



THE INFLUENCE OF E-WOM, CELEBRITY ENDORSEMENT, AND CUSTOMER REVIEWS ON PURCHASE INTENTION STUDY ON CONSUMERS OF BLOOMERY PATISSERIE YOGYAKARTA

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ABSTRACT

This research aims to determine: 1) the influence of E-WOM, celebrity endorsement, and customer reviews simultaneously on purchasing interest. 2) the partial influence of E-WOM, celebrity endorsement, and customer reviews on purchasing interest. The sampling technique was carried out using purposive sampling with 100 respondents who met the criteria. The data analysis techniques in this research are descriptive analysis, validity test, test rehabilitation, classical assumption testing, and multiple linear regression analysis using the IBM SPSS Statistics 25 application program. Descriptive analysis is a data analysis method carried out to see a picture of research variables, without carrying out hypothesis testing. Validity and reliability tests were carried out to test the device. The classic assumption test is a test of the feasibility of a multiple linear regression model which used to test data quality. Multiple linear regression analysis is a regression model that involves more than one independent variable. The research results show that: 1) E-WOM, celebrity endorsement, and customer reviews simultaneously influence purchasing interest. 2) E-WOM, celebrity endorsement, and customer reviews partially influence purchasing interest.

Keywords: *Electronic Word of Mouth (E-WOM), Celebrity Endorsement, and Customer Review*

1. Introduction

The current digital era has brought rapid advances in technology and communication, making it easier for people's activities in various fields, including the economy. As digital technology has developed, especially on social networking platforms, it has opened up new possibilities for traditional promotion methods such as word of mouth, and posters have been developed into modern promotions using social media. Based on this trend, many brands choose social media to promote their products, especially considering the high use of social media in Indonesia. According to Mita, M.,Pranatasari, F. D., & Kristia, K. (2021) by using the internet, it has become easier for many entrepreneurs to carry out their business transactions. Consumers also feel the same things, as advances in the internet make it easier for consumers to access their needs via the internet.

We Are Social & Hootsuite (2020) specifically for Indonesia, in 2020 the number of active internet users was 160.0 million. Social media is not only limited to communicating and interacting with other people but has also become an important part of everyday life, including accessing news, searching for information, shopping, and building professional networks. Where with the internet and social media information can spread quickly and widely, even in a matter of seconds. This can reach a wider relationship, and the information you want to convey can be easily known.

According to Bataineh (2015), stated that the development of the internet has influenced communication capabilities and has strengthened the scale and scope of communication by word of mouth or Electronic Word of Mouth (E-WOM), and has presented the basic meaning of Electronic Word of Mouth (E-WOM). is a new concept from E-WOM which provides transparency and easy access to information via the internet. This creates an environment where consumers are not just recipients of information. However, it is also an active information provider, helping others make informed purchasing decisions. From the perspective of MSMEs or modern businesses, all businesses, including Bloomery Cake & Patisserie, strive to provide the best services and products to create E-WOM that customers like.

Bloomery Cake & Patisserie uses E-WOM to promote its products and improve its reputation. By becoming an advertising star, or Celebrity Endorser, a celebrity who is well-known in society can function as a spokesperson for the product. Sari et al (2022) state that a Celebrity Endorser is an athlete, actor or artist who is known to many people and becomes an idol for their achievements in that field and is used to distribute advertisements designed to attract attention and influence consumers.

With advances in technology and the opportunity for Customer Reviews to shape brand image and purchasing decisions cannot be ignored. Internet users often rely on reviews and recommendations of other users to form opinions about Bloomery Cake & Patisserie products on their social media platforms. According to Mo, Li, and Fan (2015). Customer Reviews are the opinions of consumers regarding information and product evaluation from various aspects. Consumers find out information through reviews and experiences from other consumers after previously purchasing products from online sales.

According to Abzari, et al (2014), purchasing interest is consumer behavior where consumers have the desire to choose and consume a product. Using E-WOM, celebrity endorsements and good customer reviews can influence purchasing interest in making purchases at Bloomery Cake & Patisserie. Bloomery Cake & Patisserie itself is a local dessert brand that is currently on the rise. They are famous for their pastries, cakes, and breads which follow global trends. The business founded by Vania Raharjo and her three younger siblings during the pandemic was able to grow and develop quite rapidly, even in just a short period of time. Starting from Vania's expertise as a food technology professional and her sister's hobby, Bloomery Cake & Patisserie was founded. They started their business by selling their family's favorite cakes to those closest to them. Unexpectedly, through word of mouth promotion, Bloomery Cake & Patisserie received many orders and positive responses from customers. Realizing this opportunity, they developed the business until it reached its current level.

According to the site mokapos.co.id (2021), the success achieved by Bloomery Cake & Patisserie was thanks to the development strategy promoted by Vania herself, namely by establishing several new outlets, especially in the Yogyakarta area, the city where it all started. Apart from that, Bloomery Cake & Patisserie pays attention to superior product quality by committing to continuing to use premium ingredients to maintain taste. Bloomery Patisserie utilizes social media such as Instagram, Twitter, Tiktok, and Google Reviews to attract market consumers, they hold attractive promotions. Examples include discounts and bundling packages at affordable prices, holding giveaways and quizzes to increase engagement and expand market reach on social media, and collaborating with celebrities to promote their products, to increase their credibility and brand awareness. Bloomery Cake & Patisserie also encourages consumers to provide reviews about their products on social media, thereby increasing potential consumers' trust in their products. Even though this strategy is quite effective, Bloomery Cake & Patisserie still faces quite difficult challenges in competition in the dessert industry.

In previous literacy, Mukti,&Santosa (2023) stated that the E-WOM, celebrity endorsement and customer review variables influence purchasing interest. On the other hand,

there are inconsistencies in the results of previous research by Megayani & Merlina (2019) which stated that the celebrity endorsement variable did not affect buying interest.

Based on these gaps and phenomena, a problem formulation that can be developed is the use of E-WOM, celebrity endorsements, and customer reviews, both simultaneously and partially influencing buying interest. Through a holistic approach, this research aims to gain a deeper understanding of the dynamics of the dessert industry in Yogyakarta with a focus on Bloomery Cake & Patisserie. This research produces a deeper understanding of the factors that influence purchasing interest in the dessert market in Yogyakarta, which can be used to develop best practices to strengthen the company's position in an increasingly competitive market. The findings from this research can also serve as a basis for the development of more effective marketing strategies for other companies in the dessert industry, and provide insight into the current conditions and directions for the future development of the dessert industry in Yogyakarta and perhaps elsewhere.

2. Theoretical Basis and Hypothesis

2.1 Electronic Word of Mouth

With the power of E-WOM, internet marketing is one of the fastest market penetrations. This can influence consumer behavior, especially people in Indonesia. Indonesia is ranked 10th in the world with an average usage of 197 minutes or around 3.2 hours a day and 73% of people get information from social media (katadata.co.id, 2023), Kotler & Keller (2022) define E-WOM (Electronic Word of Mouth) is marketing that uses the internet to produce word of mouth effects to support business and marketing goals. The use of E-WOM has now become a resource that can be used to stimulate someone to do something with the information, for example an interest in buying. According to Goyette et al (2012:52) in Habibah, I. N., & Nasionalita, K. (2019) Electronic Word Of Mouth (E-WOM) is divided into three dimensions, namely:

- a. Intensity: E-WOM intensity is the number of comments written by customers on social networking sites. By combining intensity indicators including the intensity of accessing social networking sites, interactions, and reviews written by social networking site users.
- b. Valence of Opinion: Valence of Opinion is a consumer's perception of goods, services, and brands in a positive or negative way. Factors that indicate the validity of opinions include: positive comments, negative comments, and recommendations from users of social networking sites.
- c. Content: Content is content originating from social networking sites related to goods and services. Content indicators include: information about product variations, product quality, and prices offered.

2.2 Celebrity Endorsement

Celebrity endorsement is a company strategy to use the services of celebrities or film characters who are known to the public to star in product advertisements in information media (Algiffary et al., 2020). This celebrity endorsement can shape consumer beliefs which then influence subjective norms and buying behavior (Ramdhani, 2016). When celebrities who are idolized by many people associate themselves with a brand or product, it can create positive associations in consumers' minds.

One of the main advantages of celebrity endorsement is its ability to create a strong and memorable impression in the minds of consumers. Celebrities often have large fan bases and strong influence in social media and the entertainment industry, so when they promote a product, the message can reach a wide audience in a short time. Additionally, when consumers see celebrities they admire using or recommending a product, they may feel more emotionally

connected to the brand and are more likely to purchase it. According to Bimal et al. (2015) in Award, R. (2022). Celebrity Endorsement has the following indicators:

- a. **Visibility:** An endorser is a person who has sufficient visibility to be noticed by the audience. These endorsers are usually chosen by people who are well known and have a big influence on society so that public attention can be diverted to the brand being advertised.
- b. **Credibility:** Credibility is a measure of how well a source is seen by the audience so that they follow it. Apart from an endorser's credibility, an endorser's character is also very important; This personal character can determine how credible an endorser is.
- c. **Attractiveness:** There are two characteristics possessed by attraction; charm (likability) and similarity:
 - 1) **Likability**
These characters will be judged based on their personality and physical appearance. It is hoped that the endorser's attractiveness will have a positive impact on the brand he carries.
 - 2) **Similarity**
When ads have similar emotional imagery, this can help to achieve the advertising goal. This is the reason why similarity is considered one of the factors that determine the effectiveness of communication, namely, similarity can facilitate good presentation (decoding), translate symbols and signs into ideas, form and build the same premise, can make the audience interested. to the communicator, and can foster respect and trust in the communicator.
- d. **Power:** This character is usually followed by a large level of influence that an endorser has. The high rank or name of the endorser supports this character.

2.3 Customer Review

Customer reviews are opinions, experiences, or testimonials given by consumers about a product or service after they have used it. These reviews can be found on a variety of platforms, including e-commerce websites, social media, online forums, and specialty review platforms. Customer reviews play an important role in the consumer decision-making process because they provide valuable insight into the quality, performance, and user satisfaction with a particular product or service. Consumers often rely on reviews from fellow consumers to help them decide whether to buy a product or use a service. Positive reviews can increase consumer confidence and motivate them to make purchases, while negative reviews can provide warnings and inhibit purchase interest (Latief, F., et al., 2020).

Mo et al., (2015:420) explained that online customer reviews reviews given by consumers regarding a product they have purchased regarding various aspects provide additional information that helps other consumers find information about the product, by providing an overview of the quality of the product. the product through the reviews provided. According to Asiyah (2020), There are four important points that must be included in a customer review:

- a. **Perceived Usefulness:** Consumers get benefits when they find out information about the review features on online shopping sites.
- b. **Source Credibility:** Valid information about previous customer reviews about a product is called source credibility.
- c. **Argument Quality:** The strength of the argument attached to information. Comments or opinions from previous customers can be considered to have argumentative power in online customer reviews because they come directly from previous customers.

- d. Valance: Produces the positive or negative nature of a statement, and valence itself will have a big influence on the formation of consumer attitudes, which in turn will influence consumers' desire to buy something.

2.4 Interested in buying

Purchase intention, also known as buying interest, is the tendency of a buyer to buy goods or services with a particular brand related to the purchase. Purchase interest can be measured by measuring the level of possibility of the individual or buyer to purchase goods or services (Kotler & Keller, 2022). Meanwhile, another opinion by Engel et al (2009) in Nih Luh (2014) stated that buying interest can be used as a driving force or as an intrinsic motive so that it can encourage individuals to pay attention to a product and make purchases spontaneously, naturally, easily, without coercion and selectively so that pleasure and satisfaction are obtained. Purchase interest can increase or decrease along with changes in market conditions, promotions, or new information obtained by consumers. According to Ferdinand (2014), buying interest can be identified through the following indicators:

- a. Exploratory interests:
Exploratory interest is interest which describes the behavior of someone who always looks for information about the product they are interested in and looks for information to support the positive properties of the product.
- b. Interest preferential:
Interest preferensial is showing the behavior of someone who has a primary preference for a company's products.
- c. Interest referential:
Interest referential is a person's tendency to recommend a product to others.
- d. Transactional interest
Transactional interest is a person's tendency to buy a product

Tommi and Eristia (2014) say that electronic word of mouth is a statement made by actual, potential, or previous consumers regarding a product or company where this information is available to people or institutions via Internet. According to Kotler & Keller (2022), Electronic Word of Mouth can influence customer behavior, including their interest in purchasing products. Charo et al. (2015) also stated that E-WOM is a form of exchanging information and knowledge via the Internet. In general, electronic word-of-mouth communication. E-WOM is the development of word-of-mouth communication which is influenced by the existence of the internet. This hypothesis states that E-WOM, recommendations or reviews about products or brands spread through electronic platforms such as social media or review websites, influences purchase intention. In other words, the more positive the E-WOM is about a product or brand, the more likely consumers are to have an interest in purchasing that product or brand.

H1: Electronic Word of Mouth partially influences Purchase Interest

According to Anisa and Widjatmiko (2020), celebrity endorsement is a form of communication where celebrities become representatives of certain products. Celebrity statements can make other people believe and focus on them. The use of spoken words by celebrities is characterized by skill to positively influence consumer behavior or responses towards the product. An attractive appearance in interactions supported by professional marketing and communication skills can have a positive influence on consumers' impulse buying behavior (Li et al., 2022). They may feel that the product has higher value or quality because it is approved by a respected celebrity (Annisia, et al., 2021). This hypothesis states that celebrity endorsement, or endorsement or promotion of products by famous figures or

celebrities, influences purchase intention. If a product or brand is endorsed by a famous figure who is respected or idolized by consumers, consumers will likely have an interest in purchasing the product or brand.

H2: Celebrity Endorsement partially influences Purchase Interest

Customer Reviews are said to be a factor that is able to influence consumer buying interest (Ichsan et al., 2018). According to Ningsih (2019), one part of the process of making purchasing decisions is customer reviews. Online reviews can be comments left by customers or content created by customers and uploaded to an online store's website. Research by Halim & Keni (2022) shows that positive reviews found in online forums indirectly increase the brand image of skincare products. Customer Reviews create trust so they have a significant influence on purchasing interest both indirectly and directly because they greatly influence the quality of an online shop and consumers' subsequent purchasing interest. This hypothesis states that customer reviews, both positive and negative, influence purchasing interest. Consumers tend to consider reviews from other customers before making a purchasing decision. If the majority of customer reviews are positive, then buying interest will likely increase. Conversely, if the majority of reviews are negative, buying interest will likely decrease.

H3: Customer Reviews partially influence Purchase Interest.

2.5 Conceptual Framework

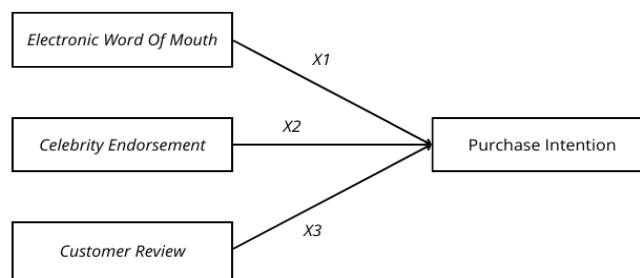


Figure 1. Research Conceptual Framework

3. Research Methods

In this research, the methodological approach applied combines techniques for collecting and examining quantitative type data. Sample selection method used is a non-probability sampling technique. Non-probability sampling is a sample selection method that does not allow equal opportunities for each element in the population to be selected as a sample, in accordance with the explanation of Sugiyono (2018). Considering that not all individuals meet the requirements desired by researchers, the groups selected as respondents are as follows:

- a. People in Yogyakarta have actively used the internet for at least the last 3 months
- b. Have you ever seen Electronic Word of Mouth (E-WOM), Celebrity Endorsements, and Customer Reviews or at least seen social media Instagram, Twitter, Tiktok, and Google Reviews regarding Bloomery Cake & Patisserie Yogyakarta, both as an actual consumer and a potential consumer.
- c. Are in the age range 12 to 39 years

In this research, the main technique for collecting data involves questionnaire distribution. One of the common methods in preparing this questionnaire is the application of an ordinal scale, better known as a Likert scale. This scale consists of five response levels ranging from 1, which indicates 'Strongly Disagree', to 5, which indicates 'Strongly Agree'.

Variable	Variable Definition	Indicator	Questionnaire Statement
Electronic Word of Mouth (X1)	<p>Theoretical Definition: E-WOM (Electronic Word of Mouth) is a marketing strategy that uses the internet to generate word-of-mouth effects to support business and marketing objectives. Kotler & Keller (2022)</p> <p>Operational definition : E-WOM is a review, both positive and negative, made by customers of Bloomery Cake Patisserie on the internet, to show their satisfied reactions to Bloomery products Cake Patisserie, so that it can produce effects to support marketing objectives.</p>	<p>a) Intensity E-WOM</p> <p>b) Validity E-WOM</p> <p>c) Content E-WOM</p> <p>Goyette et al (2012:52)</p>	<p>a) Intensity of accessing review features or viewing reviews on social networking sites.</p> <p>b) The intensity of reviews written by users of social networking sites.</p> <p>a) Positive comments from social networking site users</p> <p>b) Recommendations from social networking site users</p> <p>a) Information about product variety and quality.</p> <p>b) Information about the prices offered.</p>
Celebrity Endorsement (X2)	<p>Theoretical Definition: Celebrity endorsement is a company strategy to use the services of celebrities or film figures who are known to the public to star in advertisements for their products in information media (Algiffary et al., 2020).</p> <p>Operational definition: Celebrity endorsement is strategy Bloomery Cake & Patisserie by using the services of celebrities or film figures who are known to the public to star in product advertisements Bloomery Cake & Patisserie in information media.</p>	<p>a) Visibility</p> <p>b) Credibility</p> <p>c) Attraction</p> <p>d) Power</p> <p>Bimal et al.,(2015) inAward, R. (2022)</p>	<p>a) Frequency level celebrity endorsers appeared in the media.</p> <p>a) Skill(expertise) Celebrities who have high expertise in this factor will have intelligence, expertise, ability and extensive knowledge, experience and training.</p> <p>a) Similarity(similarity) in common with the endorser who describes the advertisement emotionally, it makes the purpose of the advertisement more effective.</p> <p>a) Charm or charisma that can influence consumer thinking.</p>
Customer Review (X3)	<p>Theoretical Definition:</p>	<p>a) Perceived Usefulness</p>	<p>a) Get benefits from the review feature.</p>

	<p>Customer reviews are opinions, experiences, or testimonials given by consumers about a product or service after they have used it (Latief, F., et al., 2020).</p> <p>Operational definition : Customer review are opinions, experiences, or testimonials given by consumers about a product or service after the consumer visits Bloomery Cake & Patisserie</p>	<p>(Perceived benefits)</p> <p>b) Source Credibility (Source Credibility)</p> <p>c) Argument Quality (Quality of Argument)</p> <p>d) Valance</p> <p>Harimukti W in Asiyah & ABS, (2020)</p>	<p>a) Ensure valid information.</p> <p>a) The argument must demonstrate a deep understanding of the product.</p> <p>a) Reviews influence consumers in purchasing.</p>
Interest to Buy	<p>Theoretical Definition: Purchase intention, also known as buying interest, is the tendency of a buyer to buy goods or services with a particular brand related to the purchase. (Kotler & Keller, 2022).</p> <p>Operational definition : Purchase intention, also known as buying interest is the tendency of a buyer to purchase the product related to the purchase Bloomery Cake & Patisserie</p>	<p>a) Exploratory Interest.</p> <p>b) Interest Preferensial</p> <p>c) Interest Referentia</p> <p>d) Transactional Interest</p> <p>Ferdinand (2014)</p>	<p>a) Interested in advertising a product.</p> <p>a) Convince consumers that the brand it's different.</p> <p>a) Recommend products to people around you.</p> <p>a) Comparison of product prices with other products</p>

Table 1 Definition of Variable and Indicators

Quantitative validity is usually referred to as construct validity, namely a test that shows how good the results obtained through the use of a measurement are in accordance with the use of theory to describe the construct (Abdillah & Hartono, 2015). Sugiyono (2019) stated that research results are reliable if there are similarities in data at different times. Validity and reliability tests were carried out to test the device. The instrument is said to be valid if $r_{count} > r_{table}$ with a confidence level of 95%. An instrument is considered damaged if $r_{count} < r_{array}$. The Cronbach's alpha value of the variable is > 0.60 so that the variable is recognized as reliable.

The classic assumption test is a test of the feasibility of a multiple linear regression model which is used to test data quality. Classic Assumption Test includes:

- A. Normality Test according to Ghozali (2016), the normality test is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution. The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. The data normality test can be carried out using the Normal P-Plot Of Regression Standardized Residual test, namely with the following conditions:
 - If the data points in the P-Plot follow a straight line pattern, then the data can be concluded to be normally distributed.
 - If the data points in the P-Plot do not follow a straight line pattern, and form a curved pattern, then the data cannot be concluded to be normally distributed.
- B. Multicollinearity Test according to Ghozali (2016) in multicollinearity testing aims to find out whether the regression model found any correlation between independent

variables or independent variables. Multicollinearity Test Conditions, to find out whether or not there is multicollinearity in the regression model can be determined from the tolerance value and variance inflation factor (VIF) value.

Guidelines based on Tolerance Values:

- If the tolerance value is greater than 0.10 then multicollinearity does not occur
- If the tolerance value is smaller than 0.10 then multicollinearity occurs

Guidelines based on VIF Value:

- If the VIF value is <10.00, it means that there is no multicollinearity in the regression model
- If the VIF value is > 10.00, it means that multicollinearity occurs in the regression model

C. Heteroscedasticity Test, where this test aims to test whether in a regression model, there is a variation in variance from the residuals from one observation to another.

- If the variants are different, it is called heteroscedasticity. One way to find out whether there is heteroscedasticity in a multiple linear regression model is by looking at the scatter plot graph or from the predicted value of the dependent variable, namely SRESID with the residual error, namely ZPRED.
- If there is no particular pattern and it does not spread above or below zero on the y-axis, then it can be concluded that heteroscedasticity does not occur. A good research model is one that does not contain heteroscedasticity (Ghozali, 2016).

D. Autocorrelation Test according to Ghozali (2016) The autocorrelation test is only carried out on time series data and does not need to be carried out on cross section data such as in questionnaires where measurements of all variables are carried out simultaneously at the same time. The autocorrelation test is used to test whether in a linear regression model there is a correlation between confounding errors in period t and errors in period t-1 (previous).

- If correlation occurs, it is called an autocorrelation problem. To overcome the occurrence of autocorrelation, it is based on the Durbin Watson (dW) method.
- If the results of the Durbin Watson (dW) calculation are greater than the table values of dL and dU, then this means that there is no autocorrelation. The dL and dU values can be seen in the Durbin-Watson statistical table at the important point level of 0.05.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y	= Interest to Buy
A	= Constant
$b_1 b_2 b_3 b_k$	= Partial Regression Coefficient
X1	= Electronic Word Of Mouth (E-Wom)
X2	= Celebrity endorsement
X3	= Customer Review
It is	= Error or remainder

After carrying out the classical assumption test, and the data is declared normal, there is no multicollinearity, and there is no heteroscedasticity, the data can be processed further in accordance with the research objectives. The steps that are often used in multiple linear regression analysis are the Determination Coefficient, F Test, and t Test.

a. The coefficient of determination in linear regression is often interpreted as how much ability all independent variables have in explaining the variance of the dependent variable. In simple terms, the coefficient of determination is calculated by squaring the Correlation Coefficient (R). The Adjusted R Square value can increase or decrease with the addition of new variables, depending on the correlation between the additional independent variable and the dependent variable. The Adjusted R Square value can be negative, so if the value is negative, then the value is considered 0, or the independent variable is completely unable to explain the variance of the dependent variable. In this case, the coefficient of determination test is carried out to find out how much influence the independent variables (E-WOM, celebrity endorsement, and customer reviews) have on the dependent variable (purchase interest).

b. The F test is a goodness of fit test that must be carried out in linear regression analysis. In hypothesis testing, the F test determines the simultaneous influence of the E-WOM, celebrity endorsement and customer review variables on purchasing interest. F test testing conditions:

1. Based on the significance value of the Anova Output:
 - If the value of Sig < 0.05 then there is an influence of X1, X2, and X3 simultaneously on Y
 - If the value of Sig > 0.05 then there is no simultaneous influence of X1, X2, and X3 on Y
2. Based on the comparison of the calculated F value with F Table:
 - If the calculated F value $> F$ table then there is a simultaneous influence of X1, X2, and X3 on Y
 - If the calculated F value $< F$ table then there is no influence of X1, X2, and X3 simultaneously on Y

c. The t test aims to find out whether the independent variable or independent variable (X) partially (individually) has an effect on the dependent or dependent variable (Y). In this case, the t test is to determine the partial influence of the E-WOM, celebrity endorsement and customer review variables on purchasing interest. Basics for taking the Partial t Test:

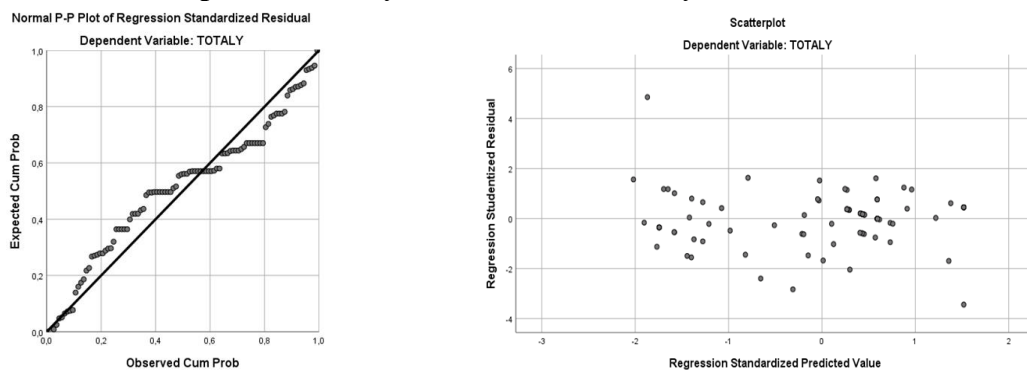
1. Based on significance value (Sig.)
 - If the Significance value (Sig.) < 0.05 then there is an influence of the independent variable (X) on the dependent variable (Y)
 - If the Significance value (Sig.) > 0.05 then there is no influence of the independent variable (X) on the dependent variable (Y)
2. Based on the comparison of the calculated t value with the t table:
 - If the calculated t value $> t$ table then there is an influence of the independent variable (X) on the dependent variable (Y).
 - If the calculated t value $< t$ table then there is no influence of the independent variable (X) on the dependent variable (Y)

4. Discussion

Respondents have met previously determined criteria. This research found that the characteristics of respondents who made purchases at Bloomery Cake & Patisserie based on age level 12-20 years had a percentage of 27%, age 21-29 years was 48%, age 30-38 years had a percentage of 21%, and age > 39 years old has a percentage of 4%. It can be seen that the majority of the sample in this study were aged 21-29 years. The average of the Electronic Word of Mouth (E-WOM) variable is 4.31, which is in the very good category according to respondents. The average of the Celebrity endorsement variable is 4.24, which is in the very good category according to respondents. The average Customer Review variable of 4.34 is in the very good category according to respondents. The average Purchase Interest variable of 4.28 is in the very good category according to respondents.

Validity tests have been carried out and all question items in the questionnaire have a calculated r value greater than the r table value so that all statement items are declared valid. Based on the value reliability testCronbach’s alpha from the instrument Electronic Word of Mouth (E-WOM) is 0.813, Celebrity Endorsement of 0.787, Customer Review amounted to 0.731, and buying interest amounted to 0.727. We can see together that all values of Cronbach's alpha of each variable are greater (>) than 0.60. So it can be concluded that all variables are said to be reliable.

Graph 1.Normality and Heteroscedasticity Test



Normality analysis on the three dependent variables (Electronic Word Of Mouth (E-WOM), Celebrity Endorsement, and Customer Review) shows a straight-line pattern on the P-Plot graph. This indicates that the residual data from the research regression model is normally distributed. The results of calculating the Tolerance value show that there are no independent variables that have a Tolerance value <0.10. The results of calculating the VIF (Variance Inflation Factor) value also show the same thing, there is not one independent variable that has a VIF value > 10. Therefore, it can be concluded that there is no multicollinearity between the independent variables in the regression model on the three dependent variables (Electronic Word Of Mouth (E-WOM), Celebrity Endorsement, Customer Review). Heteroskedasticity analysis on the three dependent variables (Electronic Word Of Mouth (E-WOM), Celebrity Endorsement, Customer Review) shows that the data points on the scatterplot are distributed randomly, without showing any particular pattern. This identifies that the residual variance is constant and there is no heteroscedasticity

Table 2.Multiple Linear Regression Analysis

Model			Beta	t	Say.		
	B	Std. Error				Tolerance	VIF
(Constant)	2,855	1,256		2,273	,025		
E-Wom (X1)	,244	,083	,357	2,937	,004	,294	3,403
Celebrity Endorsement (X2)	,213	,106	,231	2,014	,047	,331	3,023
Customer Review (X3)	,250	,115	,240	2,177	,032	,355	2,813

Based on the table, the multiple linear regression equation is obtained as follows:

$$Y=2.855+0.244X1+0.213X2+0.250X3$$

The value of the regression equation with a constant of 2.855 means that if the value of the Electronic Word Of Mouth (E-WOM), Celebrity Endorsement, and Customer Review

variables is considered constant or has a value of 0 then consumers will still have a positive purchasing decision. A positive value for each independent variable coefficient indicates a unidirectional relationship between each independent variable and the dependent variable. However, if you look further at the t test (significance of influence) on variable X2, which shows there is no significant influence, then the positive coefficient on the ease of use variable becomes meaningless. The interpretation of the positive coefficients in X1 and The Adjusted R Square value is 0.571 (57.1%), which means that the ability of the Electronic Word Of Mouth (E-WOM), Celebrity Endorsement, Customer Review variables to explain the variance of the purchase interest variable is 57.1%, while it is 42.9 The remaining % is influenced by other independent variables not tested in this study. The F test shows that the calculated F value is $44.887 > F$ table 2.70, so E-WOM(X1), Celebrity Endorsement(x2), and Customer Review(X3) which means Electronic Word Of Mouth (E-WOM), Celebrity Endorsement, Customer Reviews simultaneously influence purchasing interest.

The t test shows that the calculated t value of the Electronic Word of Mouth (E-WOM) variable is 2.937, which is a higher value compared to the t table of 1.984, meaning that the Electronic Word of Mouth (E-WOM) variable has a significant effect on Purchase Interest, as well as from sig value $0.004 < 0.05$ means that Electronic Word of Mouth (E-WOM) influences Purchase Interest. The test results show that Electronic Word of Mouth (E-WOM) has a positive and significant effect on trust. Based on the test results, it can be concluded that the second hypothesis is accepted. The results of this research are under the research results of Erika Kristina (2021) which states that Electronic Word of Mouth (E-WOM) has a positive and significant effect on consumer buying interest. With the existence of Electronic Word of Mouth (E-WOM) made by previous consumers regarding the product Bloomery Cake & Patisserie, consumers are more likely to trust recommendations from others because online reviews, testimonials on social media, and recommendations from influencers are considered more credible sources of information than traditional advertising. Not only that, Electronic Word of Mouth (E-WOM) reaches a wide audience quickly and easily. Through the internet, information can spread in seconds throughout the world. This allows businesses to reach more potential customers at lower costs.

The t test shows that the calculated t value of the Celebrity Endorsement variable is 2.014, which is a higher value than the t table of 1.984, meaning that the Celebrity Endorsement variable has a significant effect on Buying Interest, and from a sig value of $0.047 < 0.05$, Celebrity Endorsement has an effect on Buying Interest. The test results show that Celebrity Endorsement has a positive and significant effect on trust. Based on the test results, it can be concluded that the second hypothesis is accepted. This research found that Celebrity Endorsements have a positive and significant influence on consumer buying interest. This is in line with research by Dikdik Harjadi (2022) which states that Celebrity Endorsements have a positive and significant effect on consumer buying interest. Consumers tend to trust and are interested in buying products recommended by celebrities they idolize. Celebrity endorsements can also increase consumer awareness of products and build a positive image of Bloomery Cake & Patisserie products in the eyes of consumers.

The t test showed that the calculated t value of the Customer Review variable was 2.117, which was higher than the t table of 1.984, meaning that the Customer Review variable partially had a significant effect on Purchase Interest, and from a sig value of $0.032 < 0.05$, Customer Reviews had an effect on Purchase Interest. The test results show that Customer Review positive and significant effect on trust. Based on the test results, it can be concluded that the second hypothesis is accepted. This research found that Customer Reviews have a positive and significant influence on consumer buying interest. This is in line with research by Sofia Amalia (2023) which states that Customer Reviews have a positive and significant influence on consumer buying interest. Consumers tend to trust reviews from fellow consumers more than

a company's marketing claims. Positive customer reviews can provide confidence and valuable information about real experiences in purchasing Bloomery Cake & Patisserie products.

5. Conclusion

This research found that Electronic Word of Mouth (E-WOM), Celebrity Endorsement, and Customer Reviews simultaneously influenced purchasing interest in Bloomery Cake & Patisserie. Electronic Word of Mouth (E-WOM) partially influences purchasing interest in Bloomery Cake & Patisserie. Celebrity Endorsement partially influences purchasing interest in Bloomery Cake & Patisserie. Online customer reviews partially influence purchasing interest in Bloomery Cake & Patisserie

- **Electronic Word of Mouth (E-WOM)**
The advice given to Bloomery Cake & Patisserie regarding Electronic Word of Mouth (E-WOM) is to pay attention to the Electronic Word of Mouth (E-WOM) circulating on all existing social media and then try to organize the E-WOM (such as responding and replying). the E-WOM). So that in the end the E-WOM seen by respondents can be understood clearly because there is a further response/explanation from Bloomery Cake & Patisserie.
- **Celebrity Endorsement**
The advice given by Bloomery Cake & Patisserie regarding Celebrity Endorsements, to improve further attention to the selection of celebrities used, needs to consider what the celebrity's image is in recent times, needs to consider what the celebrity's image is currently, whether they have been involved in scandals or not, and so on .. Then apart from that, you also need to choose and pay attention to how celebrities are used when making endorsements, it's good if they have good knowledge about Bloomery Cake & Patisserie itself. So it is recommended for Bloomery Cake & Patisserie to provide a special brief for them before advertising Bloomery Cake & Patisserie and review it before they advertise it either on Bloomery Cake & Patisserie social media or the celebrities themselves.
- **Customer Review**
Suggestions given to Bloomery Cake & Patisserie regarding Customer Reviews To increase responses to Customer Reviews, Bloomery Cake & Patisserie can adopt a proactive and responsive approach. First, it's important to respond to each review quickly and in a polite manner. A quick response shows that a company cares about what their customers think. Additionally, responding well to criticism and gratitude to customers who provide negative feedback can demonstrate a willingness to learn and improve. Offer appropriate solutions or compensation if there are complaints, and invite customers to talk privately if necessary. Asking for positive reviews after an issue is resolved can help improve the image Bloomery Cake & Patisserie . Lastly, use reviews as a learning tool to continuously improve products and services, and provide ongoing response to reviews overall. With this approach, Bloomery Cake & Patisserie can build strong relationships with customers and improve its business reputation.

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