

THE INFLUENCE OF EMOTIONAL MARKETING ON PURCHASE INTENTION WITH WORD OF MOUTH AS A MODERATING VARIABLE

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ABSTRACT

Backgrounds: Consumer purchasing decisions are something that a seller looks forward to because the more consumers who decide to buy, the healthier the company selling the product will be. There are several things that can influence purchasing decisions, including marketing emotions and word of mouth communication with good information. **Objectives:** Therefore, this research aims to analyze the influence of marketing emotions on purchasing decisions with word of mouth as a moderating variable. **Methods:** This research is quantitative research with an explanatory approach (Supriyanto, 2019). The data in this research was obtained through distributing online questionnaires to buyers from building partners spread throughout Indonesia consisting of 100 consumers and 200 producers. Such data can be called primary data (Farrell, 2016). These primary data were analyzed using the smart PLS 4.0 analysis tool. **Results and Conclusions:** Emotional Marketing variable can have a positive relationship direction and a significant influence on Purchasing Decisions due to the PV-value alues leads to positive and is below the significance level of 0.05, namely 0.039. Apart from that, the Word of Mouth variable can moderate the influence of the

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Emotional Marketing variable on Purchase Decision because the p-Values value is positive and is below the 0.05 significance level.

Keywords : Emotional Marketing, Purchase Decision, Word of Mouth.

INTRODUCTION

According to (Kotler, 2017), a purchasing decision is a person's attitude to buy or use a product, whether goods or services, which they believe will satisfy them and their willingness to bear the risks it may cause. Purchasing decisions by buyers are actually a collection of a number of organized decisions (Setiawati, 2017).

The decision to buy or not to buy is part of the elements contained in individual consumers, where this refers to real physical actions, which can be seen and measured by other people (Khuong, 2015). Peter and James in (Barlow, 2000) state that purchasing decisions are a process where consumers make decisions to purchase various products and brands starting with recognizing needs, searching for information, evaluating information, making a purchase and then evaluating the decision after purchase. There are a number of factors that can influence purchasing decisions, including marketing emotions. (Khuong, 2015) defines emotional marketing as a marketing concept which in principle specializes in developing and supporting socio-emotional relationships with consumers in the market (relationships in this context are defined as the highest category of goals in consumer purchasing behavior that can be achieved by the existence of socio-emotional relationships between two or more market participants).

Emotions are psychological states that arise spontaneously rather than through conscious effort and are sometimes accompanied by physiological changes (Adela & Tecalu, 2017). This is the part of consciousness that involves feelings and sensitivity. In the past when manufacturers were considered the kings of the market and they were the ones who determined product features, product sizes, product colors and product testing. Those are the times when customers are willing to buy what is available because there are no alternatives available (Patil, 2015).

(Neiderhauser, 2013) defines emotional marketing as a marketing concept which in principle specializes in developing and supporting socio-emotional relationships with consumers in the market (relationships in this context are defined as the highest category of goals in consumer purchasing behavior that can be achieved by the existence of socio-emotional relationships between two or more market participants).

(Khuong, 2015) explain that emotional marketing is a new approach in the world of marketing, which wants to create relationships between companies and their consumers,

which is expected to become one of the main keys in stimulating consumers. (Malhotra, 2000) explain that emotional meaning is an emotional value which arises based on a person's feelings, that a product or service will give rise to an increased level of social value, and the concept of the product that it creates. According to (Robinette, 2001) explain the dimensions that exist in Emotion Marketing, which are formed in 5 factors in The Value Star model, consisting of 3 emotional factors and 2 rational factors, namely consisting of equity, experience, energy, product, and money. Based on the explanation above, it can be concluded that emotional marketing has an important meaning for everyone, and emotions can also bring differences in views, feelings and circumstances.

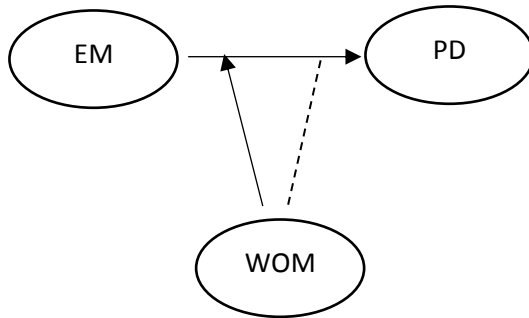
(Khuong, 2015) explain that in the principle consumer happiness arises from emotions, and consumer emotions are important to research and manage well, so that consumers see the meaning, symbols, feelings and also emotions connected to the products offered. Rytel in (Mandina, 2014) explains that marketing with an emotional approach is a relationship that wants to stimulate and convince consumers by emphasizing that consumers buy products that have emotions in them, as well as symbols or brands that have the effect of increasing purchasing levels. . The conclusion is that emotions in marketing will be related and closely related to purchasing decisions, because the emotions of a potential consumer will move feelings, desires and passion for a product.

There are a number of studies (Adela & Tecolalu, 2017); (Pereira, 2022); (Viera Valencia & Garcia Giraldo, 2019); (Sidabutar et al., 2016) & (Rahman et al., 2023) show a positive relationship and a significant influence on purchasing decisions. Different from a number of previous studies, this research adds the Word of Mouth variable as a moderating variable.

METHODS

Consumer purchasing decisions are something that a seller looks forward to because the more consumers who decide to buy, the healthier the company selling the product will be (Jonathan Sarwono, 2016). There are several things that can influence purchasing decisions, including marketing emotions and word of mouth communication with good information. Therefore, this research aims to analyze the influence of marketing emotions on purchasing decisions with word of mouth as a moderating variable (Yaylí, 2012). This research is quantitative research with an explanatory approach (Supriyanto, 2019). The data in this research was obtained through distributing online questionnaires to buyers from building partners spread throughout Indonesia consisting of 100 consumers and 200 producers. Such data can be called primary data (Farrell, 2016). These primary data were analyzed using the smart PLS 4.0 analysis tool with the following research model:

Figure 1



Noted:

EM: Emotional Marketing

PD: Purchase Decision

WOM: Word of Mouth

Hypothesis:

H1: The Influence of Emotional Marketing on Pruchase Decision

H2: Word of Mouth Can Moderates The Influence of Emotional Marketing on Pruchase Decision

RESULTS AND DISCUSSION

The first picture and research model in this study shows that the researcher has 2 hypotheses, if the emotional marketing variable can have a positive relationship towards purchasing decisions and the word of mouth variable can moderate the influence of the emotional marketing variable on purchasing decisions. However, this needs to be proven first by testing the validity of the 8 questionnaires as follows (Gujarati, 2013):

Table 1
Validity Test

Variable	Question Item	Loading Factor
Emotional Marketing (X1)	Emotional marketing can influence purchasing decisions	0.810
	Emotional marketing can make service better	0.823

	Emotional marketing can make customers satisfied	0.822
	Emotional marketing can be influenced by positive word of mouth communication	0.819
Purchase Decision (Y)	Purchasing decisions can be influenced by emotional marketing	0.841
	Purchasing decisions can be influenced by Word of Mouth	0.844
Word of Mouth (Z)	Word of Mouth can influence emotional marketing	0.888
	Word of Mouth can influence Purchase Decisions	0.895

Valid > 0.70

Reliability Test

The questionnaire distributed to 100 producers and 200 consumers of Mitra Bangunan answered the questions comprehensively. 8 Question items that have been answered and validated are all valid. The next stage is the reliability test by knowing the Composite Reliability value and the Cronbach Alpha value of the Emotional Marketing, Prurchase Decision, and Word of Mouth variables(Sarstedt et al., 2014).

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa
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Emotional Marketing	0.841	0.811
Purchase Decision	0.889	0.850
Word of Mouth	0.931	0.890

Reliable > 0.70

Path Coefisien

8 question items consisting of Emotional Marketing variable question items, 2 Purchase Decision variables, and 2 Word of Mouth variables have been tested for validation and all questionnaire question items have been declared valid because they are above 0.70. In line with this, the three variables namely Emotional Marketing, Purchase Decision, and Word of Mouth have also been declared reliable because the Composite Reliability and Cronbach Alpha values are above 0.70. Therefore, the question items, data and variables in this research are suitable to be continued in the path coefficient stage with the following results (Ghozali, 2016):

Table 3
Path Coefisien

Direct Influence	Variable	P-Values
	EM->PD	0.039
Indirect Influence	WOM*EM->PD	0.000

Significant Level 0.05

The first belief and hypothesis in this research regarding the Emotional Marketing variable can have a positive relationship direction and a significant influence has been proven from the results of the first row of table 3 Path Coefficient which shows that the Emotional Marketing variable can have a positive relationship direction and a significant influence on Purchasing Decisions due to the P-value value leads to positive and is below the significance level of 0.05, namely 0.039. This is in line with research (Adela & Tecoalu, 2017); (Pereira, 2022); (Viera Valencia & Garcia Giraldo, 2019); (Sidabutar et al., 2016) & (Rahman et al., 2023)

Apart from that, belief and also the second hypothesis in this research shows that the Word of Mouth variable can moderate the influence of the Emotional Marketing variable on Purchase Decision because the p-Values value is positive and is below the 0.05

significance level, namely 0.000, which is more significant than the direct test of 0.039. Thus, the first and second hypotheses in this research can be accepted.

CONCLUSIONS

The first belief and hypothesis in this research regarding the Emotional Marketing variable can have a positive relationship direction and a significant influence has been proven from the results of the first row of table 3 Path Coefficient which shows that the Emotional Marketing variable can have a positive relationship direction and a significant influence on Purchasing Decisions due to the PV-value alues leads to positive and is below the significance level of 0.05, namely 0.039. This is in line with research (Adela & Tecoalu, 2017); (Pereira, 2022); (Viera Valencia & Garcia Giraldo, 2019); (Sidabutar et al., 2016) & (Rahman et al., 2023).

Apart from that, belief and also the second hypothesis in this research shows that the Word of Mouth variable can moderate the influence of the Emotional Marketing variable on Purchase Decision because the p-Values value is positive and is below the 0.05 significance level, namely 0.000, which is more significant than the direct test of 0.039. Thus, the first and second hypotheses in this research can be accepted.

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