, the seller and the buyer will both have information related to each other. In addition, the communication that exists between sellers and consumers in social media is intended to facilitate consumer decision making regarding the purchase of a product, which can then be directed to purchase transactions.

Social media can be used as a marketing communication strategy. This can be seen from several product offerings on social media that use electronic word of mouth (e-WOM) as an effort by business people to provide a perception of good value for customers. The use of this strategy aims to increase consumer buying interest in the products offered. E-WOM can contain messages shared by consumers regarding the experience of purchasing products, and can be used as a medium for delivering information related to products, both in terms of quality, or in terms of services provided by the seller. Not a few companies have understood

the power of electronic word of mouth (e-WOM) on social media, this can be seen from the proliferation of companies that offer their products on social media by utilizing e-WOM to show good responses from selling their products. Chevalier and Mayzlin also argue that buying interest in a product is getting higher as e-WOM continues to be carried out (Donni Juni Priansa, 2016, p.119). In more detail, consumer buying interest in a product can arise because they get information related to the experience of using a product, while e-WOM will provide an overview of the experience.

On the basis of this background, the authors are interested in doing literature review that raises electronic word of mouth (e-WOM) and its relation with the decision to choose a flight attendant school with the title "The Effectiveness Of Electronic Word Of Mouth (E-Wom) In Student's Decision To Choose A Flight Attendant School". This literature review is expected to be a reference or reference to further encourage the development of electronic word of mouth (e-WOM). So that it can have a positive influence on schools in online media or online media student.

METHOD

This research uses descriptive qualitative research method with literature study method. Qualitative research is research that uses a scientific background that aims to obtain research results descriptively or analytically (Suharsimi Arikunto, 2010:3). While the literature study or literature research used in this research aims to examine knowledge, ideas, and findings obtained from literature with an academic orientation. Furthermore, the authors compiled the findings in the form of theoretical and methodological contributions systematically according to the topics chosen by the authors (Cooper and Taylor in Mohammad Imam Farisi, 2010). How to obtain data in this literature study is done by collecting library data that is considered relevant to the research, which comes from library information in the form of journals, books, articles, newspapers and so on. The main data in this literature study came from 10 journals about Electronic Word of Mouth (e-WOM) and its relation to interest in choosing flight attendant schools, so that the output produced is in the form of scientific development and insight related to the effectiveness of Electronic Word of Mouth (e-WOM) in improving student interest in choosing a flight attendant school

RESULTS AND DISCUSSION

Based on the literature search conducted by the author, the following are some previous studies that contain an analysis of Electronic Word of Mouth (e-WOM) and its relation to interest in choosing schools, including:
1. Research conducted by Leonnard Ong (2017) with the title "Effects of Reputations and Satisfactions on Positive electronic Word of Mouth Intentions and Switching Behaviors". This study aims to examine the effect of reputation and satisfaction on electronic word of mouth (eWOM) and switching behavior on university students. The results show that reputation has a low direct

influence on eWOM and student behavior and satisfaction mediates the indirect effect of reputation on eWOM and student behavior.

2. Research conducted by Mohd Shuaib Siddiqui, Urooj Ahmad Siddiqui, Mohammed Arshad Khan, Ibrahim Ghazi Alkandi, Anoop Krishna Saxena and Jaziba Haroon Siddiqui (2021) entitled Creating Electronic Word of Mouth Credibility through Social Networking Sites and Determining Its Impact on Brand Image and Online Purchase Intentions in India. The purpose of this study was to identify the factors that influence the credibility of electronic word of mouth (eWOM) stimulation through promotion on Social Networking Sites (SNS). The results of the study show that promotions carried out through social networking sites are able to form electronic word of mouth which has an impact on improving the image so that it changes the desire to behave

3. Research conducted by Amron (2018) with the title . This study was conducted to determine the effect of electronic word of mouth (eWOM) and traditional word of mouth (tWOM) on the level of trust in decision-making behavior. The results showed that eWOM was a more dominant predictor than tWOM in influencing trust. Trust affects behavior in decision making.

4. Research conducted by Fauzan et al (2021) with the title Building Customer Trust through Corporate Social Responsibility: The Effects of Corporate Reputation and electronic Word of Mouth. The main purpose of this study is to determine the relationship between reputation and electronic word of mouth to link CSR with trust. The results showed that reputation had a positive impact on electronic word of mouth and trust and CSR had an effect on trust through electronic word of mouth and reputation

5. Research conducted by Jing Peng and Xia Li (2018) with the title Empirical Analysis and Hypothesis Testing of EWOM on Consumer's Purchase Intention. The main objective of this study is to study the cross-cutting effects of various marketing strategies and sources of information to explore the relationship between electronic word of mouth and consumer purchase intentions. The results show that information from the internet is able to form electronic word of mouth online so that it changes behavioral intentions, so that companies understand consumer habits and online behavior.

6. Research conducted by Hanyang Lou, Wei Huang, Chen Chen, Kangqiang Xie, Yingying Fan (2018). This study proposes to empirically test negative electronic word-of-mouth on consumer behavioral intention models, investigate the effect of communicator characteristics, information features and receiver characteristics on consumer beliefs and behavioral intentions. The results showed that the quality and intensity of information was able to form negative electronic word of mouth, thus affecting the recipient's trust in information from electronic word of mouth, which in turn influenced behavioral intentions.

7. Muhammed Ngoma and Peter Dithan Ntale (2019) with the title electronic Word of mouth communication: A mediator of relationship marketing and customer loyalty. This study aims to explain the relationship between relationship marketing and loyalty with the mediating role of electronic word

of mouth. The results showed that the marketing components related to communication information and commitment have an effect on electronic word of mouth and there is a positive relationship between electronic word of mouth and loyalty.

8. Another research entitled "Electronic Word of Mouth (EWOM) Analysis on Twitter Social Media" written by Heribertus Yulianton, Felix Andreas Sutanto, and Kristophorus Hadiono. The purpose of this research is to identify and analyze the motives of e-WOM on Twitter social media, as well as to find out which motives are most often chosen by Twitter social media users to do. While the results of this study are data from two e-WOM motifs, namely Venting Negative Feelings and Extraversion or Positive Self-Enhancement. The usefulness of the data is to support the decision to choose a good internet service provider for internet users

9. The third previous research was written by Honorata Ratnawati Dwi Putranti, and Denny Pradana, entitled "Electronic Word of Mouth (E-WOM), Consumer Satisfaction and Direct and Indirect Effects on Consumer Purchase Interest (Study on FEB UNTAG Students in Semarang) " The research was conducted with 3 objectives, namely to find out how the influence of e-WOM on social media, the next is to find out how the influence of consumer satisfaction on social media, and the last is to find out how the influence of e-WOM either directly or indirectly. on consumer buying interest. While the results of this study stated that based on hypothesis testing, e-WOM and consumer satisfaction had a significant positive effect on social media. The test results also show that consumer satisfaction has a positive influence on e-WOM, and e-WOM has a direct or indirect influence on consumer buying interest. The researcher also mentions that with the existence of social media, there are more opportunities for effective and efficient promotional media. Researchers also provide suggestions so that sellers who use social media can

10. Research entitled "Analysis of Electronic Word-Of-Mouth (eWOM) Forming Factors and Its Effect on Buying Interest (Survey on Instagram Followers @Saboten_Shokudo)" written by Firman Dwi Cahyono, Andriani Kusumawati, and Srikandi Kumadji. The research was conducted with the aim of providing an explanation of the factors forming Electronic Word of Mouth (eWOM), providing an explanation regarding the influence of these factors on buying interest, and knowing which factors have a more dominant influence on buying interest. Meanwhile, the results of the study explain that there are five factors that make up Electronic Word of Mouth (e-WOM), namely the first is platform assistance, the second is expressing positive feelings, the third is Economic Incentives, the fourth is helping the company, and the fifth is concern for others. Meanwhile, the factor that has the most dominant influence on buying interest is the concern for others factor. In addition, the researcher also provides suggestions so that further similar research can be carried out using a different platform so that it can provide greater insight if there are differences in the results from previous studies.

Based on the ten relevant previous studies, the authors attempt to analyze the effectiveness of Electronic Word of Mouth (e-WOM) in improving purchasing decisions. The analysis is expected to be a useful follow-up study to complement previous research that examines similar matters.

Basic Concepts of Marketing

Marketing can be said as a soul in running a business. For ordinary people, marketing is only defined as a promotional activity, even though marketing has a broader meaning. The definition of marketing is put forward by the AMA (America Marketing Association) which states that marketing is an activity and a series of processes, namely creating, communicating, delivering, and exchanging offerings that contain value for customers, clients, partners, or society in general (Kotler and Keller 2016, p.27). Kotler and Keller (2016) also reveal that marketing is an activity related to the identification, and fulfillment of human needs, and these needs are carried out in a profitable way (both for producers and consumers).

Another definition of marketing put forward by Miller and Layton in Fandy Tjiptono (2014, p.13) which states that marketing is a system of total business activities made to achieve organizational goals. The total system of business activities can be in the form of planning, the process of setting prices, promoting, and distributing a product, either in the form of goods or services that can meet market needs. From these definitions, it can be seen that marketing is not only limited to promoting a product, but also consists of various series from planning to product distribution. For a business, marketing plays an important role in its sustainability, this is because marketing is the main activity carried out in the process of seeking profit which will further maintain the continuity of the company. A businessman or product seller will of course always try to be able to identify consumer desires, because only by knowing the consumer's desires will the seller be able to find out how to fulfill the consumer's desires which of course is done through an exchange process that can benefit both parties.

Currently, we are faced with a condition where the use of the internet has penetrated into the field of business operations. The internet has been used as a marketing communication tool between sellers and consumers. Communication in marketing is a useful means to provide information, provide persuasion, and provide reminders related to products sold to consumers directly or indirectly (Kotler and Keller, 2012, p.498). Marketing communication is generally carried out by delivering information related to products sold to consumers using available media or channels. With the development of technology that gave birth to the internet, sellers tend to switch from traditional marketing communications (using TV or radio media) to marketing communications that use the role of the internet. This is because the internet has a wider reach, not limited by regions such as different countries, etc. However, the use of the internet does not necessarily make sellers stop traditional marketing communications, because the collaboration between traditional marketing communications and modern marketing communications (internet) will make the product more widely known

to consumers. Through the virtual world network (internet), communication between sellers and consumers will always be established and connected.

Digital Marketing

Digital marketing is one type of activity in marketing that is used to promote or market a product or service and to reach potential consumers using digital media. According to Afrina (2015) Digital marketing is one type of marketing that is widely used to promote products or services and reach consumers using digital channels. In the era of globalization, the application of digital marketing is very important because of its wide scope and easy to use.

Word of mouth communication is a communication process in the form of providing recommendations either individually or in groups for a product or service that aims to provide personal information.

According to Rangkuti (2010), word of mouth is an effort to market a product or service by using a marketing virus so that customers talk, promote, and recommend a product and service to others enthusiastically and voluntarily. This technique is very good to use because consumers before buying goods will seek recommendations from friends, relatives or family to buy products. Service quality is the level of excellence expected and control over the level of excellence to meet customer desires.

According to Lovelock (2011), service quality is the level of excellence expected and control over these advantages to meet customer desires. There are two main factors that affect service quality: expected service and perceived service. The implication is that the quality of service depends on the ability of service providers to consistently meet customer expectations.

According to Prasetya (2015) in his research on the effect of digital marketing activities and consumer online behavior on increasing consumer awareness and their impact on purchasing decisions, he found that digital marketing has a positive effect on purchasing decisions.

Social Media in Online Marketing in the Digital Age

One of the facilities that are widely used on the internet is social media. Social media is an online technology that is useful for sharing opinions, insights, or experiences with others (Honorata Ratnawati, 2015, p.104). This definition is supported by Andreas Kaplan and Michael Haenlin in La Moriansyah (2015, p.188) who also define social media as a forum that allows the exchange of information for users through application groups based on the internet and made using the ideology and technology of web 2.0. There are various forms of social media which of course have different characteristics, including Instagram, Twitter, Facebook, Youtube, etc. At first, social media was only used by the public to communicate. As time goes by, social media users continue to grow, this condition is exploited by marketers by utilizing social media as a marketing tool,

namely using social media as a means of promotion. Social media can be used as a means of sharing information in the form of text, audio, pictures or images, and even videos for marketers to consumers (Kotler and Armstrong, 2012).

The use of social media as online marketing certainly has differences compared to traditional marketing. One of these differences can be seen from the target market, consumers on social media or online marketing tend to be people who are technology literate because they can actively interact in social media. Whereas in traditional marketing, one example is through billboards, it tends to be seen by all circles, even though the intended target market cannot be focused on personally. The use of social media as online marketing of course also has several advantages, one of which is serving advertisements that suit the needs and tastes of consumers. With these advantages, sellers will find it helpful in determining segmentation and targeting in the market, advertising activities (advertising) will also be more effective and on target. This will also minimize the inconvenience of social media users because the advertisements displayed will be useful for users because the advertisements are in accordance with their needs and tastes (Tucker. 2014). Both online marketing and traditional marketing have their own advantages and disadvantages. Therefore, marketers or sellers must also be able to analyze their target market well before using social media as online marketing

Marketing activities in social media can include uploading products offered, providing feedback to consumers regarding products when consumers ask questions, and doing advertising related to products on social media. In fact, there are some business owners who use the ambassador brand in recommending products sold on social media. Activities such as advertising and the use of brand ambassadors in social media can be a stepping stone in increasing brand awareness of a product. In addition, sellers who are active in responding to consumer questions in a friendly and courteous manner will support the creation of a good image of the seller and the product for its consumers. The image of both the seller and the product that has been formed will be able to generate consumer buying interest in the product. If it is associated with the formation of a good image and buying interest, of course these two things will have a relationship with comments, responses or opinions from consumers regarding their previous product purchase experiences. In social media, consumers who have purchased products can freely share their experiences by commenting on the product, be it positive or negative comments. Communication that occurs from sharing experiences related to products on social media can be referred to as electronic word of mouth (eWOM).

Purchase Decision

As explained by Kotler in (Aldoko, Suharyono, & Yuliyanto, 2016) the purchase decision is to buy a brand that is in great demand, but two components can exist between the purchase objective and the purchase choice. It can be said that each individual has almost the same decision-making method. Even so, there are several factors that can distinguish decision making between individuals, including age, character, income, and lifestyle. As explained by Peter and Olson in (Asrizal & Muhammad, 2018) assume that individual purchasing choices are

compromise patterns that combine data to evaluate a choice around two elective practices and choose one of them. In short, consumer decisions are interactions of choosing activities in which at least 2 decisions are elective to achieve certain critical thinking.

The Effectiveness of Electronic Word of Mouth (e-WOM) in the World of Online Marketing on Social Media

Effectiveness according to Dunn in Nabila Rachmadhania (2017: 212) is defined as a criterion in selecting alternatives that can be selected as recommendations based on the consideration of whether the alternative that becomes the recommendation can produce maximum results. Meanwhile, according to Patimeh in Teguh Suripto (2018:124), effectiveness is a measure of how far the targets have been set which can be in the form of quantity, quality, and time that can be achieved by management. When associated with Electronic Word of Mouth (e-WOM), the effectiveness of e-WOM can be interpreted as a measurement to find out how much results are obtained from the existence of e-WOM itself. Electronic Word of Mouth or e-WOM is a development of Word of Mouth or WOM. The essence of WOM and e-WOM is still the same, namely in the form of a response, review, or opinion related to a product that is spread by word of mouth, the difference only lies in e-WOM which is implemented using electronic media.

However, according to research conducted by Lavenia Hariono (2018, p.20), states that e-WOM can be superior to WOM. This is due in part to the impact of technological developments that make the reach of e-WOM bigger than WOM. This greater reach is formed because of the internet which can connect various users anywhere in large and unlimited quantities. The success of marketing activities in social media cannot be separated from the role of Electronic Word of Mouth (e-WOM). Seeing the phenomenon that prospective buyers are becoming more selective due to the large number of product choices, prospective buyers will tend to believe more in reviews given by consumers who have purchase experience of products compared to advertisements. This can indicate that the experience of previous consumer purchases will have an influence on the purchase intention of prospective buyers. Furthermore, after making a purchase, consumers who are satisfied with the product will provide recommendations to others, especially the people around them. This circle is known as e-WOM, and directly can also be said as a promotional activity by sharing product-related experience activities.

The effectiveness of e-WOM in the world of online marketing, especially social media, can be seen from several studies, one of which is the research conducted by Honorata Ratnawati and Denny Pradana on e-WOM, consumer satisfaction, and its influence either directly or indirectly on buying interest. consumer. The results of this study indicate that by using social media as an intervening variable, e-WOM has an influence on consumer buying interest. Furthermore, respondents who are students and active users of social media said

that in social media, users who have the same behavior, tastes, or needs for products can form a group so that they can exchange information related to products, whether related to the type of product. or the price of the product (Honorata R. D. P., 2015; 111).

Meanwhile, according to research conducted by Firman Dwi Cahyono, et al, which states that in its implementation on Instagram social media, electronic word of mouth (e-WOM) can be formed from several factors, including platform assistance or assistance providers, expressing positive feelings or expressing feelings. / positive experiences, economic incentives or economic rewards, helping the company or helping the company, and concern for others or attention to other people (other consumers). From these factors, e-WOM can be a source of information for other consumers, the information provided through e-WOM also tends to be honest because it is based on the experience of each individual. The results of this study also show that the factors that make up e-WOM can influence consumer buying interest on Instagram, especially the concern for others factor which has the most dominant influence (Firman Dwi Cahyono, et al, 2016, p.156).

The results of the research conducted by Firman et al are in line with the research results of Gevi Tonida Resky (2015, p.11) who both examined the effect of electronic word of mouth (e-WOM) on consumer buying interest on Instagram social media. The results of the study stated that e-WOM can have a positive and significant effect on consumer buying interest. The researcher also adds that if the acceptance of e-WOM in Instagram social media is increasing, then the influence of e-WOM on consumer buying interest is also increasing (bigger). From some of these studies, it can be concluded that electronic word of mouth (e-WOM) can increase consumer buying interest on social media.

Consumers' Buying Interest in Products

Buying interest is the stage when consumers make choices among several brand choices, which then ultimately decide to make a purchase on the one option or alternative that they like the most. Buying interest can also be interpreted as a process that consumers go through in making a purchase of a product (can be in the form of goods or services) based on various considerations (Pramono, 2012: 136). The definition of buying interest according to Rizky and Yasin (2014) is a hidden desire that exists in the minds or minds of consumers. Consumer buying interest in a product or brand can arise if consumers already have information related to a positive attitude towards the product or brand (Nulufi and Murwatiningsih, 2015). From some of these definitions, it can be seen that consumer buying interest in the product will appear when consumers get enough information related to the product they want to buy. In other words, product-related information is the main key in growing consumer buying interest. This is supported by the suggestion put forward in Rifki and Farida's research that sellers on social media must provide complete information, update product information regularly, and continue to maintain consumer trust (Rifki W.N and Farida I, 2017: 8).

In addition, Samuel and Wijaya in Yuli Priyanti, et al (2017; 90) suggest elements that can foster a person's buying interest, namely: (1). Stimulus is an

urge to take action or a condition that makes someone do something. (2) Awareness, is something that can enter the mind of a person who is generally influenced by the product (can be in the form of goods or services). (3) Information search, is the process of seeking information, both internal information (personal data of consumers in choosing products) or external information (data obtained through social sources or advertisements). One element of buying interest that comes from an external consumer is information. Consumer needs for product information on social media will be closely related to electronic word of mouth (e-WOM). Before consumers make purchases online, consumers will search for product reviews first by reading reviews, responses, or opinions related to the product purchase experience, where these reviews are a form of communication in e-WOM. Mahendrayasa (2014) also adds that word of mouth communication has a great influence on buying interest for consumers who are interested in suggestions or reviews from people who have previous product purchase experience.

CONCLUSION

Conclusion Marketing is not only defined as an activity in promoting a product, but also consists of various series from planning to product distribution. The development of technology today makes us in a condition where the use of the internet has penetrated into the field of business operations, namely in marketing activities. The internet has been used as a marketing communication tool between sellers and consumers. One of the facilities that are widely used on the internet is social media. In social media, the success of marketing activities cannot be separated from the role of Electronic Word of Mouth (e-WOM).

Overall, the results of this literature review can be said that electronic word of mouth (e-WOM) can increase consumer buying interest on social media. These results are supported by several studies that show the effect of e-WOM on consumer buying interest on social media. The existence of this influence is mainly caused by one element of buying interest that comes from an external consumer, namely information. While the information needs for consumers can be met with the presence of electronic word of mouth (e-WOM). In addition, this literature review also has limitations, namely because the data used is the result of a literature study, so there will be the possibility of other factors related to electronic word of mouth (e-WOM), but not discussed in this study. In addition, the use of literature in this study is also still limited, so that it can also be a limitation.

There are suggestions for further research that examines electronic word of mouth (e-WOM), namely the author hopes that further research can conduct studies on more sources or references related to the effectiveness of electronic word of mouth (e-WOM). It aims to make further research better and more complete. In addition, the study of e-WOM is not only focused on the positive values that appear in the marketing activities of a product. Future researchers also need to explore the effectiveness of negative values on consumer buying interest on social media. So that eWOM is not only interpreted as an absolute assessment

that cannot be debated but there are 2 sides of e-WOM that are mutually sustainable between positive and negative which will later form a true market ecosystem. This fair description can further increase the credibility of the research on the value of e-WOM.

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