

FACTORS AFFECTING PURCHASE INTENTION OF NU GREEN TEA PRODUCT IN JABODETABEK

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Abstract: The purpose of this research is to identify whether Brand Ambassador, E-WOM Quality, E-WOM Quantity, and Sender's Expertise have influenced on consumer Purchase Intention on Nu Green Tea products in Jabodetabek. The population used in this study is people who live in Jabodetabek who have never bought Nu Green Tea. The method used to conduct this research is purposive sampling method. The sample used in this study was 137 respondents. The statistical method used is multiple regression analysis to test the hypothesis of the variables in this study. The results of this study showed that Brand Ambassador and Sender's Expertise have influenced on Purchase Intention. Meanwhile, E-WOM Quality and E-WOM Quantity have no effect on Purchase Intention.

Keywords: *Brand Ambassador, E-WOM Quality, E-WOM Quantity, Sender's Expertise, and Purchase Intention*

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1. Introduction

Internet is a medium that can provide information and facilitate communication between one another at this time. Internet users in Indonesia have a fairly high number. In 2018, according to the LAPORAN SURVEI INTERNET APJII (2020), there were 171.17 million internet users out of 264.16 million people in Indonesia, or as much as 64.8 percent. This increased when the Covid-19 pandemic emerged in 2019. Meanwhile, in the second quarter of 2019-2020 there were 196.71 million internet users out of 266.91 million people in Indonesia or as much as 73.7 percent. This has increased due to the large number of activities carried out remotely, requiring the use of the internet, such as studying and working online.

Apart from working and studying, internet users in Indonesia mostly use it for online shopping. According to the LAPORAN SURVEI INTERNET APJII (2020), the reason for using the internet as the fifth choice is for online shopping as much as 10.7 percent. One of the causes of this is due to the rampant pandemic so that people are worried about going out of the house to meet their needs. In addition, people choose to use e-commerce because it can make it easier to carry out digital transactions such as Shopee, Tokopedia, or Bukalapak as an alternative.

According to survey results from the Asosiasi Digital Marketing Indonesia (2021) in 2021, 269.6 million food and beverage products were sold at Shopee and Tokopedia. The highest sales were from chips and crackers, namely 2.4 million products. For the category of other food and beverage products, 1.2 million products were sold.

In the past few years, the market for soft drinks in Indonesia has continued to grow. Based on data from the Central Bureau of Statistics, consumption needs for processed drinks including tea, coffee, milk and others have increased and decreased in different ways from year to year in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek). In a situation where the need for the same drink is the same, consumers can choose different types of products, so that they don't only compete in one type of soft drink. However, various brands of other types of soft drinks can also be selected to meet the same drinking needs.

Tea is a drink made from shoot leaves which creates a healthy and fresh taste at the same time. Tea is also widely consumed by the public because it has a high oxidant content and is beneficial for health.

According to data from the Central Bureau of Statistics (BPS), the average weekly consumption of tea per capita in Indonesia has experienced an increase, but the decline has dominated. The level of tea consumption was at 51.5 ml in September 2021. This value has decreased by 16.94 percent where previously in March 2020 it reached 62 ml.

Nu Green Tea is a delicious and fresh drink made from quality green tea leaves. Nu Green Tea's Top Brand Index ranks first compared to other packaged light green tea beverage competitors. Even so, Nu Green Tea experienced a significant decline in 2018, which decreased to 32.4. Then, it increased again in 2019 to 49.2. Meanwhile, in 2020 and 2021 it will also experience a decline. In a sense, there is a decrease in the level of consumer purchase intention towards Nu Green Tea products.

According to Utami et al. (2020), Purchase Intention is a scale in which a consumer plans to buy products online under certain conditions from the internet. Factors that can influence purchase intentions for Nu Green Tea packaged beverage products, is namely product reviews. The widespread use of the internet makes it easier to review a product, which is done online. Online reviews of a product can be obtained from marketplaces, product social media, or someone who is an expert in that field.

However, online reviews, which can also be called Electronic Word of Mouth (E-WOM), need to pay attention to several factors, including E-WOM Quality, E-WOM Quantity, and Sender's Expertise. Senecal and Nantel (2004) define E-WOM Quality as quality online review information from consumers who experience certain products that can influence consumer perceptions. According to Cheung and Thadani (2010), E-WOM Quantity refers to the total number of comments uploaded. Guo and Zhou (2016) say that Sender's Expertise refers to the amount of knowledge a reviewer has about a product or service, as well as their ability and motivation to provide correct and honest information. Therefore, it is important for companies to maintain the quality and quantity of online reviews and the credibility of the sender of these online reviews.

The next factor that can influence consumer purchase intentions for Nu Green Tea products is the marketing strategy used by the company. Nowadays, many companies use celebrity endorsers as a marketing strategy. According to Clow and Baack (2018) Brand Ambassadors are individuals sponsored by brands they like where the brand company will provide incentives or awards for their services.

In 2020, Nu Green Tea used one of the marketing strategies to make product advertisements more attractive to customers, namely by recruiting celebrities as Brand Ambassadors for these products. Usually, if a favorite idol becomes a Brand Ambassador for a certain beauty product, then customers will automatically tend to support that idol by buying the products they advertise. Also, consumers will believe in the stories or opinions conveyed by the Brand Ambassador. In this regard, Nu Green Tea hooked up a boy band

from South Korea under the auspices of SM Entertainment, namely Neo Culture Technology 127 or commonly abbreviated as NCT 127 as the official Brand Ambassador of its products.

However, there are also other factors that can affect the intention to buy Nu Green Tea products, namely changes in consumer behavior. Today, many people are aware of the importance of health in the body. Drinking packaged tea drinks too often will make body's health decline. This encourages people to remain careful in fulfilling their drinking needs.

Therefore, based on the description above, this study will raise the title “FACTORS AFFECTING THE PURCHASE INTENTION OF NU GREEN TEA PRODUCTS IN JABODETABEK”.

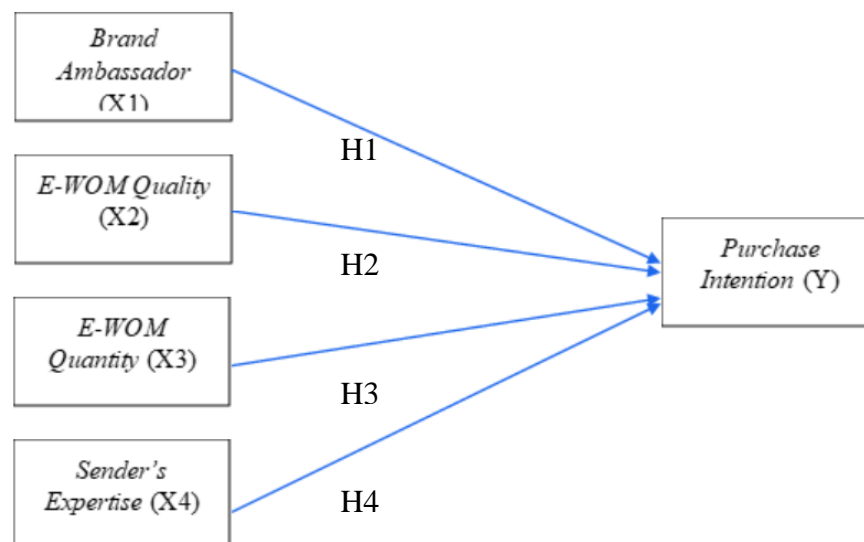


Figure 1 Theoretical Framework

Brand Ambassadors

Brand Ambassadors are individuals sponsored by a brand they like where the brand company will provide incentives or awards for their services (Clow & Baack, 2018, 302). According to Kotler & Armstrong (2021, 420), a Brand Ambassador is someone who represents the company's brand to customers and makes an impact so they can provide positive feedback. According to Utami et al. (2020), Brand Ambassador is usually a young person who is trained and has full energy who is recruited by a company to promote their product consistently which is usually applied in their daily life to get brand attention from the target audience. With the existence of brand ambassadors, it is hoped that they can become spokespersons for brands so that they quickly stick in the minds of consumers, so that consumers have an interest in the brand or intend to buy the brand. In addition, celebrities can be used as an appropriate tool to represent the target market segment.

Based on previous research by Utami et al. (2020) obtained results which stated that Brand Ambassadors had a positive influence on Purchase Intention. Research conducted by Immaculata and Utami (2021) states that Brand Ambassadors have an effect on Purchase Intention. Also, Putri et al. (2021) states that Brand Ambassadors have a significant influence on Purchase Intention. Meanwhile, another study conducted by Rahayu and Jamiat (2021) states that Brand Ambassadors have a significant negative influence on Purchase Intention. Research from Achmad et al. (2021) states that Brand Ambassadors have a positive and significant effect on Purchase Intention by using Brand Image as mediation.

Due to the inconsistency of the results above, the following hypothesis is made:

H1: There is an influence of Brand Ambassador NCT 127 on consumer Purchase Intention for Nu Green Tea products in Jabodetabek.

Electronic Word of Mouth Quality

According to Bhattacharjee and Sanford (2006), E-WOM Quality can be defined as the convincing power of reviews or comments embedded in informational messages. Senecal and Nantel (2004) define E-WOM Quality as quality online review information from consumers who experience certain products that can influence consumer perceptions. According to Lin et al. (2013) and Bataineh (2015) state that high-quality E-WOM can bring many benefits for consumers to obtain information and increase knowledge, especially at the pre-purchase process stage. So, before consumers make product purchases, consumers will look for high-quality information. In addition, informative and engaging product reviews and comments can have a powerful impact on the consumers who view them, influencing their purchase intentions.

Research conducted by Utami et al. (2020) states that E-WOM Quality has a positive influence on Purchase Intention. Research conducted by Lkhaasuren and Nam (2018) states that E-WOM Quality has a significant effect on Purchase Intention. Mariasih and Setiyaningrum (2021) state that E-WOM Quality has a direct effect on Purchase Intention. Meanwhile, Mehryar et al. (2020) states that E-WOM Quality has a positive and significant effect on Purchase Intention. There are also the results of the same research by Mariasih and Setiyaningrum (2021) by adding Corporate Image as a mediating variable, namely Corporate Image mediates E-WOM Quality against Purchase Intention.

Based on these inconsistencies, the following hypothesis is made:

H2: There is an influence of E-WOM Quality on consumer Purchase Intention on Nu Green Tea products in Jabodetabek.

Electronic Word of Mouth Quantity

According to Cheung and Thadani (2010), E-WOM Quantity refers to the total number of comments uploaded. Maeyer (2012) states that E-WOM Quantity is an important dimension because it shows the popularity of information that consumers can explore, which makes them confident and reduces uncertainty when making purchases. According to Tajuddin et al. (2020), E-WOM Quantity is an important factor that influences consumers' assessment of recommended information and products because it represents product popularity. Product popularity can reflect the success of a product in the market. Therefore, the amount of feedback online is also an important factor.

The results of research conducted by Mehryar et al. (2020) state that the E-WOM Quantity has a significant and positive influence on Purchase Intention. Mariasih and Setiyaningrum (2021) state that the E-WOM Quantity has no direct effect on Purchase Intention. Meanwhile, the results of research from Lkhaasuren and Nam (2018) state that E-WOM Quantity does not have a significant influence on Purchase Intention. Based on research conducted by Utami et al. (2020) state that the E-WOM Quantity has no effect on Purchase Intention. Also, there are the same research results by Mariasih and Setiyaningrum (2021) by adding Corporate Image as a mediating variable, namely Corporate Image mediates E-WOM Quantity for Purchase Intention.

From the inconsistency of these results, the following hypothesis is made:

H3: There is an influence of the E-WOM Quantity on consumer Purchase Intention for Nu Green Tea products in Jabodetabek.

Sender's Expertise

According to Tajuddin et al. (2020), Sender's Expertise refers to the credibility of the sender as perceived by other customers. Guo and Zhou (2016) say that Sender's Expertise refers to the amount of knowledge a reviewer has about a product or service, as well as their ability and motivation to provide correct and honest information. According to Dou et al. (2012), Sender's Expertise is an important predictor in the early stages of the consumer buying process, and contributes to the perceived credibility of the message.

Research conducted by Lkhaasuren and Nam (2018) states that Sender's Expertise has a significant influence on Purchase Intention. The results of this study are in line with research conducted by Mariasih and Setiyaningrum (2021), where Sender's Expertise has a direct effect on Purchase Intention. Meanwhile, research conducted by Utami et al. (2020) and Mehyar et al. (2020) states that Sender's Expertise has no effect on Purchase Intention. There is also research which results that Corporate Image mediates Sender's Expertise on Purchase Intention carried out by Mariasih and Setiyaningrum (2021).

Based on the inconsistency of the research results above, the following hypothesis is made:

H4: There is an influence of Sender's Expertise on consumer Purchase Intention on Nu Green Tea products in Jabodetabek.

Purchase Intentions

Purchase Intention is a scale in which a consumer plans to buy products online under certain conditions from the internet (Utami et al. 2020). Purchase intention or intention to make a purchase is an intention that arises from the process of learning and problem solving in potential consumers in making decisions to choose or use a brand or product (Imbayani and Gama 2018).

According to Setiawan and Briliana (2021), Purchase Intention is an action that arises after having a positive attitude towards a particular brand so that it is possible, planning, and willing to buy that brand's product or service again in the future. From the consumer's point of view, it refers to the plan to own a product.

2. Research Method

The sampling technique used in this study was non-probability sampling, namely the purposive sampling method. According to Sugiyono (2019, 133), purposive sampling is a sampling technique with certain considerations.

This study uses primary data. According to Sugiyono (2019, 194), primary data is data sources that directly provide data to data collectors. This primary data was collected by the author themselves through a questionnaire made with Google Form and shared online and offline. Respondents in this study were individuals who live in Greater Jakarta (Jabodetabek) and have never bought Nu Green Tea. Data was successfully collected from 226 respondents and as many as 89 respondents did not meet the criteria, so that the sample that could be used was 137. All variables in this study were tested using a Likert scale. The question indicators for each variable are sourced from the article of journal of Utami et al. (2020) with the title "Celebrity Brand Ambassador and e-WOM as Determinants of Purchase Intention: A Survey of Indonesian Celebrity Cake".

3. Results and Discussion

3.1. Results

This research uses normality test, validity test, reliability test, classic assumption test, and multiple regression analysis.

Table 1 displays the characteristics of the sample from this study.

Table 1 Respondent Descriptive Statistics

Characteristic	Category	Frequency
Gender	Female	114
	Male	23
Domicile	Jakarta	36
	Bogor	22
	Depok	28
	Tangerang	27
	Bekasi	24
Age	18 – 22	98
	23 – 27	26
	28 – 32	8
	33 – 37	0
	38 – 42	2
	>42	3
Latest Education	High School	79
	Diploma/Bachelor	55
	Postgraduate	3
Occupation	Student	84
	Private Employee	33
	Civil Servant	1
	Others	19
Income/month	0 – Rp 2.500.000,00	85
	>Rp 2.500.000,00 – Rp 5.000.000,00	31
	>Rp 5.000.000,00 – Rp 7.500.000,00	9
	>Rp 7.500.000,00 – Rp 10.000.000,00	7
	>Rp 10.000.000,00	5

(Source: Questionnaire processed with SPSS 25)

Respondents mostly are female, domiciled in Jakarta with age are from 18 to 22 years old who are undergraduate students. Since mostly students, the salary is ranged from Rp 0 to Rp 2.500.000,-.

Table 2 Validity Test Result
Variable X1 (Brand Ambassador)

Variable	r value	r table	Validity
Brand Ambassador 1	0,620	0,1729	Valid
Brand Ambassador 2	0,672	0,1729	Valid
Brand Ambassador 3	0,753	0,1729	Valid
Brand Ambassador 4	0,548	0,1729	Valid
Brand Ambassador 5	0,667	0,1729	Valid
Brand Ambassador 6	0,639	0,1729	Valid

Variable X2 (E-WOM Quality)

Variable	r value	r table	Validity
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E-WOM Quality 1	0,715	0,1729	Valid
E-WOM Quality 2	0,654	0,1729	Valid
E-WOM Quality 3	0,680	0,1729	Valid
E-WOM Quality 4	0,749	0,1729	Valid
E-WOM Quality 5	0,808	0,1729	Valid
E-WOM Quality 6	0,712	0,1729	Valid

Variable X3 (E-WOM Quantity)

Variable	r value	r table	Validity
E-WOM Quantity 1	0,580	0,1729	Valid
E-WOM Quantity 2	0,680	0,1729	Valid
E-WOM Quantity 3	0,679	0,1729	Valid

Variable X4 (Sender's Expertise)

Variable	r value	r table	Validity
Sender's Expertise 1	0,637	0,1729	Valid
Sender's Expertise 2	0,778	0,1729	Valid
Sender's Expertise 3	0,720	0,1729	Valid
Sender's Expertise 4	0,628	0,1729	Valid
Sender's Expertise 5	0,473	0,1729	Valid

Variable Y (Purchase Intention)

Variable	r value	r table	Validity
Purchase Intention 1	0,782	0,1729	Valid
Purchase Intention 2	0,818	0,1729	Valid
Purchase Intention 3	0,824	0,1729	Valid
Purchase Intention 4	0,790	0,1729	Valid

(Source: Questionnaire processed with SPSS 25)

Table 2 shows all indicators are valid indicated by all r-values are greater than r-table.

Table 3 Reliability Test Result

Variable	Alpha	Keterangan
Brand Ambassador (X1)	0,855	Reliable
E-WOM Quality (X2)	0,896	Reliable
E-WOM Quantity (X3)	0,800	Reliable
Sender's Expertise (X4)	0,841	Reliable
Purchase Intention (Y)	0,910	Reliable

(Source: Questionnaire processed with SPSS 25)

The Cronbach Alpha value of all variables including the independent and dependent variables is above 0.70. Therefore, it can be said that each question of all variables in this study is reliable. Asymp value. Sig. (2-tailed) on the normality test results of the One-Sample Kolmogrov-Smirnov Test is 0.001, where the value is smaller than 0.05. However, the Exact Sig. (2-tailed) of 0.103, the value is greater than 0.05. Therefore, it can be concluded that the data is normally distributed after removing the outliers.

The multicollinearity test results stated that all independent variables were above 0.1 and the Variance Inflation Factor (VIF) was below 10. The Tolerance and VIF values for Brand Ambassadors were 0.573 and 1.746. Tolerance and VIF on E-WOM Quality 0.393 and 2.542. For E-WOM Quantity, it has Tolerance and VIF values of 0.548 and 1.826. Also, Sender's Expertise's Tolerance and VIF are 0.508 and 1.969. Therefore, it can be concluded that there

is no multicollinearity, meaning that there is no relationship between the independent variables.

Heteroscedasticity testing has different results for each variable. By using a 5% confidence level, the Brand Ambassador and Sender's Expertise variables have a Sig value. 0.009 and 0.000, where the value is below 0.05. This means that Brand Ambassador and Sender's Expertise have heteroscedasticity problems. Meanwhile, the value of Sig. E-WOM Quality and E-WOM Quantity are above 0.05, namely 0.553 and 0.070. This means that there is no heteroscedasticity problem in E-WOM Quality and E-WOM Quantity.

The results of the autocorrelation test stated that the Durbin-Watson value was 2.353. Meanwhile, the dL values obtained from the Durbin-Watson table with $\alpha = 5\%$ are 1.6492 and dU are 1.7769. Therefore, the Durbin-Watson values range from $4 - dL (2.3508) < 2.353 < 4$. This means that there is no negative autocorrelation.

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,619 ^a	0,383	0,363	2,68517

a. Predictors: (Constant), Total_SE, Total_BA, Total_EWOM_QN, Total_EWOM_Q
 (Source: Questionnaire processed with SPSS 25)

The regression equation obtained according to the value of B in the Unstandardized Coefficient table (Table 6):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 1.723 + 0.200X_1 + 0.158X_2 - 0.201X_3 + 0.393X_4 + e$$

In table 4, the value of $R = 0.619$, which is between $0.60 - 0.799$, means that statistically the relationship between the dependent variable (Purchase Intention) and the independent variables (Brand Ambassador, E-WOM Quality, E-WOM Quantity, and Sender's Expertise) are strong and positive.

Based on table 4, Adjusted R Square is 0.363. That is, statistically the magnitude of the variation in the dependent variable (Purchase Intention) can be explained by the independent variables (Brand Ambassador, E-WOM Quality, E-WOM Quantity, and Sender's Expertise) amounting to 36.3 percent. Meanwhile, the remaining 63.7 percent is explained by other variables not included in the regression model.

Table 5 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	555,633	4	138,908	19,266	0,000 ^b
	Residual	894,057	124	7,210		
	Total	1449,690	128			

a. Dependent Variable: Total_PI

b. Predictors: (Constant), Total_SE, Total_BA, Total_EWOM_QN, Total_EWOM_Q
 (Source: Questionnaire processed with SPSS 25)

Based on table 5, the significance value of the F-test is 0.000. This value is smaller than $\alpha = 0.05$, so it can be said that the model in this study is feasible or fit to use.

Table 6 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1,723	2,080		0,828	0,409
	Total_BA	0,200	0,094	0,198	2,124	0,036

	Total_EWOM_Q	0,158	0,098	0,181	1,612	0,109
	Total_EWOM_QN	-0,201	0,188	-0,102	-1,066	0,288
	Total_SE	0,393	0,096	0,403	4,071	0,000

a. Dependent Variable: Total_PI

(Source: Questionnaire processed with SPSS 25)

Based on table 6, it is known that the t-value for Brand Ambassador is 2.124. Meanwhile, the value of t-table with df = 124 and alpha 0.05 is 1.97928. The calculated t-value of the Brand Ambassador is greater than the t-table, meaning that Brand Ambassadors influence consumer Purchase Intention on Nu Green Tea products in Jabodetabek.

The t-value of E-WOM Quality is 1.612. It means the t-value of E-WOM Quality is smaller than the t-table, meaning that E-WOM Quality has no influence on consumer Purchase Intention on Nu Green Tea products in Jabodetabek.

The t-value of the E-WOM Quantity is -1.066. Meanwhile, the value of t-table is 1.97928. The calculated t-value of the E-WOM Quantity is smaller than the t-table, meaning that the E-WOM Quantity has no influence on consumer Purchase Intention on Nu Green Tea products in Jabodetabek.

The t-value of Sender's Expertise is 4.071. The value of t-table is 1.97928. The t-value of Sender's Expertise is higher than the t-table, meaning that Sender's Expertise influences consumer Purchase Intention on Nu Green Tea products in Jabodetabek.

3.2. Discussion

Brand Ambassador has influence on consumer Purchase Intention for Nu Green Tea products in Jabodetabek

Based on table 6, it is known that the Brand Ambassador significance of value is 0.036. The Brand Ambassador significance of value is less than 0.05, which means that the hypothesis testing is significant. From the table, it is known that the t-value for Brand Ambassador is 2.124. Meanwhile, the value of t-table with df = 124 and alpha 0.05 is 1.97928. The calculated t-value of the Brand Ambassador is greater than the t-table, meaning that H1 is accepted. Therefore, it can be concluded that Brand Ambassadors influence consumer Purchase Intention on Nu Green Tea products in Jabodetabek. Brand ambassadors have important role in affecting customer's intention to purchase Nu Green. Customers, particularly young generation, know well brand ambassadors. For them, brand ambassadors are the idol, then their interest in the product is influenced by their idol. They just follow what brand ambassadors say and do. The results of this study are in line with previous research by Utami et al. (2020), in which it states that Brand Ambassador has influence on Purchase Intention.

E-WOM Quality has influence on consumer Purchase Intention on Nu Green Tea products in Jabodetabek

It is known that the significance of value of E-WOM Quality in table 6 is 0.109. The significance of value of E-WOM Quality is greater than 0.05, which means that the hypothesis testing is not significant. From the table, it is known that the t-value of E-WOM Quality is 1.612. Meanwhile, the value of t-table with df = 124 and alpha 0.05 is 1.97928. The t-value of E-WOM Quality is smaller than the t-table, meaning that H2 is rejected. Therefore, it can be concluded that E-WOM Quality has no influence on consumer Purchase Intention on Nu Green Tea products in Jabodetabek. The customers do not think that E-WOM quality is important for them to consider of intention to purchase Nu Green. This

research is not in line with the research conducted by Utami et al. (2020), in which it states that E-WOM Quality has influence on Purchase Intention.

E-WOM Quantity has influence on consumer Purchase Intention for Nu Green Tea products in Jabodetabek

In table 6, it is known that the significance of value of the E-WOM Quantity is 0.288. The significance of value of the E-WOM Quantity is greater than 0.05, which means that the hypothesis testing is not significant. From the table, it is known that the t-value for the E-WOM Quantity is -1.066. Meanwhile, the value of t-table with $df = 124$ and $\alpha 0.05$ is 1.97928. The calculated t-value of the E-WOM Quantity is smaller than the t-table, meaning that H3 is rejected. Therefore, it can be concluded that the E-WOM Quantity has no influence on consumer Purchase Intention on Nu Green Tea products in Jabodetabek. The same as E-WOM Quality, E-WOM Quantity does not become a concern of young customers of Nu Green to buy. The results of this study are in line with research conducted by Utami et al. (2020), in which it states that E-WOM Quantity has no influence on Purchase Intention.

Sender's Expertise has influence on consumer Purchase Intention on Nu Green Tea products in Jabodetabek

Based on table 6, it is known that the significance of value of Sender's Expertise is 0.000. The significance value of Sender's Expertise is less than 0.05, which means that the hypothesis testing is significant. From the table, it is known that the t-value of Sender's Expertise is 4.071. Meanwhile, the value of t-table with $df = 124$ and $\alpha 0.05$ is 1.97928. The t-value of Sender's Expertise is higher than the t-table, meaning that H4 is accepted. Therefore, it can be concluded that Sender's Expertise influences consumer Purchase Intention on Nu Green Tea products in Jabodetabek. The results of this study are in line with research conducted by Utami et al. (2020), in which it states that Sender's Expertise has influence on Purchase Intention.

4. Conclusion

This study has the conclusion that Brand Ambassador and Sender's Expertise have an influence on consumer Purchase Intention on Nu Green Tea products in Jabodetabek. Meanwhile, other independent variables, namely E-WOM Quality and E-WOM Quantity, have no effect on consumer Purchase Intention for Nu Green Tea products in Jabodetabek.

4.1. Theoretical Implication

From those four hypotheses, two of which have impact while two others do not have. Previous studies show various results. This study also reveals various result that can be used for enriching existing theory. In many other cases, E-WOM has important role in affecting customer to buy. However, this study reveals otherwise. This can be a discussion among expert so that there is contribution to science particularly in marketing and social science.

4.2. Managerial Implication

Looking at the research results, Brand Ambassadors have important role in marketing. The company is expected to maintain a marketing strategy by using Brand Ambassadors and expanding the network for consumers to leave product reviews by adding channels for consumers. That way, companies can receive even more feedback from consumers. Feedback is important for company to evaluate and improve some necessary parts of services or products. Also, it is also urgent for companies to continue to innovate in creating new products that can meet consumer needs. Appropriate decision of choosing Brand Ambassador

for Nu Green is a key strategy so that it can attract more customers to increase their intention to purchase.

4.3. Limitation and Future Research

This research is also not without limitations. Among them is that the research scope is quite narrow because it only applies to individuals who are domiciled in Jabodetabek. Second, the model in this study is still simple, there are only independent and dependent variables amounting to only four variables.

In responding these limitations, the authors suggest several recommendations. It is recommended that further research able to add several other types of variables, namely mediating or moderating variables such as Brand Image or Brand Awareness. Future research can expand the population coverage so that it can use even more samples in order to gain more generalization. Further research is recommended to use product objects in other fields, not just food and beverage sector.

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