



Analysis Of The Relationship Between Product Innovation And Electronic Word Of Mouth (E – WOM) On Buying Interest.

(Study Of Consumer Survey Of Jajanan Kita Brand In Harapan Mulia, Kemayoran)

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ABSTRACT

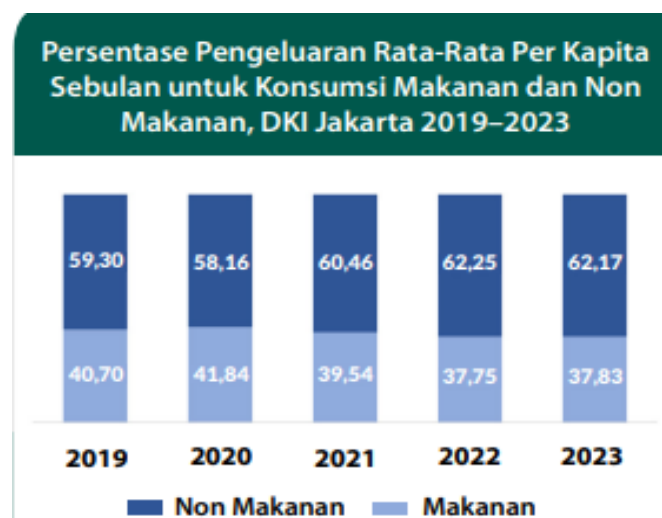
This research aims to find out the relationship between product innovation and E-WOM on consumer buying interest, focusing on the Jajanan Kita brand located in Harapan Mulia, Kemayoran. Innovate products that will be highlighted in their marketing strategies, especially in the food industry. In the digital age, individuals, particularly young adults, rely more on social media to receive more data and recommendations. E – WOM refers to the information and recommendations provided by the client through an online platform to prove an effective response. Consumers no longer rely solely on ads due to the ease of access to recommendations and reviews of other buyers. This analysis applies Structural Equation Modelling and *Partial Least Square* to test the Research Model. The results of the analysis show that product innovation and E-WOM statistically and significantly affect consumer purchase intentions. This research, it is anticipated, can help those in the industry make important conclusions about marketing strategies, while also adding information about the importance of innovation and E-WOM to the food industry. Furthermore, this research can be applied as a basis for conducting more comprehensive investigations and to provide relevant empirical data to promote the development of local food stall businesses.

INTRODUCTION

Product innovation is one of the essential components of a successful business strategy, especially in this highly competitive food and snack industry. Consumers are not only looking for high-quality products, but they are looking for items that have added value and look unique. Product innovation is one of the essential components of a successful business strategy, especially in this highly competitive food and snack industry. Consumers not only appreciate the quality and non-toxicity of the product, but other attractions. In this context, food innovation can mean the creation of new flavors, good packaging, as well as healthier product ingredients. On the other hand, *Electronic Word of Mouth*, also known as E-WOM is very powerful because it allows the sharing of criticisms. Consumers tend to trust other people's reviews and suggestions more than conventional advertising that can influence consumers' perception and purchasing decisions to buy products, so it is very important for consumers to understand how these two factors can interact in terms of buying interest.

The Jajanan Kita brand is located in the Harapan Mulia area, Kemayoran, is one example of a food brand that strives to utilize product innovation and E-WOM as a marketing strategy in its sales. With the variety of snack products offered, it can be analyzed how product innovation and E-WOM carried out by the Jajanan Kita brand can affect consumer buying interest. Jakarta is one of the most densely populated areas in Indonesia, the majority of the population has a very high interest in food, both snacks and heavy foods. Below are the results of BPS Jakarta in 2024 showing that the average expenditure of the population in DKI Jakarta on food and non-food.

Figure 1 Percentage of Average Per Capita Expenditure a Month for Food and Non-Food Consumption



Source : www.jakarta.bps.go.id, year 2024

Food products in Indonesia vary from the local area of Jakarta to other countries outside Jakarta. This food product requires product innovation made from processed beef and chicken mixed with flour and then served with chili oil. Fierce competition has emerged as a result of the emergence of new brands and exciting product innovations, especially among younger generations who increasingly rely on social media for advice. (Hennig-Thurau *et al.*, 2004) *E-WOM* Crucial in influencing purchasing decisions, about 70% of consumers are influenced by online reviews before purchasing a product. Based on previous research that shows the relationship between variables and will be used for estimation in comparing variables so that it becomes a more accurate research. Previous researchers from (Gani, Basit and Saepuloh, 2023) has researched that E-WOM with product innovation significantly and positively impacts consumer

buying interest in *smartphone* xiaomi in Garut, although in its research it does not discuss in depth between E-WOM and product innovation. Meanwhile, according to researchers (Lestari, Subagio and Piar, 2022) shows that E - WOM can significantly and positively have an impact on buying interest in the purchase of Somethinc products (*skincare*). The difference between the previous research and this research article is from the buying interest of consumers in the local locus brand food business "Jajanan Kita". While previous research with a focus on products *smartphone* and *skincare*.

The formulation of the problem from this research is whether product innovation has the ability to have a positive and significant impact on the buying interest of consumers of the Jajanan Kita brand in Harapan Mulia, Kemayoran?, and whether E-WOM has the ability to have a positive and significant impact on the buying interest of consumers of the Jajanan Kita brand in Harapan Mulia, Kemayoran?. Also, the purpose of this research is to find out and explain the ability of the influence of product innovation on the buying interest of consumers of the Jajanan Kita brand in Harapan Mulia, Kemayoran, and to find out and explain the ability of the influence of E - WOM on the buying interest of consumers of the Jajanan Kita brand in Harapan Mulia, Kemayoran.

LITERATURE REVIEW

Production Management

Production management is the process of managing and organizing the use of resources, including human resources, equipment resources, funds, and material resources, efficiently and effectively to produce and increase the value (utility) of goods or services (Assauri, 2008). (Herjanto, 2008) describes operations and production management as a consistent and efficient stage that applies management functions to effectively align various resources to achieve goals. Effective means that all tasks must be done correctly and as well as possible, and the results must be as desired as desired. Planning, organizing, directing, and managing are just a few of the management tasks included in operations and production management. Therefore, these tasks require a lot of expertise. To produce goods or services, various resources are needed.

Product Innovation

Product innovation can include the creation and application of new ideas and producing better, more efficient and more attractive products for consumers. This innovation can include new product orientation, improvements to existing products or the creation of new product variants. According to (Drucker, 1984) on research (Jordan Antanegoro, Surya and Sanusi, 2017) said that product innovation is an innovation that is applied in all company operations that has the potential to give birth to new ideas so that customers appear. According to (Kotler and Keller, 2019), product innovation can be measured through various indicators:

1. Creating new products
2. Products determine consumer choice
3. New products complement each other
4. Products can expand marketing
5. Products can increase sales volume

Electronic Word Of Mouth

Comments made by current customers, potential customers, and existing customers regarding businesses/products that can be accessed by individuals or groups through online media are known as E-WOM (Hennig-Thurau et al., 2004). According to research (Jalilvand and Samiei, 2012), the following metrics are used to measure electronic word-of-mouth:

1. Checking product evaluations from other customers online
2. Collect data from online evaluations of consumer products

3. Online consultation
4. Concerns if the buyer does not check the internet reviews before placing the order
5. Increased confidence after reading internet responses

Buying Interest

Buying interest is an action carried out by people who are directly involved in the acquisition and utilization of products/services, as well as the process of gathering decisions involved in the planning and determination of these activities (Sinaga and Sulistiono, 2020). Buying interest can be estimated by several indicators, including according to Augusty (2002):

1. Transactional interest
2. Reference interest
3. Preferential interests
4. Exploratory Mines

METHODS

Types of Research

Types of research applied *explanatory*, Sugiyono (2017) expresses research *explanatory* Applying research methods to test and analyze research results. This is intended to explain the existence of research variables and the influence between the variables (Hidajat and Ananda, 2024).

Time and Location

This research was conducted for 3 months and was located in the Harapan Mulia area, Kemayoran.

Operational Variables And Concept Models

This research concept model applies the following theory:

- 1) (Kotler and Keller, 2019) on the variable of product innovation
- 2) (Jalilvand and Samiei, 2012) on the E – WOM variable
- 3) (Augusty, 2002) on the buying interest variable

The operational variables of this research are as shown in the following table below:

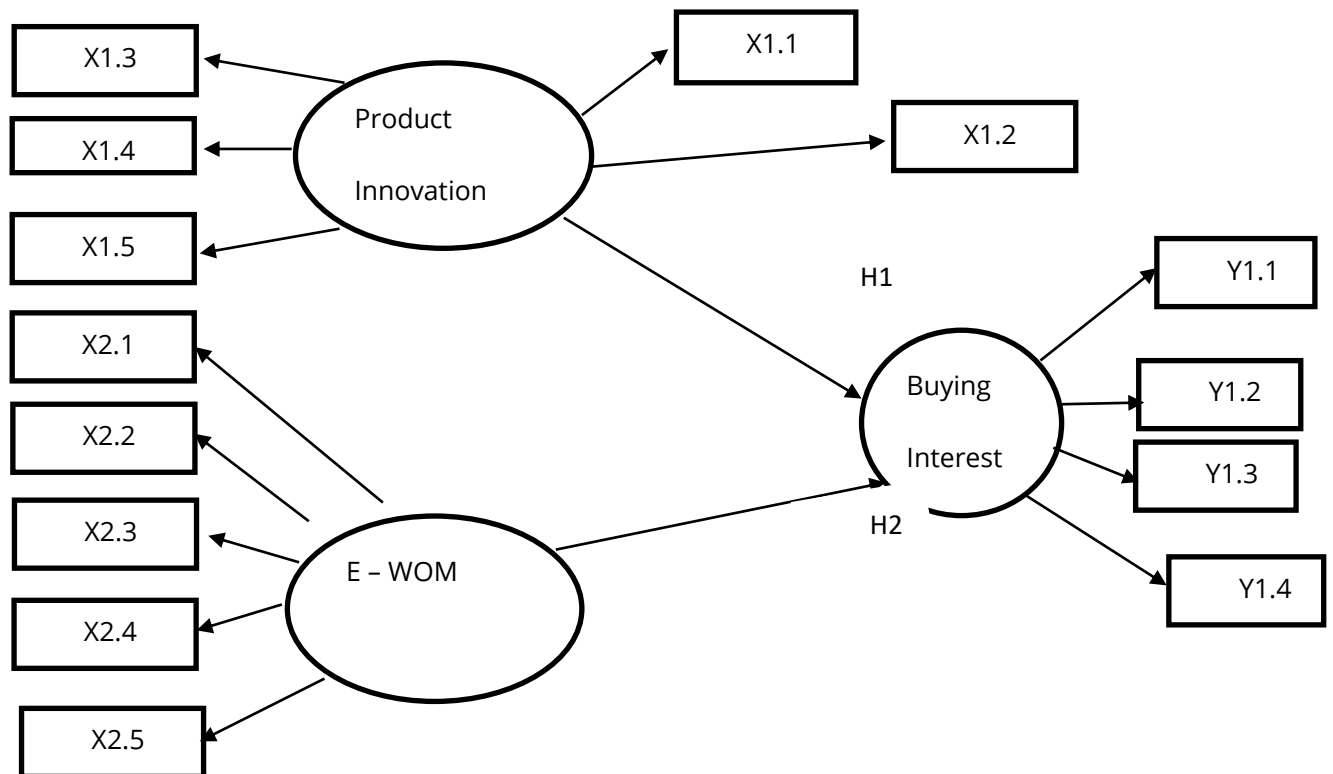
Table 1. Operational Variables

Variable	Indicator
Product Innovation (X1) (Kotler and Keller, 2019)	Creating new products Products determine consumer choice New products complement each other Products can expand marketing Products can increase sales volume
<i>Electronic Word of Mouth</i> (X2) (Jalilvand and Samiei, 2012)	Checking product evaluations from other customers online Collect data from online evaluations of consumer products Online consultation Concerns if the buyer doesn't check internet reviews before placing a booking Increased confidence after reading internet responses
Buying Interest (Y) (Augusty, 2002)	Transactional Interest Referential Interest Preferential Interests Exploratory Mines

Source; Researcher, 2025

According to the hypothesis above, the concept model is explained:

Figure 2 Research Variable Concept Model



Source : Processed Research, 2025

Data Collection Methods

This research applies the following methods: The questionnaire method, the method of data collection is carried out by giving several statements or questions to respondents through Google Forms distributed through *WhatsApp*, *Instagram* to Jajanan Kita customers.

Population And Sample

The population of this research is limited by consumers who make repurchases at Jajanan Kita Harapan Mulia, Kemayoran. The research location was chosen because, according to BPS, the DKI Jakarta Province has a population projection of 861,400 residents in the city of Central Jakarta by 2025. This research applies the *purposive sampling*. Sugiyono (2019) in research (Ani, Lumanauw and Tampenawas, 2021) said that this technique is used by determining samples through certain calculations which means that sampling is based on certain calculations or criteria that have previously been formulated by the researcher. The research sample is based on calculations applying the formula (Normanita, Hidajat and Yogantari, 2021):

$$n = \frac{z^2 p(1 - p)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,5(1 - 0,5)}{0,1^2} = \frac{3,8416 \times 0,25}{0,01} = \frac{0,9604}{0,01} = 96,04$$

Information:

- n : number of samples required
- z : normal distribution value of 95% or 1.96

p : max estimate 50% = 0.5
 d : sampling error 10%

The sum of z shows the number of standard errors far from the average called precision. Increasing the sample size n, the quantity d can be reduced as small as possible. Specifically, if z is selected to be 1.960, then 95% of the proportion of the sample is a standard error of 1.960 proportion of the population P, the standard of error $\sqrt{P(1 - P)/n}$. Standard error function of population parameters (Normanita, Hidajat and Yogantari, 2021). It is known that P(1 - P) is taken from different P selection values:

Table 2. Options P and P(1 - P)

P	P(1 - P)
0.5	0.25
0.4	0.24
0.3	0.21
0.2	0.16
0.1	0.09

Source: (Normanita, Hidajat and Yogantari, 2021)

The study applied the Lemeshow formula because the consumer population is not clear, although the location of the study is known. A minimum number of samples was obtained for research of 96 respondents, rounded up 100 respondents from the research sample criteria of consumers who live in the Harapan Mulia area, Kemayoran and have bought Jajanan Kita brand products.

Data Processing

The SEM PLS method is used for data processing methods. *Bootstrap* PLS is an analysis method used at all data scales, does not require many assumptions and does not require many samples. The purpose of PLS is to obtain a variable value for prediction purposes (Hidajat and Ananda, 2024).

Validity Test

The external testing of this model is carried out with the help of an algorithm of the external model analysis stage in the PLS procedure. Results are measured through validity and reliability tests. (Hidajat and Ananda, 2024).

Reliability Test

Through the Partial Least Square (PLS) technique, it can be applied *Cronbach's Alpha*. The minimum is 0.7 and the ideal is 0.8 or 0.9. The validity of the discriminant is considered successful if the AVE can exceed 0.5 (Hidajat and Ananda, 2024).

Inner Models

The evaluation of the structural model, especially in the inner part of the model, was carried out looking at the R - Squared value on each equation between latent variables. Value *R - Squared* shows that the proportion of variance of dependent variables can be explained by independent variables in the model. R2 has very strong model specification rules of ≥ 0.70 , strong 0.46 - 0.70, moderate 0.26 - 0.45, weak ≤ 0.25 (Hidajat and Ananda, 2020).

Uji Hypothesis

(Hidajat and Ananda, 2024) said that the hypothesis test in PLS applied a non-parametric bootstrap procedure to determine the significance of the coefficient. The significance decision is based on the t-test, a p-value of 0.05 shows significant results, and vice versa.

RESULTS

Characteristics Of Respondents

Table 3. Gender-Based Characteristics

Gender		
Gender	Total	Total Percentage
Woman	69	69%
Men - men	31	31%

Source : Google Form Researcher, 2025

Based on the table above, the majority of respondents to this research are women, which reaches 69% or a total of 69 people. Meanwhile, male respondents form a minority with a percentage of 31% or 31 people.

Age-Based Respondents

Table 4. Age-Based Respondents

Age		
Age	Total	Total Percentage
15 - 20 years	21	21%
21 - 25 years old	55	55%
26 - 30 years old	22	22%
> 30 years old	2	2%

Source : Google Form Researcher, 2025

Based on the table above, the majority of respondents in this research group aged 21 – 25 years dominated with 55% of the total respondents, followed by the 26-30 year old group of 22% and 15 – 20 years old group of 21%. Respondents over 30 years old only amount to 2% of the total.

Respondents Based On Final Education

Table 5. Education-Based Respondents

Education		
Education	Total	Total Percentage
Elementary/Equivalent	1	1%
Junior High School/Equivalent	5	5%
High School/Equivalent	58	58%
Diploma	11	11%
Bachelor	25	25%

Source : Google Form Researcher, 2025

Based on the table above, the majority of respondents have a background in high school/equivalent education with a percentage of 58% or 58 people. Followed by Bachelors with a percentage of 25% or 25 people and Diplomas with 11% or 11 people. Respondents with junior

high school/equivalent education amounted to 5% or 5 people, while the fewest were elementary/equivalent with a percentage of 1% or 1 person.

Job-Based Respondents

Table 6. Job-Based Respondents

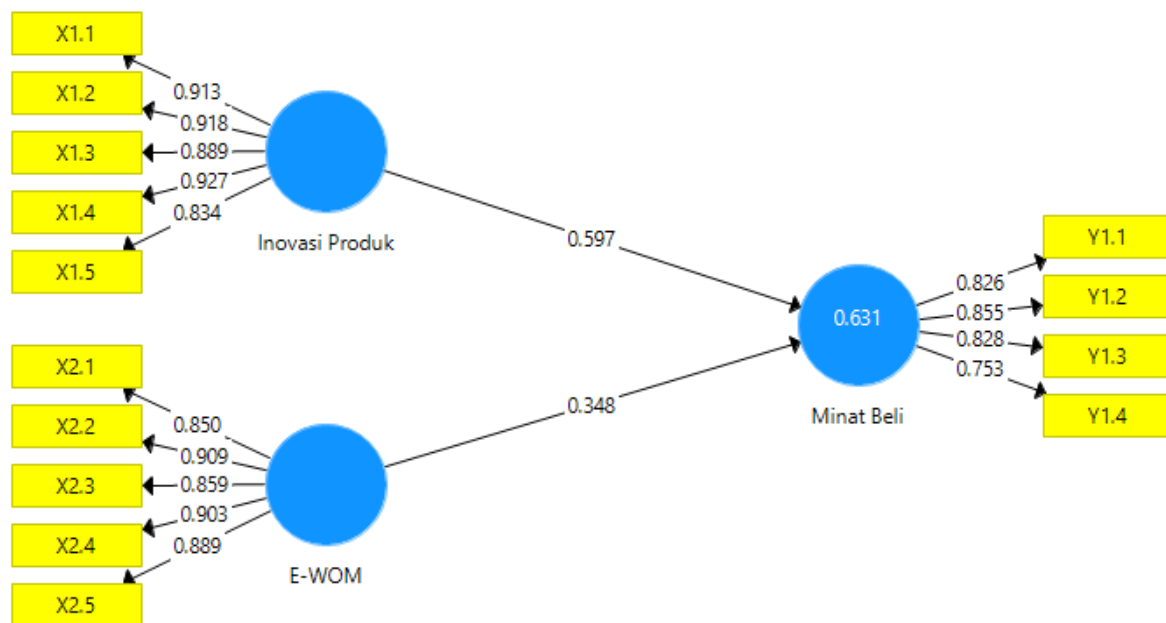
Job-Based		
Work	Total	Total Percentage
Student/Student	41	41%
Private Employees	28	28%
Public Employees	7	7%
Entrepreneurial	8	8%
Other	16	16%

Source : Google Form Researcher, 2025

Based on the table above, the majority of respondents to this research are students with a percentage of 41% or 41 people. The second largest proportion is private employees with 28% or 28 people. Other categories occupy 16% or 16 people, entrepreneurs 8% or 8 people, while public employees 7% or 7 people of the total respondents.

Research Results

Figure 3 Path Coefficients – Convergent Validity



Source : SmartPLS 3, 2025

The results of the study applying PLS (Partial Least Square) produced an outer model including the results of validity and reliability, and the inner model included the results of the research hypothesis test. The research hypothesis test applied the T – Statistics and R – Square Test.

External Loading Test

The results of the study concluded that the outer loading of all variables showed a value of > 0.7.

Table 7. Outer Loading Results

	Product Innovation	E - WOM	Buying Interest
X1.1	0.913		
X1.2	0.918		
X1.3	0.889		
X1.4	0.927		
X1.5	0.834		
X2.1		0.850	
X2.2		0.909	
X2.3		0.859	
X2.4		0.903	
X2.5		0.889	
Y1.1			0.826
Y1.2			0.855
Y1.3			0.828
Y1.4			0.752

Source : SmartPLS 3, 2025

Validity And Reliability Test Results**Table 8. Construct Validity And Reliability**

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
E - WOM	0.929	0.936	0.946	0.779
Product Innovation	0.939	0.944	0.954	0.804
Buying Interest	0.833	0.840	0.889	0.666

Source : SmartPLS 3, 2025

Results Of The Discriminant Validity Test**Table 9. Discriminatory Validity**

	E - WOM	Product Innovation	Buying Interest
E - WOM	0.882		
Product Innovation	0.369	0.897	
Buying Interest	0.569	0.726	0.816

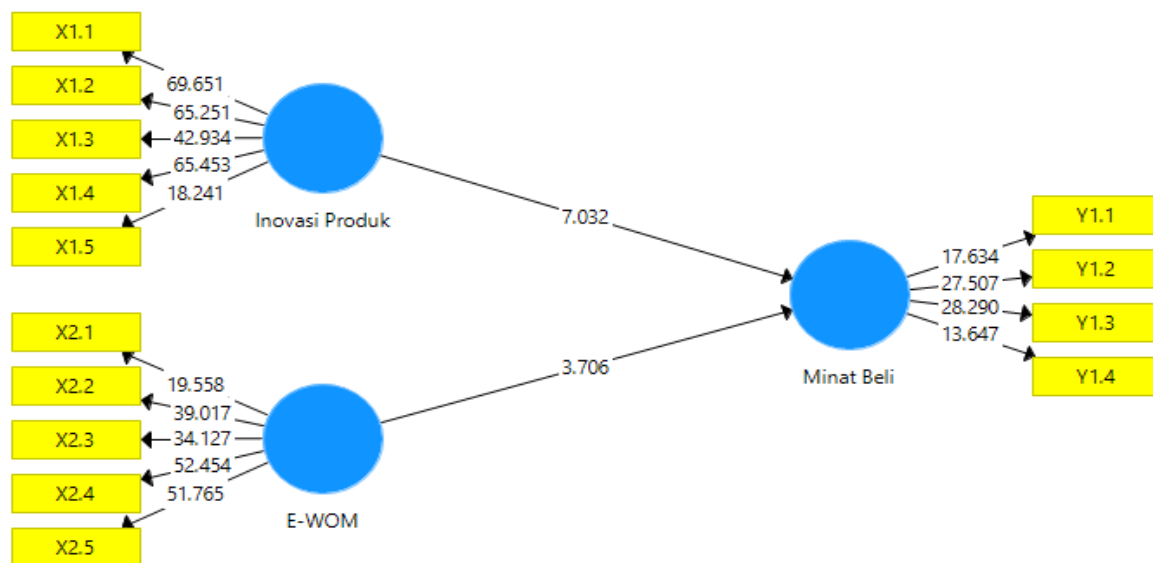
Source : SmartPLS 3, 2025

R - Square Test Results**Table 10. R - Square Test Results**

	R - Square	Adjusted R - Square
Buying Interest	0.631	0.624

Source : SmartPLS 3, 2025

Figure 4 Bootstrapping or Hypothesis Testing



Source : SmartPLS 3, 2025

Table 11. Path Coefficients

	Original Sample (O)	Average Sample (M)	Standard Deviation	T Statistics	P Value
E – WOM on Buying Interest	0.348	0.350	0.094	3.706	0.000
Product Innovation on Buying Interest	0.597	0.598	0.085	7.032	0.000

Source : SmartPLS 3, 2025

DISCUSSION

The results of the validity and reliability test in the table above show that the composite reliability is > 0.7 , *Cronbach's Alpha* score is met and the AVE > 0.5 . The results of the discriminant validity test showed that > 0.7 means that E-WOM, product innovation and buying interest have good validity. Based on the results of the R-Square test, it shows that buying interest has an effect of 0.631 or 63.1%. This means that buying interest plays a very important role in influencing something, while the other 36.9% is influenced by things outside of this research. This R-Square value proves a strong relationship. H1 = E – WOM has the ability to influence buying interest. T Table, P score $0.000 < \text{significance level } 0.05$, E-WOM, T Statistics $3.706 > 1.96$. These findings show that E-WOM (X2) has a significant and positive impact on buying interest (Y). Lestari (2022) found that E-WOM can influence buying interest, which is supported by hypothesis test findings (Lestari, Subagio, and Piar, 2022). H2 = Product innovation can affect consumers' desire to buy. T Statistics $7.032 > 1.96$ T Table, P score $0.000 < \text{significance threshold } 0.05$, Product Innovation.

These findings show that product innovation (X1) has a significant and positive impact on buying interest (Y). The hypothesis test findings support Jaya's (2023) research which states that product innovation can affect consumers' desire to make purchases (Saputra and Bahrn, 2023).

CONCLUSION

The results of the findings obtained from all research results.

1. Product Innovation has a significant impact on consumer buying interest in the Jajanan Kita brand in Harapan Mulia, Kemayoran. Attractive and high-quality product innovations are not only good for attracting attention, but also for increasing consumers' impulse purchases by providing a positive experience.
2. E-WOM has a significant impact on consumer buying interest in the Jajanan Kita brand in Harapan Mulia, Kemayoran. Through E – WOM, it plays a role in building consumer trust, recommendations and positive reviews that are sent online.

In this context, the right combination of innovation and effective E-WOM management may be one of the keys to persuade consumer buying interest as well as the success of the brand in the competitive market.

LIMITATION

1. Sampling: This study only refers to consumers of the "Jajanan Kita" brand in the Harapan Mulia area, Kemayoran. This study cannot be generalized to other food consumers in other geographic areas or make foods from different brands outside of the testing site.
2. Data Collection Methods: Data is collected through *Google Forms* that are shared via *WhatsApp* and Instagram. This can lead to selection bias as only digitally active consumers participate, and those who are not active on social media or unfamiliar with technology may be underrepresented.

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