Credence as Mediated Variables between Social Connection Usage and Electronic Communication of Mouth (E-COM) towards Acquire Resolve Entanglement in Jakarta Setting

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ABSTRACT

The development of the digital world increasingly rapidly makes products famous so quickly, and until the information is in the hands of wearers, they are faced with various choices to meet their needs. This investigation is meaning to examine how the Credence mediates the effect of the usage of Social Connection, Electronic Communication of Mouth toward Acquire Resolve Entanglement at the Local Coffee Shop in Jakarta. The samples used were 200 wearers who enjoyed Tuku Coffee Shop, Below Stairs, Kalyan Coffee and Kulo Coffee. Data analysis was performed using Structural Equation Modeling (SEM) analysis. The proceeds of this investigation indicate that Social Connection Usage has a positive weight toward Acquire Resolve Entanglement, Electronic Communication of Mouth has no positive weight toward Acquire Resolve Entanglement, Social Connection Usage affects toward Credence, Electronic Communication of Mouth (E-COM) affects toward Credence, Social Connection usage has a positive weight toward acquiring resolve entanglement mediated by credences, and Electronic Communication of Mouth has no positive weight toward the Acquire resolve entanglement mediated by the Credence. This investigation can provide benefits for the development of business units, how important it is to maintain Credence so that it can retain wearers for a long time.

Keywords: Social Connection Usage, Acquire Resolve Entanglement, Credence, Electronic Communication of Mouth.

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INTRODUCTION

In the current digitalization era, the accessibility of information is no longer a barrier for people to find the information they want. This is supported by the presence of digital technologies such as the internet that have been developed in such a way as to continue to evolve so as to facilitate the delivery of information. This is due to the development of information systems, especially on Social Connection networks (Takaya, Ramli and Lukito, 2019; Chandra, Takaya, and Ramli, 2019; Ghazmahadi, Basri, Kusnadi and Ramli, 2020), which are also experiencing an increase every year (Prasad, Gupta, & Totala, 2017).

**Picture 1:** Rate of Growth Using in Countries

![Rate of Growth Internet Using in Countries](image)

Sources: www.databoks.katadata.co.id, 2017.

Social Connection is defined in vast terms as an online tendance that provides a platform or place for internet users who are not only used to create freight but also shared it. Social Connection consists of social networking sites such as online society, Social Connection user-made tendencies (such as blogs), video distributing sites, online reconsider&/online grading sites and a world of cyberspace games where users can list, change or produce and pattern freight (Krishnamurthy & Dou, 2008). In fact, increasingly
than 50% of Social Connection users use Social Connection to keep abreast of developments about the brand they like, 29% to find information about a product, and another 20% provide comments about the product on Social Connection (Gallup, 2014).

Based on the preliminary description above, the formularization of the matter specified in the investigation is:
1. Is there a meaningful effect of Social Connection Usage toward Acquire Resolve Entanglement?
2. Is there a meaningful effect of Electronic Communication of Mouth (E-COM) toward Acquire Entanglement?
3. Is there a meaningful effect of Social Connection Usage toward Credence?
4. Is there a meaningful effect of Electronic Communication of Mouth (E-COM) toward Credence?
5. Is there a meaningful effect of Social Connection Usage to Acquire Resolves through Credence?
6. Is there a meaningful effect of Electronic Communication of Mouth (E-COM) toward Acquire Resolve Entanglement through Credence?

LITERATURE REVIEW

Social Connection Usage

Social Connection is a medium that is used to share text, images, sound, and video information, both with others and companies (Kotler & Keller, 2016). At present several companies have used Social Connection for marketing and tendance purposes (Ma et al., 2015; Ramli and Maniagasi, 2018). Social Connection has become one of the choices for communicating around the world and influencing wearer behavior (Imran, 2018). In the context of marketing, Social Connection has different considers about digital media (Hoffman & Novak, 2012) and has the potential to have a large effect on the paradigm shift in marketing (Hanna et al., 2011). Okazaki (2009) defining Social Connection platforms play a big role in the daily lives of their users. In addition, Social Connection allows users to connect with other users by adding them to the same Social Connection network (Ramli
and Yudhistira, 2018). The fact is that companies get a higher profile by using Social Connection (Aral, Dellarocas, & Godes, 2013).

According to (Kaplan & Haenlein, 2010) Social Connection can also be used as a tool that can affect a person positively such as increasing the good name of a product or making the right picture for a product. Social Connection is a medium for social interaction using publishing techniques that are very easily accessed and measured (Priarso, Diatmono, Mariam, 2018). According to Kottler (2012), Social Connection is divided into three types, namely: online society and forums, bloggers, and social networks. Meanwhile, according to (Kaplan & Haenlein, 2010) Social Connection is divided into six types, namely: collaborative projects, blogs, freight society, social networks, cyberspace game worlds, and cyberspace social worlds.

**Electronic Communication of Mouth (E-COM)**

According to Sumardy (2011), Communication of mouth (COM) is the method of delivering information by one wearer to other wearers. Communication of Mouth (COM) involves customers sharing attitudes, opinions, or reactions about business, products, or tendencies with others. Communication of Mouth (COM) is so weighted because the origin of its Credence comes from people who don’t benefit from their recommendations. Communication of Mouth (COM) is also one of the increasingly weighting tools than other marketing tools such as personal selling and conventional advertising media. Communication of Mouth (COM) is now not only Communication of mouth communication, but as technology develops rapidly, COM has evolved into Electronic Communication of Mouth (E-COM). Electronic Communication of Mouth (E-COM) is a positive or negative statement about a product that can be accessed by wearers through Social Connection (Hennig-Thurau et al., 2004). The weightiness of Electronic Communication of Mouth (E-COM) is increasing weight off compared to Communication of Mouth communication (COM) in the offline world because of greater accessibility and high reach.

Electronic Communication of Mouth can be measured by several dimensions consisting of strength, positive opinion, negative ideas, and freight information. The effect
of Electronic Communication of Mouth (E-COM) has received considerable attention from several recent studies. The investigators studied several different aspects of Electronic Communication of Mouth (E-COM) Communication. According to (Keith & Simmers, 2013), pay attention to three online factors that affect Electronic Communication of Mouth (E-COM), including strong ties, homophily, source creditability from Electronic Communication of Mouth (E-COM) and the perspective of Social Connection networking.

According to (Matute, Polo-Redondo, & Utrillas, 2016), there are some relevant differences between the Communication of Mouth (COM) and Electronic Communication of mouth (E-COM). First, reconsidered conducted by wearers online will be available for a long time, and a large number of wearers can gain them, thus maintaining non-simultaneous relation between the sender and recipient. Second, because Electronic Communication of Mouth (E-COM) is spread cyberspace, information can spread quickly, and comments spread to increasingly people (King, Racherla, & Bush, 2014). Third, Electronic Communication of Mouth (E-COM) is increasingly easily observed than the traditional Communication of Mouth (COM) (Park & Kim, 2008). The internet allows users to consider data in the form of a number of communications or message styles (Ramli, 2018b).

**Acquire Resolve Entanglement**

Kotler (2007) defines acquire resolve entanglement as the method of formulating various alternative actions to show the choice of a particular alternative for making a acquire. Purchasing activity is a physical or mental action experienced by a wearer in a acquire. The idea of Kotler & Keller (2010), there are several phases in purchasing resolves made by wearers, including the introduction of matters, information search, alternative evaluations, purchasing resolves, and the last phase is post-acquire behavior. The five phases above don’t always occur, especially in acquires that don’t require high entanglement in the acquire.

The acquire resolve the phase in the resolution-making method of the buyer where the wearer, in fact to buys. Resolve to make is a fellow activity that is immediately involved
in getting and using the goods offered by producers (Imran and Ramli, 2019; Mariam and Ramli, 2019a). The investigation of wearer purchasing resolves been done by several investigations. According to Dinawan (2010), factors that affect purchasing resolves include product quality, competitive prices, and product image.

In the evaluation phase, wearers form inter-brand preferences in a collection of choices (Ramli, 2019a). Wearers also form the intention to buy the most preferred brand (Ramli, 2019b). In carrying out wearer purchasing resolves can form five sub-resolves, among others: brand, supplier quantity, time, and payment methods (Kotler and Keller, 2010). A customer who is satisfied with their acquire resolve will cause positive things such as fewer complaints, wearers will be loyal to the product, and will increase positive Communication of Mouth (COM) among customers (Ramli, 2018a; Mariam and Ramli, 2019b). So companies should have the right strategy to avoid unbalanced information, be transparent, and provide the best possible customer tendance (Ramli and Mariam, 2020; Armanda, Basri, Kusnadi and Ramli, 2020). Acquire resolve entanglement is a function of risk perception that varies with the type of acquiring involved. If a product is expensive, and the perception of risk is high, entanglement in purchasing resolves is also high (Prasad et al., 2017).

**RESEARCH METHODS**

This investigation is a quantitative investigation. In the opinion of Arikunto (2006), a quantitative investigation is an investigative approach that has a lot to do with quantities, starting from data collection, interpretation of the data, and the appearance of the proceeds. The investigation is also a replication and modification of the previous investigation conducted by Shantanu Prasad, Ishwar C. Gupta, and Navindra K. Totala in 2017 with the title Social Connection usage, Electronic Communication of Mouth (E-COM) and acquire resolve entanglement. The investigation pattern used in this investigation is hypothesis testing, which explains the nature and specific relationships, understanding differences between groups, or the independence of two or increasingly variables (Sekaran and Bougie, 2013).
The purpose of this investigation is to examine whether there is an effect of Social Connection usage toward acquiring resolve entanglement, the weight of Electronic Communication of Mouth (E-COM) toward acquiring resolve entanglement, the weight of Social Connection usage toward acquiring resolve entanglement through Credence, and the effect of Electronic Communication of Mouth (E-COM toward acquiring resolve entanglement through Credence. The unit of analysis used in this investigation is individuals who are active users of Social Connection and have read reconsiders of local coffee shops through Social Connection. Investigation settings conducted in this investigation are non-contrived settings (unplanned), where the atmosphere and situation under investigation are not regulated, made, or manipulated. The type of data used is primary data, which is data that refers to information obtained from the first hand of the investigation relating to the variable of interest for the specific purpose of the investigation (Sekaran and Bougie, 2013).

The data in this investigation are primary data, which is data collected immediately by investigations to answer matters or investigation objectives. The sample collection technique in this investigation uses a non-probability sampling method with a convenience sampling type. Convenience sampling method is used because samples are taken randomly.

Hair et al. (2010) suggest that the ratio between the number of samples and the number of variables in an investigation is at least five times the number of indicators. This investigation has a total of 20 question indicators. Then the number of samples needed 20 × 100 = 200 respondents who are active Social Connection users and have read reconsiders about Local Coffee Shop products such as Tuku Coffee, Under the Stairs, Kalyan Coffee, and Kulo Coffee Shop through Instagram. Characteristics of respondents in this investigation were seen based on coffee shops that have been consumed, the number of visits, sex, age, last education, employment, income, and expenditure.

Based on the goodness of fit value of the model from table 3.5 above, it can be seen that there are several measurements that can be declared fit and not fit. The fit model is GFI of 0.927, NFI of 0.900, with each result ≥ 0.90. Besides that, Normed Chi-Square is
declared fit with a value of 3.082 because it reaches the recommended acceptance limit. There are three indicators that conclude marginal fit, namely RFI of 0.872, IFI of 0.897, TLI of 0.869 and CFI of 0.892 because the proceeds are close to the criteria value. Based on these values, the model can be stated to have carried out and passed the fittest and can be performed on further hypothesis testing. Thus this model is quite feasible to be used in an investigation.

**Picture 2**: Structural Models

**RESULT AND DISCUSSIONS**

After testing the suitability of the model and found that the model turned out to be feasible to do hypothesis testing. An investigation based on the previous investigation conducted by Prasad (2017), then there are three hypotheses in this investigation. The basis for hypothesis resolve making is as follows:

1. If the p-value ≤ 0.05, then Ho is rejected, which means there is a meaningful effect of both variables.
2. If the p-value $\geq 0.05$, then Ho fails to reject (Ho is accepted), which means there is no meaningful weight of the two variables.

The purpose of testing the hypothesis is to answer the matters raised in the investigation by rejecting the null hypothesis (Ho) so that the alternative hypothesis (Ha) can be accepted. This can be done by looking at the significance value of each weight of the variables proposed in the investigation. Hypothesis testing is presented in the four tables below:

**Hypothesis 1**

The first hypothesis examines whether Social Connection usage has a meaningful weight to acquire resolve entanglement. Here is the sound of the null hypothesis (Ho1) and the alternative hypothesis (Ha1):

**Ho1**: Social Connection usage does not have a positive weight toward acquiring resolve entanglement.

**Ha1**: Social Connection usage has a positive weight toward acquiring resolve entanglement.

| Hypothesis                                           | Estimate | P-value | Resolve       |
|------------------------------------------------------|----------|---------|---------------|
| Social Connection usage has a positive weight toward acquire-resolve entanglement | 0.126    | 0.002   | Ho1 rejected  |

*Source: Amos 22 Data Methoding Proceeds (Attached)*

Based on the proceeds of the hypothesis test in the above table, the first hypothesis has an estimated value of 0.126 with a p-value of 0.002 $\leq$ 0.05, which means that the hypothesis is supported (Ho1 is rejected). Therefore, it can be concluded that Social Connection usage has a positive weight to acquire resolve entanglement.

**Hypothesis 2**

The second hypothesis tests the Electronic Communication of Mouth (E-COM) has a meaningful weight to acquire resolve entanglement. Here are the sounds of the null hypothesis (Ho2) and the alternative hypothesis (Ha2):

**Ho2**: Electronic Communication of Mouth (E-COM) has no positive weight toward acquire-resolve entanglement.
**Ha2:** *Electronic Communication of Mouth (E-COM) has a positive weight to acquire resolve improvement.*

**Table 2:** Hypothesis Testing Proceeds 2

| Hypothesis                                                                 | Estimate | P-value | Resolve                      |
|---------------------------------------------------------------------------|----------|---------|-----------------------------|
| Electronic Communication of Mouth (E-COM) has no positive affect toward acquiring resolve entanglement | 1.918    | 0.075   | **Ho2 failed to reject**    |

*Source: Amos 22 Data Methoding Proceeds (Attached)*

Based on the proceeds of the hypothesis test in the table above, the second hypothesis has an estimated value of 1.918 with a p-value of $0.075 \leq 0.05$ which means that the hypothesis is not supported (Ho1 fails to be rejected); therefore, it can be concluded that the Electronic Communication of Mouth variable (E-COM) does not have a positive effect on acquiring resolve entanglement. This happens because it is suspected there are other variables that mediate so that the relationship can be positive.

**Hypothesis 3**

The third hypothesis examines Social Connection usage as having a meaningful weight on Credence. Here are the sounds of the null hypothesis (Ho3) and the alternative hypothesis (Ha3):

**Ho3:** *Social Connection usage does not have a positive weight toward Credence.*

**Ha3:** *Social Connection usage has a positive weight toward Credence.*

**Table 3:** Hypothesis Testing Proceeds 3

| No. | Variable Relationship                  | Estimate | p-value | Resolve          |
|-----|---------------------------------------|----------|---------|------------------|
| 1   | Social Connection usage toward Credence| 0.424    | 0.000   | **Ho3 rejected** |

*Source: Amos 22 Data Methoding Proceeds (Attached)*

Based on the proceeds of the hypothesis test in the above table, the third hypothesis has an estimated value of 0.424 with a p-value of $0.000 \leq 0.05$, which means that the hypothesis is supported (Ho3 is rejected). Therefore, it can be concluded that the variable Social Connection Usage has a positive affect on Credence.
**Hypothesis 4**

The third hypothesis tests that Electronic Communication of Mouth (E-COM) has a meaningful weight on Credence. Here are the sounds of the null hypothesis (Ho4) and the alternative hypothesis (Ha4):

**Ho4:** *Electronic Communication of Mouth (E-COM) has no positive weight toward Credence.*

**Ha4:** *Electronic Communication of Mouth (E-COM) has a positive weight toward Credence.*

| No. | Variable Relationship | Estimate | p-value | Resolve |
|-----|-----------------------|----------|---------|---------|
| 1   | Electronic Communication of Mouth (E-COM) toward Credence | 0.837 | 0.000 | Ho3 rejected |

*Source: Amos 22 Data Methoding Proceeds (Attached)*

Based on the proceeds of the hypothesis test in the table above, the third hypothesis has an estimated value of 0.837, with a p-value of $0.000 \leq 0.05$, which means that the hypothesis is supported (Ho4 is rejected). Therefore, it can be concluded that the Electronic Communication of Mouth variable (E-COM) has a positive effect on Credence.

**Hypothesis 5**

The fifth hypothesis tests the Electronic Communication of Mouth (E-COM) weight to acquire resolve entanglement through Credence. This test is done by comparing the direct weight of Electronic Communication of Mouth (E-COM) toward the resolve entanglement with the indirect weight of electronic Communication of mouth toward acquiring resolve entanglement through Credence. Here are the sounds of the null hypothesis (Ho5) and the alternative hypothesis (Ha3):

**Ho5:** *Social Connection usage does not have positive affect toward acquiring resolve entanglement when mediated by credences.*

**Ha5:** *Social Connection usage has a positive effect on acquiring resolve entanglement when mediated by credences.*
Table 5: Hypothesis Testing Proceeds 5

| No. | Hypothesis                                                                 | Resolve          |
|-----|-----------------------------------------------------------------------------|------------------|
| 1   | Social Connection usage has a positive affect toward acquiring resolve entanglement when mediated by credences | Ho5 rejected     |

*Source: Amos 22 Data Methoding Proceeds (Attached)*

Table 6: Hypothesis Testing Proceeds 5a.

| No. | Variable Relationship                                                      | Estimate | p-value |
|-----|---------------------------------------------------------------------------|----------|---------|
| 1   | Social Connection usage to acquire resolve involvement                    | 0.229    | 0.000   |

*Source: Amos 22 Data Methoding Proceeds (Attached)*

Based on the proceeds of direct hypothesis testing (direct), can be seen in the table above shows the p-value of 0.000, which means there is a positive effect between Social Connection usage variables toward acquiring resolve entanglement and also an estimated value of 0.229 which means there is a positive effect between Social Connection usage against acquiring resolve entanglement.

Table 7: Hypothesis Testing Proceeds 5b

| No. | Variable Relationship                                                      | Estimate | p-value | Resolve          |
|-----|---------------------------------------------------------------------------|----------|---------|------------------|
| 1   | Social Connection usage toward Credence                                   | 0.424    | 0.000   | Ho5 rejected     |
| 2   | Credence toward acquiring resolve involvement                            | 1.020    | 0.000   |
| 3   | Social Connection usage to acquire resolve involvement                    | -0.187   | 0.068   |

*Source: Amos 22 Data Methoding Proceeds (Attached)*

However, if tested by including other variables as in the table above, the weight of Social Connection usage toward acquiring resolve involvement also remains positive if through mediating variables, namely the credence variable.

The credence variable can be said to be a variable that mediates in full (full mediation) because the direct effect of Social Connection usage toward acquiring resolve involvement has no positive weight.

Hypothesis 6

The sixth hypothesis examines the Electronic Communication of Mouth (E-COM) weight to acquire resolve entanglement through Credence. This test is done by comparing the direct weight of Electronic Communication of Mouth (E-COM) toward acquiring resolve
entanglement with the indirect weight of Electronic Communication of Mouth (E-COM) toward acquiring resolve entanglement through Credence.

**Ho6:** *Electronic Communication of Mouth (E-COM) does not have a positive weight toward acquire resolve entanglement when mediated by credences.*

**Ha6:** *Electronic Communication of Mouth (E-COM) has a positive affect toward acquiring resolve entanglement when mediated by credences.*

### Table 8: Hypothesis Testing Proceeds 6

| No. | Hypothesis | Resolve                  |
|-----|-------------|--------------------------|
| 1   | Electronic Communication of Mouth (E-COM) does not have a positive weight toward acquiring resolve entanglement when mediated by credences | Ho6 failed to reject |

*Source: Amos 22 Data Methoding Proceeds (Attached)*

### Table 9: Hypothesis Testing Proceeds 6a.

| No. | Variable Relationship | Estimate | p-value |
|-----|-----------------------|----------|---------|
| 1   | Electronic Communication of Mouth (E-COM) to acquire resolve entanglement | 0.702    | 0.000   |

*Source: Amos 22 Data Methoding Proceeds (Attached)*

Based on the proceeds of direct testing (direct) can be seen in the table above shows the p-value of 0.000, which also means positive at an estimated value of 0.702, which means a positive weight.

### Table 10: Hypothesis Testing Proceeds 6b.

| No. | Variable Relationship | Estimate | p-value |
|-----|-----------------------|----------|---------|
| 1   | Electronic Communication of Mouth (E-COM) toward Credence | 0.837    | 0.000   |
| 2   | Credence toward acquiring resolve entanglement            | 0.478    | 0.053   |
| 3   | Electronic Communication of Mouth (E-COM) to acquire resolve entanglement | 0.351    | 0.167   |

*Source: Amos 22 Data Methoding Proceeds (Attached)*

Based on the proceeds of testing by entering other variables as in the table above, the weight of Electronic Communication of Mouth (E-COM) toward acquiring resolve entanglement does not have a positive weight if through a mediating variable, namely the credence variable.
The hypothesis is not supported because it is suspected that there are other variables that mediate the relationship of Electronic Communication of Mouth (E-COM) to acquire resolve entanglement.

CONCLUSION

Based on the proceeds of investigation and discussion obtained in previous chapters, it can be concluded that:

1. There is a positive effect of Social Connection Usage to Acquire Resolve Entanglement.
2. There is no positive effect of Electronic Communication of Mouth (E-COM) to Acquire Resolve Entanglement.
3. There is a positive effect of Social Connection usage toward Credence.
4. There is a positive effect of Electronic Communication of Mouth (E-COM) toward Credence.
5. There is a positive effect of Social Connection usage toward Acquire Resolve Entanglement when mediated by Credence.
6. There is no positive effect of Electronic Communication of Mouth (E-COM) to Acquire Resolve Entanglement when mediated by Credence.

Managerial Implications

Based on the proceeds of investigation that has been done, the managerial implications that can be input for the Marketing Manager of Local Coffee Shops such as Tuku Coffee, Under the Stairs, Kalyan Coffee and Kulo Coffee Shop are as follows:

1. The local Coffee Shop Marketing Manager should attach clear information about the address and contact that can be contacted to make it easier for visitors to communicate with the Local Coffee Shop.
2. Local Coffee Shops are good enough in the eyes of coffee connoisseurs. However, to further enhance a better impression in the eyes of visitors, the Local Coffee Shop Marketing Manager must innovate and improve the quality or taste of coffee to satisfy better visitors who come to the Local Coffee Shop.
3. Marketing Managers need to improve the quality of marketing at local coffee shop Social Connection with things that are interesting, clear, complete, and correct information so that they can be Credence by Social Connection users.

4. Local coffee shops need to improve the quality of their products, so visitors or connoisseurs of Local Coffee Shop products feel the value of the products they consume.

**Investigation Limitations**

This investigation has the following limitations:

1. This investigation only uses four brands of Local Coffee Shops as investigation objects, while there are still many other Coffee Shops that can be investigated.

2. This investigation only took samples, the majority of which are domiciled in Jakarta.

3. This investigation is limited to wearers who have acquired local Coffee Shop products such as Tuku Coffee, Under the Stairs, Kalyan Coffee, and Kulo Coffee Shop.

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