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THE INFLUENCE OF E-WOM AND CORPORATE REPUTATION ON DOWNLOAD INTENTION

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Abstract: *One of the competent institutions for character development and human resource development is higher education. A higher education institution can be considered of high quality if it has the appropriate techniques in processing all supporting elements, including good coordination systems between the university and students, as well as between students and the university as a form of preparing human resources that can compete. Along with the development of time in supporting natural resource management and accompanied by rapid technological development, various alternative local applications have emerged according to the urgent needs in maximizing the performance of a company, especially in terms of coordination. Universitas Bunda Mulia itself has provided an application for users in the academic environment, specifically students. This research aims to determine the impact of EWOM and Corporate Reputation on the intention to download the Universitas Bunda Mulia application. The approach used in this research is quantitative with regression tests. Our target sample is Universitas Bunda Mulia students and alumni. The sampling technique we used is the convenience sampling method with multiple regression analysis as a data analysis method.*

Keywords: *Marketing Communication; E-WOM; Corporate Reputation; Purchase Intention.*

Abstrak: Salah satu lembaga pembentuk karakter dan sumber daya manusia yang mumpuni adalah perguruan tinggi. Perguruan tinggi dapat dinilai bermutu apabila memiliki teknik yang tepat dalam pengolahan segala unsur pendukung termasuk didalamnya sistem koordinasi baik antar pihak universitas dengan mahasiswa maupun mahasiswa dengan universitas sebagai bentuk menyiapkan sumber daya manusia yang dapat bersaing. Seiring dengan perkembangan zaman dalam mendukung manajemen sumber daya alam dan disertai dengan perkembangan teknologi yang pesat, hadirilah berbagai alternatif aplikasi lokal sesuai kebutuhan dalam memaksimalkan kinerja suatu perusahaan khususnya dalam hal koordinasi. Universitas Bunda Mulia sendiri telah menyediakan aplikasi bagi pengguna dalam lingkungan akademis dan yang dikhususkan bagi mahasiswa. salah satunya adalah aplikasi Universitas Bunda Mulia. Penelitian ini bertujuan untuk mengetahui dampak dari EWOM dan juga Corporate Reputation terhadap minat mengunduh aplikasi Universitas Bunda Mulia. Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif dengan uji regresi.

Kata Kunci: Marketing Komunikasi; E-WOM; Corporate Reputation; Purchase Intention.

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INTRODUCTION

The rapid development of technology brought various alternative applications that are suitable for needs and can maximize the performance and coordination of a specific company. Nowadays the habits of interacting change and tend to be a similar with one and another (Nomleni & Aprodita, 2022). Universitas Bunda Mulia itself has provided an application for users in the academic environment, specifically for students, namely the Universitas Bunda Mulia application that can be downloaded on the Play Store or Apps Store. The application is useful so that students, prospective students, parents, and alumni can keep up-to-date information about Universitas Bunda Mulia. Furthermore, the application can also be used as a marketing tool for Universitas Bunda Mulia's activities.

Many customers see that the online environment today provides various useful information for all products or services (Hollebeek et al., 2014). The rapid development of the internet and social media makes it easy for customers to give feedback quickly and instantly. Even the use of information in application reviews on application shopping platforms such as the Play Store or Apps Store has a significant impact on interest in downloading an application. Several studies also explain that E-WOM itself has a significant impact, in addition to Corporate Reputation, which contains trust, credibility, reliability, and responsibility from both parties (Ardianto, 2010) who feel the impact of the development of E-WOM on decisions in downloading an application. In other words, if the loyalty of consumers to the brand got higher, then it will affect consumer's repurchase intention to the brand in the future (Wardana & Yulia, 2020). Following previous research, this study aims to examine whether E-WOM and Corporate Reputation have a significant impact on the interest in downloading applications for local use in the Universitas Bunda Mulia environment.

The widespread use of social media and mobile devices has led to the emergence of eWOM, where individuals share their opinions, experiences, and recommendations about products and services through digital channels. Previous research has shown that eWOM can influence consumer behavior, including purchase intention, but its impact

on download intention of mobile apps has not been extensively studied. A positive corporate reputation can enhance the perceived value of the app, while a negative reputation can deter users from downloading it. Previous research has investigated the impact of corporate reputation on consumer behavior in various contexts, but its effect on download intention of mobile apps has not been extensively studied. These arguments serve as the research problem for this research

The selected E-WOM variable in this study will focus more on reviews on applications that discuss Universitas Bunda Mulia, both in the App Store and Play Store. In addition, it is also seen from the perspective of corporate reputation in attracting attention to download the Universitas Bunda Mulia application. This is because the author observed that the number of application downloads from 2018 to 2022 is very low, below 10,000, so E-WOM covering the Universitas Bunda Mulia application that can be downloaded through the App Store and Play Store becomes the focus of research. Furthermore, previous studies also show that features of product does affect the interest of consumers in using said product (Putra & Ginting, 2022). Many previous studies also suggest that E-WOM has become important because information provided by third parties is proven to be more effective than information provided directly by the company (Park et al., 2007). Therefore, based on the researcher's experience, this study is worth conducting and is expected to contribute to improving the quality and being a preferred campus for the community, especially prospective new students.

LITERATURE REVIEW

Reputation Theory

Reputation Theory is explained as follows: Reputation begins with corporate identity as the first point reflected through the company name (logo) and other appearance, for example, through annual reports, brochures, product packaging, office interiors, employee uniforms, advertisements, media coverage, written and audio-visual materials (Ardianto, 2010). Corporate identity also includes non-physical aspects such as company values and philosophies, services, work style, and communication, both internally and externally. There are four aspects of corporate reputation that need to be addressed, namely: credibility (in the eyes of investors), trustworthiness (in the view of

employees), reliability (in the eyes of consumers), and responsibility (social responsibility).

Therefore, to assess the reputation of our university, we use the above factors, credibility, trustworthiness, reliability, and responsibility. The most important elements are the organizational views of the two main shareholders (shareholders in the company and public shareholders), employees, and customers. Because the study of corporate/institutional reputation is relatively new, some of the terminology has not been standardized. In some writings on corporate/institutional reputation, the term identity is often used to refer to visible symbols (logo, building design, color, etc.). We refer to this as the visual identity of the company. The definition of image (as in brand image) is a mental picture, while reputation is a track record.

Good Reputation

In short, reputation arises when established to understand the past and actions taken by a company. Established reputation is considered to originate from a company's credibility, reliability, responsibility, and trustworthiness. It also has the following characteristics:

- Reputation is a cognitive feature of the industry that crystallizes the perceived ranking of a company among its competitors
- Reputation is created from the bottom up as each of us applies our own personal combination of economic and social criteria, selfish and altruistic, in assessing the company and its future prospects
- Reputation is a portrait that unites various images of the company held by all its stakeholders. This indicates the overall appeal of the company to employees, consumers, investors, suppliers, and local communication.

The definition of a company's reputation is a representation of the perception of the company's past actions and future prospects that depicts the overall appeal of the company to all of its key stakeholders compared to other major competitors.

E-WOM (Electronic Word of Mouth)

Electronic word-of-mouth (E-WOM) refers to positive or negative comments about a company's products or services, shared with third parties that can make them more interested or even disinterested in buying the company's products or services (Wang & Rodgers, 2011). E-WOM is usually created by consumers or the company itself, and can be shared through various media such as social media, blogs, vlogs, or discussion forums (Erkan, 2016).

Consumer-created E-WOM has been proven to be more valuable and trustworthy, as it is based on personal experience. Negative E-WOM has also been shown to have a greater impact on purchasing decisions. More well-known websites are also likely to provide more effective and trustworthy E-WOM (C. Park & Lee, 2008). According to previous studies, the main reason consumers read E-WOM is to save time and help them make informed decisions. E-WOM is also used to avoid risks when buying a product. Previous researchers have also found that the impact of E-WOM can significantly increase a company's sales. In addition, reviews written on a website have been shown to have a positive influence on bookings for other service companies.

E-WOM Characteristics

This research focuses on three characteristics of E-WOM, which are the Quality of E-WOM Quantity of E-WOM and Credibility of E-WOM.

The Quality of E-WOM can be measured by the quality of the information itself. The quality referred to is related to the relevance, timeliness, accuracy, and completeness of the information (Cheung & Thadani, 2010). A good online review should be clear, easily understood, objective, and complete so that it can create a positive shopping decision (Lin et al., 2013).

Aside from EWOM quality, EWOM quantity also plays an important role as EWOM characteristics. EWOM quantity can be defined as the total number of comments, reviews, or feedback written or posted for a specific online product or service. The number of reviews or comments helps them to become more observable by consumers (Cheung & Thadani, 2010). Big number of reviews provides the observer a wider perspective and more information of the product and a big number of reviews also represent the big sales of the product itself, potential consumers will say “many people

also bought this product”, thus enhancing the confidence in purchase decision (Lin et al., 2013; C. Park & Lee, 2008).

The final characteristic of E-WOM is the credibility of EWOM. The concept of credibility in E-WOM is based on the 4C Credibility Theory which consists of Community, Competence, Content, and Consensus. Community relates to the relationship between the sender and receiver of the E-WOM, Competence focuses on the sender's competence and level of experience regarding the product or brand that is the center of the E-WOM. Content focuses on the clarity of the information provided, both in terms of the content of the E-WOM and the language used, while Consensus focuses on the resonance of the existing E-WOM, the more relevant the E-WOM is to the customer experience, the more effective it is.

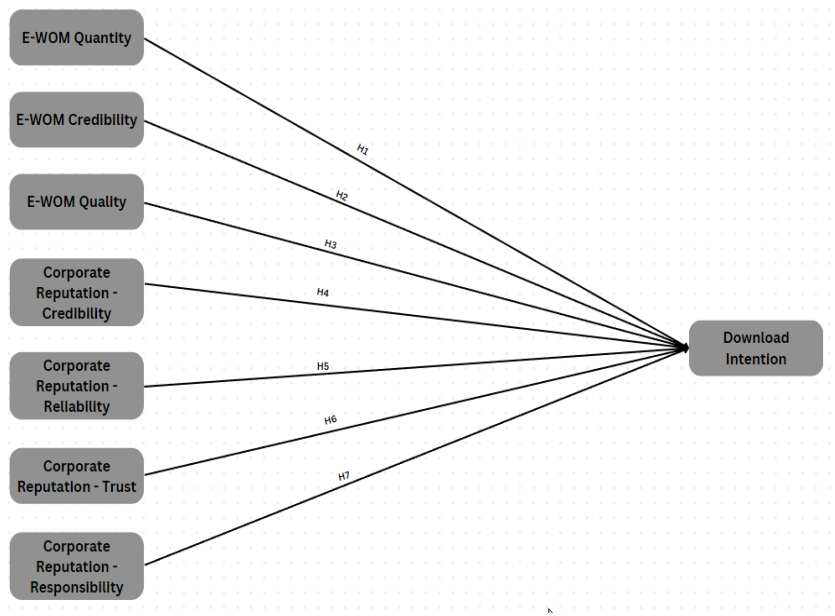
Download Intention

Purchase intention (which in this study can be associated with the interest in downloading an application) can be defined as the probability of a consumer to choose a product/service or switch from one brand to another. There are various factors that can influence consumer shopping interest, and even the feelings and emotions of the consumer can affect shopping interest.

Previous research has identified several factors that influence download intention. The factors that affect download intention are as follows: curiosity about the advantages of the provided application, willingness to spend time learning about the application because it is perceived to have its own value (perceived values), and also comfort, ease of use, and the function of the application in daily life (self-efficacy).

Research Framework and Hypothesis

The research framework for this study are as follows:



H1. E-WOM Quantity affect significantly to Download Intention

H2. E-WOM Credibility affect significantly to Download Intention

H3. E-WOM Quality affect significantly to Download Intention

H4. Corporate Reputation - Credibility affect significantly to Download Intention

H5. Corporate Reputation - Reliability affect significantly to Download Intention

H6. Corporate Reputation - Trust affect significantly to Download Intention

H7. Corporate Reputation - Responsibility affect significantly to Download Intention

RESEARCH METHOD

The purpose of this study is to obtain an understanding of the influence of E-WOM and corporate reputation on application download intention using the quantitative research method of regression analysis. The target respondents in this study are students and alumni within the Bunda Mulia University. Pearson correlation test is used to test the validity, while Cronbach's Alpha is used to test the reliability. Normality test of the data is also conducted using the Kolmogorov-Smirnov test and scatterplot. Multicollinearity test and heteroscedasticity test will also be conducted. All testing is performed using SPSS 22 software.

The indicators for EWOM and its dimensions (EWOM Quantity, EWOM Credibility, and EWOM Quality) are adapted from Matute, et al; 2016. While the indicators for Corporate Reputation and its dimensions are adapted from Ardianto;

2010. Finally, the indicators for Download Intention are also adapted from Matute, et al; 2016.

Sampling Technique and Number of Respondents

Convenience sampling is a non-probability sampling technique where participants are selected based on their availability and accessibility, instead of being chosen randomly or in a representative manner. It is cost-effective since it requires minimal planning, recruitment, or compensation; it is time-efficient, particularly when a pool of participants is readily available; it can be useful when the target population is challenging to reach, such as in rare medical conditions where participants may be limited to a single hospital or clinic. Since the object used in this research is the Universitas Bunda Mulia apps, therefore the sample used in this research are all alumni and current students of Universitas Bunda Mulia who are most likely using the apps. There are a total of 105 respondents for this research.

RESULTS AND DISCUSSION

Validity Test using Pearson Correlation

In this study, the researcher conducted a validity test by distributing questionnaires to 100 samples. According to Sugiyono (2016: 179), valid means that the research instrument can be used to measure what should be measured. The validity test was conducted to determine the extent of the influence contained between variables in a questionnaire. The results of the testing showed that all items had significance values below 0.5. Therefore, the items were declared valid.

Reliability Test

Reliability is a questionnaire measuring tool that serves as an indicator of a variable. A research instrument is considered reliable if the instrument is used several times to measure the same object, it will still produce the same results (Sugiyono, 2016: 179).

The reliability test in this study was conducted using the Cronbach's alpha statistical test with the provision that the variable being studied is considered reliable if

the Cronbach's Alpha value is above 0.6. Based on the data processing results, all variables are reliable because Cronbach's alpha value is above 0.6

Table 1. Reliability Test

Variable	Cronbach's Alpha Value
E-WOM Quantity	0.735
E-WOM Credibility	0.864
E-WOM Quality	0.933
Corporate Reputation (Credibility)	0.783
Corporate Reputation (Reliability)	0.829
Corporate Reputation (Trust)	0.843
Corporate Reputation (Responsibility)	0.854
Download Intention	0.873

Sources: Processed Data 2023

Kolmogorov-Smirnov Normality Test

The normality test aims to examine whether in the regression model, the dependent variable, independent variable, or both have a normal distribution or not. The data is said to be "good" if the data has a pattern like a normal distribution, which is a data distribution that does not skew to the left or right. The normality test in this study used two analyses, namely graphical analysis and the Kolmogorov-Smirnov test.

The basis for decision-making in the Kolmogorov-Smirnov test is as follows:

If the sig. value $> \alpha$ (0.05), then the data is normally distributed.

If the sig. value $< \alpha$ (0.05), then the data is not normally distributed.

Based on the above figure, it can be concluded that: The variable data has a sig. value of 0.200. Because the sig. value > 0.05 , the above data processing can be stated to have a normal distribution.

Table 2. Kolmogorov-Smirnov Test

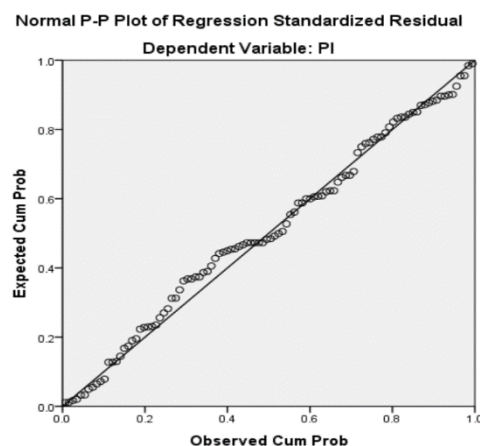
	Unstandardized Residual
N	104
Mean	.000000000
Standard Deviation	.66605960
Test Statistic	.069
Asymp. Sig. (2-tailed)	.200

Sources: Processed Data 2023

Normality Test using Scatterplot

The normality test aims to determine whether in the regression model, the disturbance variable or residual has a normal distribution or not. A good data model is normally distributed or approaching normal. To see if the data is normally distributed, the normal probability plot on the normally distributed scatter plot is observed (Mahesa, 2010). In the above figure, it can be seen that the plotted data points follow the diagonal line, so the conclusion of the normality test is that the regression model is normally distributed because the data is spread around the line and follows the diagonal direction.

Table 3. Normality Test using Scatterplot



Sources: Processed Data 2023

Multicollinearity Test using Spearman's Rho Method

Heteroscedasticity test is based on the significance level between the independent variables and the absolute residuals. If it is above 0.05, then there is no heteroscedasticity problem, but if the significance level is less than 0.05, then there is a heteroscedasticity problem.

From the data processing results, the significance value of the independent variable is greater than 0.05, therefore, there is no heteroscedasticity problem

Tabel 4. Multicollinearity Table
[Times New Roman 10, Bold]

Model	VIF	Tolerance
EQUAN	0.397	2.517
ECRED	0.339	2.946
EQUAL	0.326	3.072
CRCRED	0.181	5.523
CRREL	0.215	4.653
CRTRUST	0.274	3.643
CRRESP	0.312	3.204

Source: Processed Data 2023

Linear Multiple Regression Analysis

From the data processing results, we can see that the significance value of all variables is above 0.05, which means that all dimensions of the EWOM and Corporate Reputation variables do not have a significant effect on Download Intention.

Table 5. Linear Multiple Regression Analysis

MODEL	B	Std. Error	Beta	t	Sig.
CONSTANT	0.214	0.397	-	0.540	0.591
EQUAN	0.238	0.134	0.205	1.775	0.076

ECRED	0.038	0.152	0.031	0.246	0.806
EQUAL	0.160	0.160	0.128	1.001	0.319
CRCRED	-0.97	0.216	-0.076	-0.447	0.656
CRREL	0.202	0.176	0.181	1.151	0.253
CRTRUST	0.256	0.165	0.216	1.551	0.124
CRRESP	0.170	0.150	0.148	1.136	0.259

CONCLUSION

Based on the conclusion we can see that EWOM and Corporate Reputation do not have a significant influence on Download Intention on the Universitas Bunda Mulia application. This means that Universitas Bunda Mulia itself can pay attention to factors outside of EWOM and Corporate Reputation in order to influence Download Intention of the Universitas Bunda Mulia application. Previous research has shown that factors that influence Download Intention are curiosity about the advantages of the provided application, availability to spend time learning about the application because it is perceived to have its own value (perceived values), and also the comfort, ease of use, and functionality of the application in life (self-efficacy).

This study is not free from various limitations. These limitations can also be used as a subject for future research. The limitations found in this study are as follows:

- The research object studied here is limited to the Universitas Bunda Mulia application. The use of different research objects may yield different results. The use of different industries may also yield different results.
- The research sample studied here is limited to Employees, Students, Parents of Students, and Alumni from Universitas Bunda Mulia Ancol and Serpong campuses. The use of different research samples opens up opportunities for different results. Further research can use a qualitative approach to find out more specifically why EWOM and Corporate Reputation do not affect Download Intention.

Overall, this study can also be used to open discussions about what factors can influence consumer behavior, especially consumer interest in downloading a particular application. From a practical standpoint, we can see that EWOM and Corporate Reputation do not affect Download Intention, so future research can look for other factors that can influence Download Intention. Future research can also use different subjects and objects with the same variables to see if there is a significant influence between EWOM and Corporate Reputation on Download Intention in different subjects or objects.

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