



THE EFFECT OF ELECTRONIC WORD OF MOUTH (E-WOM), INFLUENCER MARKETING, AND HALAL AWARENESS ON CONSUMER BUYING INTEREST IN MOUNTEA PRODUCTS

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Abstract

This study aims to determine whether Electronic Word Of Mouth (E-WOM), influencer marketing, and halal awareness partially or simultaneously have a positive and significant effect on consumer buying interest in Mountea products. This type of research uses quantitative research with a correlational approach. The sample in the study amounted to 83 respondents. Data analysis techniques are used for instrument tests, classical assumption tests, multiple linear regression analysis, hypothesis testing, and coefficient of determination (R^2) analysis with SPSS version 26.0. The results of the data analysis show that the results of the partial test (t test), Electronic Word Of Mouth (E-WOM) and influencer marketing partially have a positive and significant effect on consumer buying interest, while halal awareness has no significant effect. The simultaneous test results (F test) show that F count (43.474) > F table (2.72) with a significance value of $0.000 < 0.05$. It can be concluded that Electronic Word Of Mouth (E-WOM), influencer marketing, and halal awareness simultaneously have a positive and significant effect on consumer buying interest.

Keywords: *Electronic Word Of Mouth (E-WOM), Influencer Marketing, Halal Awareness, Consumer Buying Interest.*

1. Introduction

Food data and Agriculture Organization (FAO) in 2020 said that Indonesia as a tea producing country in the world is in a position eighth with tea production reaching 138,323 tons (Dihni, 2022). In the last 2 years the ready-to-drink packaged tea beverage market or RTD tea is experiencing very growth significant compared to other products in the deep beverage industry packaging. Asosiasi Industri Minuman Ringan (ASRIM) stated that the sales volume of RTD tea was in second position at around 5.7%, after water drinks in ready-to-drink packaging from total ready-to-drink companies which reaches 35 billion per year (Winosa, 2018). High interest buy people against RTD tea products, provide opportunities for business people to build a tea beverage company in ready-to-drink packaging. One of the brands RTD tea is known by the people of Indonesia in terms of

affordable price and good quality, namely Mountea products produced by PT. Triteguh Manunggal Sejati.

The results of Top Brand Award data, the existence of Mountea products has not become the leader of the market which is in the fifth level position after the product brand Teh Pucuk Harum, Teh Botol Sosro, Frestea, and Teh Gelas (topbrand-award.com, 2023). Therefore, companies need the right marketing strategy to attract consumers to choose Mountea products as their choice. Researchers conducted a pre-survey to students of the Sharia Insurance Department at Universitas Islam Negeri Sultan Maulana Hasanuddin Banten class of 2021 which obtained the results of students not interested in finding information about Mountea products by 60%, which means students are not interested in consuming Mountea products as their choice. Students who will consider first before choosing Mountea products for consumption by 53.3%, which means that Mountea products are still unknown so they still need to be considered by students. Students interested in trying Mountea products as big as 56.7%, which means that students are not interested in trying Mountea's products.

Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) said that internet penetration in Indonesia has reached 78.19% in 2023 or penetrated 215,626,156 people from the total population of 275,773,901 (Indonesiabaik.id, 2023). With the advancement of technology Internet, Word Of Mouth (WOM) based on the world wide web (www) called Electronic Word Of Mouth (E-WOM) has been widely available. This is used as a form of product marketing strategy a company in increasing consumer buying interest. The results of research conducted by Rusmayanti and Agustin (2021) which states that Electronic Word Of Mouth (E-WOM) on TikTok has a positive and significant effect on consumer buying interest at Shopee during the Covid-19 pandemic era in Bandung City. In addition, the results of research conducted by Khairunisa and Susanto (2023) which states that Electronic Word Of Mouth (E-WOM) does not have a significant effect on product buying interest at Titik Temu Shop in Sampit.

State of Influence Asia on from 2022 to 2023, influencer marketing has increased drastically with more than 500,000 influencers from the Asian region participating (lemon.co.id, 2022). PT. Suntory Garuda Beverage utilizing Instagram social media *mountea_id* as one of Mountea's product promotion media, including by using influencers marketing. In the live session of Mountea product promotion via Instagram, there were visual design and influencers are proven to reach higher numbers of viewers reached 1,250 viewers, compared to live sessions without visual design and influencers (Levina & Rahtio, 2020). The results of research conducted by Rahayu and Sudarmiatin (2022) who states that influencers on social media has a positive and significant influence on culinary buying interest in East Java. In addition, the results of research conducted by Pasaribu et



al. (2023) which states that influencers have no effect on the interest in buying skincare products in students of the Faculty of Economics and Islamic Business at Universitas Islam Negeri Sumatera Utara.

Royal Islamic Strategic Studies Centre (RISSC) in 2023, notes that the number of the muslim population in Indonesia reached 240.62 million people or around 86.7% of Indonesia total population (Annur, 2023). Along ready-to-drink tea is growing, emerging a variety of new product brands both already labeled halal or not. This makes muslim must be more selective in choosing the products he will consume. People muslim are commanded by Allah Almighty to consume products that are halal again good (*halalan thayyiban*) in Q.S. Al-Baqarah [2]: 168. The results of research conducted by Agustiani and Yusa (2023) which states that halal awareness has no effect on Mixue's buying interest. In addition, the results of research conducted by Tuzzahra et al. (2022) which states that halal awareness has a positive and significant effect on consumer buying interest in local food products.

This study aims to determine whether Electronic Word Of Mouth (E-WOM) in the form of reviews on a social media platform Instagram *mountea_id*, promotional activities with influencer marketing and awareness of the halalness of a product partially or simultaneously have a positive and significant effect on consumer buying interest in Mountea products. In connection with these students like Ready-to-Drink (RTD) tea, active users on Instagram social media, and are Muslims. Therefore, researchers have been interested in raising this research.

2. Literature Review

2.1 Marketing Management in Islamic Economic Perspective

Marketing management is a method prepared to compile, determine prices, and distribute a product through ideas that can meet the needs of its target market in order to achieve company goals (Suhendi, 2022). In the perspective of Islamic economics, marketing is a strategic business discipline that supports values and Islamic muamalah principles and carry out all business processes in accordance with Islamic laws and principles (Riady & Fageh, 2023). Marketing activities are allowed in Islam which refers to rule, namely "*Al-ashlu fil-muamalah al-ibahah illa ayyadulla dulilun'ala tahrimiha*" which means that all forms of muamalah are basically permissible unless there is a reason that forbids it (Engkur et al., 2023). Yusuf Al-Qardhawi in Prihatta (2018), said among the most important transaction values in business is *al-amanah* (honesty). Fauzi (2015), things are prohibited in sharia business activities, namely *gharar* (fraud), *maysir* (gambling), *riba* (interest), *haram* (commodity), *tyranny* (persecution), *risywah* (bribery), and immorality.



Azzahra et al. (2020), characteristics of marketing sharia is divided into four, namely:

1. Theistic (*Rabbaniyah*) is characteristic of marketers who believe Allah Swt. as the only god and believes that always see man's deeds wherever and whenever.
2. Ethical (*Akhlaqiyyah*) is a characteristic of marketers who always put forward his morals or behavior to anyone, without regardless of position or gender.
3. Realistic (*Al-Waqi'yyah*) is a characteristic of marketers who shows that islamic marketing is not rigid as well as anti-modernity.
4. Humanistic (*Al-Insaniyyah*) is a characteristic of marketers who believe that sharia was created so that human dignity is elevated and maintained.

2.2 Consumer Behavior in an Islamic Economic Perspective

Consumer behavior is the process of a consumer's actions in making a decision to spend the resources he has to meet his needs. Islamic consumer behavior is a process of actions of a muslim consumer in choosing, buying, and using products to get maximum benefit (Syaparuddin, 2021). According to Quraish Shihab in Dzikrillah et al. (2023), that there are two kinds of commodities that are haram, namely: 1) haram because of its substances, such as carrion, blood, and pigs, and 2) haram not because of the substance, such as stolen products, etc. Yusuf Al-Qardhawi said that in consumption there are five principles, namely spending wealth in kindness and avoiding miserliness, not being wasteful, staying away from debt, maintaining established and principal assets, and simplicity (Septrimadona, 2023). The foundation of muslim consumer behavior, namely believing in the last day, success is measured based on piety towards Allah Swt. and obtaining and utilizing wealth correctly (Dzikrillah et al., 2023).

Kurniati (2016), consumer behavior in Islam divided into three principles, namely:

1. Living frugally and not luxuriously (abstaining from wasteful and luxurious living), that economic action is intended for fulfillment of the needs of life (needs) not the satisfaction of desires (wants).
2. Implementation of Ziswaf and gifts which is voluntary and has an influence on behavior muslim consumers.
3. Running a halal business (permissible conduct), away from usury, gambling, and fraud, covering raw materials, production processes, results halal production, distribution process, and consumption.

2.3 Electronic Word Of Mouth (E-WOM) in Islamic Economic Perspective

Electronic Word Of Mouth (E-WOM) is an online information channel that can be used in business to advertise products on social media (Benowati



& Purba, 2020). A person's experience and story in consuming a product sounds more interesting which can persuade his listeners to try. In the perspective of Islamic economics, marketing communication in the implementation of Electronic Word Of Mouth (E-WOM) through social media is allowed, provided that reviews or statements that delivered correctly (Q.S. An-Nahl [16]: 116). Yusnaldi et al. (2021), business ethics carried out by the Rasulullah Saw. in marketing communication, i.e. honesty, without cheat, without demonizing others' business, helping or giving benefits to others, business is carried out on a voluntary basis without there is an element of coercion, selling products that are halal, without monopoly and hoarding, and without exploiting any particular group to business interests and sales of its products.

Indicator that can affect Electronic Word Of Mouth (E-WOM) Zufaldi et al. (2019), namely:

1. Positive reviews
2. Buying confidence
3. Purchase consultation
4. Collection of information
5. Believe in yourself

Indicators in measuring Electronic Word Of Mouth (E-WOM) Luviana et al. (2022), namely:

1. Intensity is the number of opinions written by consumers on social media.
2. Valence of Opinion is the opinion of consumers either positive or negative regarding the product brand.
3. Content is the content of information from social media related to the product.

Fauziah et al. (2023), indicators of Electronic Word Of Mouth (E-WOM), namely:

1. Care for others
2. Expression of positive feelings
3. Help the company

2.4 Influencer Marketing in Islamic Economic Perspective

Influencer marketing is a person or figure in social media where someone has a large number of followers. maximum, then what they say can influence the behavior of their followers (Wardah & Albari, 2023). With influencers as a promotional tool, consumers will get information about the product they choose if they promote the product honestly. The word da'wah in Q.S. An-Nahl [16]: 125 has similarities the meaning of the word influencer who aims to influence and can provide benefits to society. Imam Al-Ghazali gave instructions on three methods that need to be considered in preaching,



namely inviting to goodness, commanding unto truth, and forbidding from possibility. However, all three methods must be pursued by reasonable, not cruel, and rude-hearted and does not cause trouble let alone left running (Nisa, 2018). Khoir (2023) argues that four principles that become Key Success Factors (KSF) in managing a business in endorsement, namely *shiddiq* (honest), *amanah* (trustworthy), *tabligh* (communicative), and *fathanah* (intelligent).

Indicator that can affect influencer marketing Saiang et al. (2022), namely:

1. Thustworthiness
2. Expertise
3. Attractiveness
4. Respect
5. Similarity

Indicators in measuring influencer marketing Pasaribu et al. (2023), namely:

1. Information is a set of data or facts that have been processed and managed in such a way that it becomes something that is easy to understand and useful for the recipient.
2. Encouragement is an internal condition capable of arousing in action, pushing to achieve certain goals, and keeping a person interested in certain activities.
3. Role is a position (status) possessed by a person in doing a thing and obligation in accordance with his position.
4. Status is a condition or position in relation to the society around it.

Setiawan and Asiyah (2023), indicators of influencer marketing, namely:

1. Visibility is how popular or famous an influencer is.
2. Credibility is how familiar an influencer is in terms of product knowledge.
3. Attraction is how much attraction the influencer has.
4. Power is how much an influencer is capable of attracting interest or influencing their followers.

2.5 Halal Awareness

Halal awareness is knowing something that is based on whether or not a Muslim understands the concept of halal, understands how the production process is in accordance with sharia, and prioritizes consuming halal products (Hamdani et al., 2021). In Q.S. Al-Baqarah [2]: 168, muslims are commanded by Allah Swt. to consume products that are halal thayyiban.



Muslims with good halal awareness are more careful in consuming, as well as in obtaining a product. Every Muslim should have awareness of halal products because halal awareness implies their understanding and perception of the teachings of Islamic sharia that they believe in. Religious believe, self-identity, marketing mix, and halal certification, are factors that can affect halal awareness from consumers (Anas et al., 2023). The dimensions in measuring the level of halal awareness for consumers, namely understanding product knowledge, being aware of the existence of halal inclusion, and cleanliness and safety in a product (Santika et al., 2021).

Indicators that can affect halal awareness Najmudin et al. (2021), namely:

1. Know the concept of halal
2. Know the halal process
3. Considers that eating halal foods is important for himself

Indicators in measuring halal awareness Fachruddin and Anwar (2022), namely:

1. Knowledge
2. Comprehension
3. Attitude
4. Behavior patterns

Ummah et al. (2023), indicators of halal awareness, namely:

1. The importance of product origin
2. Familiarity of halal products
3. Consumer trust
4. Halal label

2.6 Consumer Buying Interest in Islamic Economic Perspective

Buying interest is behavioral consumers where consumers have a desire to choose and consume a product (Pasaribu et al., 2023). Buying interest is related to feelings and emotions, when someone feels happy and satisfied in buying the product then it will strengthen the buying interest, dissatisfaction usually eliminates the interest. Imam Al-Ghazali distinguishes between human wants and needs. Desire (*raghbah/shahwiat*) is the will that invites satisfaction to fulfill lust (Mufidah et al., 2019). Such lust brings benefits in the world and misery in the afterlife. Imam Syatibi in Zainur (2020), distinguishes *masalah* into three, namely needs (*dharuriyyat*), complement (*hajiyyat*), and repair (*tahsiniyyat*). In realizing the benefit of man in the world and the hereafter that must be maintained and maintained, namely religion, soul, reason, offspring, and property. Islamic views on needs and human desires are based on religious values by prioritizing the principles of benefits

and goodness contained in an effort to meet their wants and needs (Gunawijaya, 2017).

Indicator that can affect consumer buying interest Diyansari and Hadi (2021), namely:

1. Attention
2. Interested
3. Passion
4. Action

Indicators in measuring consumer buying interest Mukhsin (2022), namely:

1. Search for product information
2. Consider the product
3. Trying to buy the product
4. Recommend products
5. Repurchase a product

Agustin and Amron (2022), indicators of consumer buying interest, namely:

1. Transactional interest is where there is an individual's interest or drive to make a purchase of a product.
2. Referential interest is a person's tendency to refer products to others.
3. Preferential interest is the image of a person who has a preference for a product.
4. Exploratory interest is the search for information related to the product before deciding to buy it.

3. Methods

This type of research uses quantitative research methods with a correlational approach. Quantitative research is any data that can be expressed numerically or from the results of statistical tests aimed at exploring hypotheses about a population (Sekar, 2023). According to Sahir (2021), the correlational approach is research which examines the level of relationship between one variable and another which is being researched based on the correlation coefficient. Sampling technique using non method probability sampling with saturated sampling technique. The sample in this study amounted to 83 respondents from students of the Sharia Insurance Department at Universitas Islam Negeri Sultan Maulana Hasanuddin Banten class of 2021. Data collection techniques using questionnaires with Likert scale, literature study, and documentation. Deep data analysis techniques this research uses instrument test, classical assumption test, linear regression analysis multiple tests, hypothesis tests, and coefficient of determination (R^2) analysis with SPSS 26.0.

Table 1. Variable Indicator



Research Variables	Indicator
Electronic Word Of Mouth (X ₁)	1. Positive reviews 2. Believe in yourself 3. Intensity 4. Content 5. Care for others
Source: Zufaldi et al. (2019), Luviana et al. (2022), and Fauziah et al. (2023)	
Influencer Marketing (X ₂)	1. Expertise 2. Respect 3. Information 4. Visibility 5. Credibility
Source: Saiang et al. (2022), Pasaribu et al. (2023), and Setiawan and Asiyah (2023)	
Halal Awareness (X ₃)	1. Know the concept of halal 2. Attitude 3. Behavior patterns 4. Consumer trust 5. Halal label
Source: Najmudin et al. (2021), Fachruddin and Anwar (2022), and Ummah et al. (2023)	
Consumer Buying Interest (Y)	1. Attention 2. Trying to buy the product 3. Repurchase a product 4. Preferential interest 5. Exploratory interest
Source: Diyansari and Hadi (2021), Mukhsin (2022), and Agustin and Amron (2022)	
Source: Data Processed by Author, 2024	

4. Result and Discussion

4.1 Result

Characteristics of Research Respondents

Researchers will characterize 83 research respondents based on gender, age, class, and whether or not they have ever made a purchase of Mountea products.

Table 2. Characteristics of Research Respondents

Characteristics		Frequency	Percent
Gender			
Valid	Male	30	36,1
	Female	53	63,9
Age			
Valid	18-20 years	35	42,2



Characteristics		Frequency	Percent
21-23 years		48	57,8
Class			
Valid	A	30	36,1
	B	30	36,1
	C	23	27,7
Mountea Purchase			
Valid	Ever	63	75,9
	Never	20	24,1

Source: Data Processed by Author, 2024

Based on Table 2. can be described the characteristics of respondents in this research:

1. Respondents in this study who were male amounted to 30 people (36.1%), while respondents who were female amounted to 53 people (63.9%). It can be concluded that most of the respondents in this study were female.
2. Respondents in this study aged 18-20 years totaled 35 people (42.2%), while respondents aged 21-23 years totaled 48 people (57.8%). It can be concluded that most of the respondents in this study were aged 21-23 years.
3. Respondents in this study were class A students totaling 30 people (36.1%), class B students totaling 30 people (36.1%), and class C students totaling 23 people (27.7%). It can be concluded that the respondents in this study were in accordance with the total needed by researchers in each class.
4. Respondents in this study who have purchased Mountea products totaled 63 people (75.9%), while respondents who have never purchased Mountea products totaled 20 people (24.1%). It can be concluded that most of the respondents in this study have already purchased Mountea products.

Instrument Test

Validity Test

The validity of an instrument is a measure that shows the levels of validity or validity of an instrument (Khairunisa & Susanto, 2023). The validity test was performed at a significance level of 5% (0.05) by comparing between r count (Pearson Correlation) and r table for degree of freedom (df) = $n-2$. Calculation r table df = $83-2 = 81$, then the table r value is 0.216.

Table 3. Validity Test Result

r hitung						
N	Electronic Word Of Mouth (E-WOM) (X_1)	Influencer Marketing (X_2)	Halal Awareness (X_3)	Consumer Buying Interest (Y)	r tabel	Description



1	0,705	0,812	0,845	0,854	0,216	Valid
2	0,884	0,859	0,772	0,784	0,216	Valid
3	0,901	0,857	0,859	0,898	0,216	Valid
4	0,810	0,774	0,774	0,881	0,216	Valid
5	0,816	0,803	0,738	0,901	0,216	Valid
6	0,754	0,864	0,788	0,859	0,216	Valid
7	0,829	0,870	0,809	0,909	0,216	Valid

Source: Processed Primary Data SPSS 26.0, 2024

Table 3. above shows that all statement items from 1-7 in this research variable are declared valid, because the value of r count (Pearson Correlation) > r table is 0.216.

Reliability Test

The reliability of an instrument is a series of measurements that has consistency when measurements are made with measuring instruments it is done repeatedly (Khairunisa & Susanto, 2023). In the reliability test assessment criteria, if the value Cronbach's Alpha > 0.60 means the questionnaire is stated reliable. While Cronbach's Alpha score < 0.60 means that the questionnaire is declared unreliable.

Table 4. Reliability Test Result

Research Variable	Statement Item	Cronbach's Alpha	Criteria	Description
Electronic Word Of Mouth (E-WOM)	7	0,914	0,60	Reliable
Influencer Marketing	7	0,927	0,60	Reliable
Halal Awareness	7	0,902	0,60	Reliable
Consumer Buying Interest	7	0,945	0,60	Reliable

Source: Processed Primary Data SPSS 26.0, 2024

Table 4. above shows that all variables in this study have a Cronbach's Alpha value of > 0.60, so it can be said that the statement items on all variables of this study are declared reliable and worthy of use as research data.

Classical Assumption Test

Normality Test

The normality test aims to test whether free variables and normally distributed bound variables or no (Sahir, 2021). The normality test used is One-Sample Kolmogorov-Smirnov (K-S) test method with Monte Carlo approach. Test assessment criteria normality in Kolmogorov's One-Sample test method-Smirnov (K-S) is if the value of Monte Carlo Sig. (2-tailed) > 0.05 means the data is normally distributed. Meanwhile, if the value of Monte Carlo Sig. (2-tailed) < 0.05 means the data is not normally distributed.

Table 5. Normality Test Result

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	83



Normal Parameters ^{a,b}	Mean		,0000000
	Std. Deviation		3,47802104
Most Extreme Differences	Absolute		,103
	Positive		,103
	Negative		-,097
Test Statistic			,103
Asymp. Sig. (2-tailed)			,029 ^c
Monte Carlo Sig. (2-tailed)	Sig.		,315 ^d
	99%	Lower Bound	,303
	Confidence	Upper Bound	,327
	Interval		

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: Processed Primary Data SPSS 26.0, 2024

Table 5. shows that the value of Monte Carlo Sig. (2-tailed) (0.315) > 0.05. It can be concluded that the residual data in the regression model are normally distributed.

Multicollinearity Test

The multicollinearity test aims to see if there is or whether or not a high relationship between independent variables (Sahir, 2021). To detect multicollinearity using the Variance Inflation Factor (VIF) method and Tolerance. Decision-making criteria in the test multicollinearity is if the VIF value < 10 and Tolerance > 0.1 then it is stated that there are no symptoms of multicollinearity. Meanwhile, if the VIF value > 10 and Tolerance < 0.1, then expressed symptoms of multicollinearity (Purnomo, 2016).

Table 6. Multicollinearity Test Result

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tol	VIF	
	B	Std. Error	Beta					
1 (Constant)	1,357	2,747		,494	,623			
Electronic Word Of Mouth (E-WOM)	,681	,127	,605	5,382	,000	,378	2,648	
Influencer Marketing	,420	,181	,330	2,322	,023	,237	4,225	
Halal Awareness	-,203	,137	-,159	-1,481	,143	,414	2,417	

a. Dependent Variable: Consumer Buying Interest

Source: Processed Primary Data SPSS 26.0, 2024

Table 6. Tolerance value shows that all variables have a Tolerance value of > 0.1 and VIF value shows that all variables have a VIF value of < 10, so it can be concluded that in this study there are no symptoms of multicollinearity.

Heteroscedasticity Test



The heteroscedasticity test aims to test whether in the regression model there is a variance inequality of residual one observation to another (Diyansari & Hadi, 2021). The heteroscedasticity tests used are the Spearman's Rho correlation method. Criterion assessment of heteroscedasticity test in correlation method Spearman's Rho is if the value of Sig. (2-tailed) > 0.05 means that the hypothesis is accepted because the data does not occur symptoms heteroscedasticity. Meanwhile, if the value of Sig. (2-tailed) < 0.05 means that the hypothesis is rejected because the data occurs symptoms heteroscedasticity (Sahir, 2021).

Table 7. Heteroscedasticity Test Result

		Correlations		Unstandardized Residual
Spearman's rho	Electronic Word Of Mouth (E-WOM)	Correlation Coefficient		,117
		Sig. (2-tailed)		,292
		N		83
Influencer Marketing	Influencer Marketing	Correlation Coefficient		,056
		Sig. (2-tailed)		,612
		N		83
Halal Awareness	Halal Awareness	Correlation Coefficient		,085
		Sig. (2-tailed)		,443
		N		83
Unstandardized Residual	Unstandardized Residual	Correlation Coefficient		1,000
		Sig. (2-tailed)		.
		N		83

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed Primary Data SPSS 26.0, 2024

Table 7. from the Spearman's Rho correlation method shows that all independent variables in this study have a Sig. (2-tailed) value of > 0.05, it can be concluded that there are no symptoms of heteroscedasticity.

Multiple Linear Regression Test

Multiple linear regression analysis aims to know the direction and how much effect the independent variable has and bound variables (Setiawan & Asiyah, 2023). The value of the multiple linear regression analysis equation is seen in column Unstandardized Coefficients B (regression coefficient).

Table 8. Multiple Linear Regression Test Result

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1,357	2,747		,494	,623
	Electronic Word Of Mouth (E-WOM)	,681	,127	,605	5,382	,000
	Influencer Marketing	,420	,181	,330	2,322	,023
	Halal Awareness	-,203	,137	-,159	-1,481	,143

a. Dependent Variable: Consumer Buying Interest

Source: Processed Primary Data SPSS 26.0, 2024

Table 8. shows that the regression equation is:

$$Y = 1,357 + 0,681 X_1 + 0,420 X_2 - 0,203 X_3 + e$$

Then it can be interpreted as follows:

1. The constant value (α) of 1.357 means that if Electronic Word Of Mouth (E-WOM) (X_1), influencer marketing (X_2), and halal awareness (X_3) = 0, then the buying interest (Y) carried out by students of the Sharia Insurance Department at Universitas Islam Negeri Sultan Maulana Hasanuddin Banten class of 2021 on Mountea products is 1,357.
2. The regression coefficient in the Electronic Word Of Mouth (E-WOM) variable (X_1) is positive at 0.681, meaning that if Electronic Word Of Mouth (E-WOM) (X_1) increases by 1%, then consumer buying interest (Y) increases by 0.681 (68.1%).
3. The regression coefficient in the influencer marketing variable (X_2) is positive at 0.420, meaning that if influencer marketing (X_2) increases by 1%, then consumer buying interest (Y) increases by 0.420 (42.0%).
4. The regression coefficient in the halal awareness variable (X_3) is negative at -0.203, meaning that if halal awareness (X_3) increases by 1%, then consumer buying interest (Y) decreases by -0.203 (-20.3%).

Hypothesis Test

Parsial Test (t test)

Partial testing aims to find out the presence or whether or not the effect of each (partial) variable free against the dependent variable (Sahir, 2021). Testing by method compare between values t count and table t at a rate significance 5% (0.05). Where, the formula for finding the value of t table = t ($\alpha/2$; n-k-1). Decision-making criteria in partial test (t test) is if t count < t table then H0 accepted and H1 rejected. Whereas if t count > t table then H0 is rejected and H1 is accepted and if the significance value < (0.05) then H0 is rejected and H1 is accepted.

Table 9. Parsial Test (t test) Result

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1,357	2,747		,494	,623
	Electronic Word Of Mouth (E-WOM)	,681	,127	,605	5,382	,000
	Influencer Marketing	,420	,181	,330	2,322	,023
	Halal Awareness	-,203	,137	-,159	-1,481	,143

a. Dependent Variable: Consumer Buying Interest

Source: Processed Primary Data SPSS 26.0, 2024

Table 9. shows that the partial test results (t test) are as follows:



1. It is known that the value t count in the variable X_1 is 5,382 and the value t table = $t(\alpha/2 ; n-k-1) = t(0.05/2 ; 83-3-1) = (0.025 ; 79)$. Where, the value of t count (5,382) > t table (1.990) with significance values of $0.000 < 0.05$. It was concluded that Electronic Word Of Mouth (E-WOM) had a positive and significant effect on consumer buying interest in Mountea products.
2. It is known that the value t count in the variable X_2 is 2,322 and the value t table = $t(\alpha/2 ; n-k-1) = t(0.05/2 ; 83-3-1) = (0.025 ; 79)$. Where, the value of t count (2,322) > t table (1.990) with significance values of $0.023 < 0.05$. It was concluded that influencer marketing had a positive and significant effect on consumer buying interest in Mountea products.
3. It is known that the value t count in the variable X_3 is -1,481 and the value t table = $t(\alpha/2 ; n-k-1) = t(0.05/2 ; 83-3-1) = (0.025 ; 79)$. Where, the value of t count (-1,481) < t table (1.990) with significance values of $0.143 > 0.05$. It was concluded that halal awareness has no effect significant on consumer buying interest in Mountea products.

Simultaneous Test (F test)

Simultaneous Test aims to find out the presence or whether or not the effect of together (simultaneous) variables free against bound variables (Sahir, 2021). Testing with the method of comparing between values F count and F table at the significance level of 5% (0.05) and degrees freedom $df = (n-k-1)$. Decision-making criteria in simultaneous test (test F) is if F count < F table then H_0 is accepted and H_1 is rejected. Whereas if F count > F table then H_0 is rejected and H_1 is accepted and if value significance < 5% (0.05) then H_0 is rejected and H_1 is accepted.

Table 10. Simultaneous Test (F test) Result

		ANOVA ^a				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1637,594	3	545,865	43,474	,000 ^b
	Residual	991,924	79	12,556		
	Total	2629,518	82			

a. Dependent Variable: Consumer Buying Interest

b. Predictors: (Constant), Halal Awareness, Electronic Word Of Mouth (E-WOM), Influencer Marketing

Source: Processed Primary Data SPSS 26.0, 2024

Table 10. above shows that the value F count is 43.474 and obtained the result of F table at a significance level of 5% (0.05) with Regression (df 1) of 3 and Residual (df 2) of 79, then the value of F table is 2.72. Where, the value F count (43.474) > F table (2.72) with a significance value of $0.000 < 0.05$. It can be concluded that Electronic Word Of Mouth (E-WOM), influencer marketing, and halal awareness simultaneously have a positive and significant effect on the interest in buying Mountea products in students of the Sharia Insurance Department at Universitas Islam Negeri Sultan Maulana Hasanuddin Banten class of 2021 (H_0 rejected and H_4 accepted).



Coefficient Of Determination Analysis (R²)

Analysis of the coefficient of determination (R²) used for see how much effect the independent variable has against the dependent variable. When the value of the coefficient of determination is close the number 0 means that the less the effect. Whereas if the value R² is close to 100% means the greater the effect (Sahir, 2021).

Table 11. Coefficient Of Determination Analysis (R²) Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,789 ^a	,623	,608	3,543

a. Predictors: (Constant), Halal Awareness, Electronic Word Of Mouth (E-WOM), Influencer Marketing

Source: Processed Primary Data SPSS 26.0, 2024

Table 11. above shows that the value of the Adjusted R Square is 0.608. This means that Electronic Word Of Mouth (E-WOM), influencer marketing, and halal awareness affect the interest in buying Mountea products in students of the Sharia Insurance Department at Universitas Islam Negeri Sultan Maulana Hasanuddin Banten class of 2021 by 60.8%, while the remaining 39.2% are effect by other variables outside this study.

4.2 Discussion

The Effect of Electronic Word Of Mouth (E-WOM) on Consumer Buying Interest

Based on the results of data analysis, the Electronic Word Of Mouth (E-WOM) variable (X₁) partially has a positive and significant effect on the buying interest (Y) of Mountea products in students of the Sharia Insurance Department at Universitas Islam Negeri Sultan Maulana Hasanuddin Banten class of 2021. Evidenced from the processed data using the help of the SPSS 26.0 it is known that the value of t count (5.382) > t table (1.990) with a significance value of 0.000 < 0.05, then H₀ is rejected and H₁ is accepted. This result is supported by the results of research conducted by Rusmayanti and Agustin (2021) which states that Electronic Word Of Mouth (E-WOM) on TikTok has a positive and significant effect on consumer buying interest at Shopee during the Covid-19 pandemic era in Bandung City. In addition, this result is also not supported by the results of research conducted by Khairunisa and Susanto (2023) which states that Electronic Word Of Mouth (E-WOM) does not have a significant effect on product buying interest at Titik Temu Shop in Sampit.

The Effect of Influencer Marketing on Consumer Buying Interest

Based on the results of data analysis, the influencer marketing variable (X₂) partially has a positive and significant effect on the buying interest (Y) of Mountea products in students of the Sharia Insurance Department at

Universitas Islam Negeri Sultan Maulana Hasanuddin Banten class of 2021. Evidenced from the processed data using the help of the SPSS 26.0 it is known that the value of t count (2.322) > t table (1.990) with a significance value of 0.023 < 0.05, then H0 is rejected and H2 is accepted. This result is supported by the results of research conducted by Sekar (2023) which states that influencer marketing has a significant effect on consumer interest in buying Kimka Hijab Products on Instagram social media. In addition, this result is also not supported by the results of research conducted by Pasaribu et al. (2023) which states that influencers have no effect on the interest in buying skincare products in students of the Faculty of Economics and Islamic Business at Universitas Islam Negeri Sumatera Utara.

The Effect of Halal Awareness on Consumer Buying Interest

Based on the results of data analysis, the halal awareness variable (X₃) partially did not have a significant effect on the buying interest (Y) of Mountea products in students of the Sharia Insurance Department at Universitas Islam Negeri Sultan Maulana Hasanuddin Banten class of 2021. Evidenced from the processed data using the help of the SPSS 26.0 it is known that the value of t count (-1.481) < t table (1.990) with a significance value of 0.143 > 0.05, then H0 is accepted and H3 is rejected. This result is supported by the results of research conducted by Agustiani and Yusa (2023) which states that halal awareness has no effect on Mixue's buying interest. In addition, this result is also not supported by the results of research conducted by Tuzzahra et al. (2022) which states that halal awareness has a positive and significant effect on consumer buying interest in local food products.

The Effect of Electronic Word Of Mouth (E-WOM), Influencer Marketing, Halal Awareness on Consumer Buying Interest

Based on the results of data analysis, Electronic Word Of Mouth (E-WOM) variables (X₁), influencer marketing (X₂), and halal awareness (X₃) simultaneously have a positive and significant effect on the buying interest (Y) of Mountea products in students of the Sharia Insurance Department at Universitas Islam Negeri Sultan Maulana Hasanuddin Banten class of 2021. Evidenced from the processed data using the help of the SPSS program version 26.0 it is known that the value of F count (43.474) > F table (2.72) with a significance value of 0.000 < 0.05, then H0 is rejected and H4 is accepted. These results are supported by the results of research conducted by; First, Purwianti (2022) stated that halal awareness and Electronic Word Of Mouth (E-WOM) affect interest in buying halal cosmetics. Second, Tazlia



et al. (2023) who stated that influencer credibility and halal awareness have a positive and significant effect on the buying interest of halal local beauty brands.

5. Conclusion

Partially, Electronic Word Of Mouth (E-WOM) variables and influencer marketing have a positive and significant effect on consumer buying interest, while halal awareness variables do not have a significant effect. In addition, it can also be seen simultaneously, Electronic Word Of Mouth (E-WOM) variables, influencer marketing, and halal awareness have a positive and significant effect on consumer buying interest. This study is expected to be developed by further researchers by testing other variables outside this study by 39.2%.

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