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Influence E-Word of Mouth and Brand Awareness to Loyalty Brand on Era Pandemic Year 2020 (Study Case on Consumers of Wedding Organizer Services in Palembang)

Indah Nursantie

Master of Management, Sriwijaya University, Palembang, Indonesia
Corresponding author email: Indahnursantie024@gmail.com

Zakaria Wahab

Lecturer of Magister Management, Economic Faculty, Sriwijaya University, Palembang, Indonesia
Email: zkwahab01@gmail.com

Isnurhadi

Lecturer of Magister Management, Economic Faculty, Sriwijaya University, Palembang, Indonesia
Email: isnurhadi2020@gmail.com

Aslamia Rosa

Lecturer of Magister Management, Economic Faculty, Sriwijaya University, Palembang, Indonesia
Email: aslamiarosa@fe.unsri.ac.id

Abstract---*The study aimed to know the influence of e-word of mouth and brand awareness on loyalty in the pandemic era year 2020 (study case on consumer service wedding organizer in Palembang city). The study population is consumers who use service wedding organizers in the town of Palembang year 2020. Selected respondents in the study is para consumer who bought service wedding organizers during the pandemic era in South Sumatra province. As many as 154 respondents with using the non-probability sampling technique. The multiple linear regression analysis shows that E-word of mouth and brand awareness positively and significantly affect loyalty. Show c image very influential wedding organizer in creating a good image with gift review to services that have been used. Give service customer relations to build good connections with consumers who have used it Becomes important for giving impressions, messages, and feedback to services that have been given after-sales service to consumers who have used service wedding organizers to shape concern or addiction service customer relations.*

Keywords---*brand awareness, COVID-19 pandemic, e-word of mouth, loyalty brand, wedding organizer services.*

Introduction

In the beginning year, 2020 growth economy of Indonesia decreased significantly, projected only in the range of 0.4% to 2.3% when compared to the previous growth, which reached 5%. The decreased growth of the economy this influenced by the case disease virus COVID-19, which spread to the whole region of Indonesia, including the region province of South Sumatra. A new phenomenon that occurred at the beginning of 2020, almost All economic activities immediately slowed down and threatened to stop (Asmanto & Andayani, 2020). According to Where (2020), the drop growth economy and consequence change request sharp caused several industries to operate by massive, wrong one service which caught impact that is service wedding organizers.

Amount weddings in Indonesia will decrease significantly enough in the year 2020. Body Center Statistics (BPS) notes that the number of weddings in soil water decreased by 9.14% down from 1.97 million marriages in 2019 to 1.79

million weddings in 2020 (Rizati, 2021). Amount the Becomes which Lowest in the five-year final. The decrease amount weddings Became a reason demand for wedding organizer services in 2020 decreased due to affected disease case COVID-19 virus. According to Sagaf (2020), at the beginning of 2020, the wedding organizer business was not. Many events had to be postponed during the pandemic for the next few months. There is a prohibition on making crowds, including making wedding parties for the sake of push deployment virus infectious COVID-19 make Wedding Organizer bear the loss. Amount cancellation from couple impacts significant cash flow to company wedding organizers. With the existing pandemic, business wedding company organizers are very sad and concerned (Barreda et al, 2015; Macdonald & Sharp, 2000).

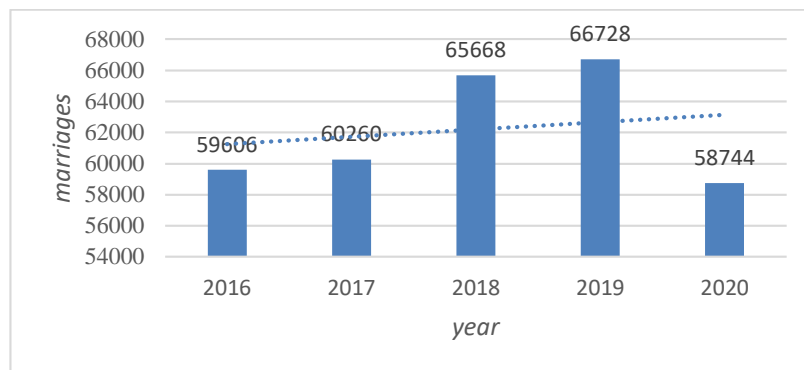


Figure 1. Chart Wedding South Sumatra Province 2016-2020
Source: www.bps.go.id, processed 2022

Based on the data in Figure 1, the marriage graph in South Sumatra province in 2016-2020 shows that from 2016 until 2019, every year. While 2020 shows a decrease in marriages by around 12% in 2019, with a difference of 7,979 marriages. This decrease is due to happening COVID-19 pandemic, which causes many bans from the government on the to do the program, especially for organizing program weddings which causes many candidate brides to withdraw me for the do program wedding (Abou-Shouk & Soliman, 2021; Dabbous & Barakat, 2020).

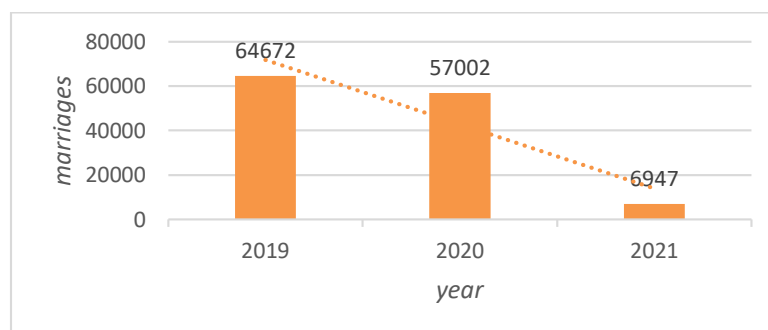


Figure 2. Chart Wedding South Sumatra Province 2019-2021
Source: <https://simbi.kemenag.go.id/simpenghulu/data-nikah>

Based on data in Picture 2, chart weddings in South Sumatra province in 2019-2021 experienced a significant decline. Based on data, different incidents marry, which are most flashy, are in 2020 and 2021, when the percentage of weddings Public province of Sumatra South experienced drops as big as 88%. The data could confirm that a drop in the percentage of weddings significantly results in high competition among service wedding organizers.

Table 1
Amount Incident get married in Province Sumatra South Year 2020

No.	District/ City	Amount
1	City Palembang	10,813
2	Regency. Music Banyuasin	4.467
3	Regency. Ogan Komering I lir	5.451

4	Regency. Ogan Komering Ulu	2,470
5	Regency. Muara Enim	4.242
6	Regency. Lahat	3.429
7	Regency. Musi Rawas	2.892
8	Regency. OKU South	2,547
9	Regency. Ogan Ilir	3,473
10	Prabumulih Kota	1 . 491
11	City Linggau	1,747
12	City Fence Natural	1,140
13	Regency. Banyuasin	6.175
14	Regency. OKU East	4.476
15	Regency. Four Mace	1,570
16	Regency. Ali _	1.194
17	Regency. Musi Rawas North	1.172
TOTAL		58,749

Source Data: Simkah (processed) year 2022).

Based on the data in Table 1, it can be seen that information obtained from the system Ministry of Religion of South Sumatra shows amount incidents in weddings in Sumatra South year 2020 is as big as 58,749 incidents. The highest events in the 2020 pandemic occurred in the city of Palembang, with several events in as much as 10,813, where Palembang is the mother city and city biggest in the province of Sumatra South Yang, inhabited by more than 1.6 million population in the year 2020. Besides that too, the amount incident wedding the lowest in the province of South Sumatra in 2020 occurred in the city of Pagaralam, showing as many as 1,140 events.

In a business environment characterized by rapid change, change organization needs customers and various competition because service must get the ability technology new in exploring new business processes to remain profitable in the long term (Chinomona & Maziriri, 2017). Increasing competition in the business world tall, in the era of the pandemic moment, service wedding organizers sued for developing and creating new values or innovations in their brand so that they endure in a changing environment, Among other with creating creativity and capable Of doing strategy new (Alkhalid et al., 2017; Basthony et al., 2021).

The above phenomenon is both a challenge and an opportunity to be faced by service provider wedding organizers. Challenges and opportunities faced in presenting a new marriage paradigm during a pandemic include implementing health protocols, limiting guests, and reducing crowd incentives (Ye et al, 2011; Heyes & Kapur, 2012). According to Mulyati et al. (2019), the essential service wedding organizer is to give fast, comfortable, and practical service to fulfilling the needs of the urban public. Service wedding organizers alone have a general function of coordinating, serving, and supporting parties involved in preparation for the wedding (Santri et al., 2021). Therefore, with rules new to the wedding ceremony in the Century pandemic, the service presence of wedding organizers is the essential part that is needed in doing program weddings.

Literature review

Loyalty brand

A loyalty brand is a consumer preference to make purchases of the same brand on the identical product Specific or category service particular (Schiffman & Kanuk, 2010). According to Aaker (2008) in Prabowo (2013), there are five dimensions of the measurement of loyalty brand by consumers, for measurement the is as follows: 1) Behavior Measures (Behavior), 2) Measuring Switching Cost (Cost Transition), 3) Measuring Satisfaction, 4) Measuring Liking the Brand. To Brand), 5) Measuring Commitment.

E-word of mouth

E-word-of-mouth communication (WoM), or communication from mouth to mouth, is process communication in the form of gift recommendation good by an individual or group to something product or purposeful service for giving information personally (Kotler & Keller, 2016). According to Bilgin (2018), there are five dimensions of word of mouth, that is as the following: 1) Talkers (Speakers), 2) Topics, 3) Tools (Tools), 4) Talking Part (Participation), 5) Tracking (Supervision).

Brand awareness

According to [Kotler & Keller \(2016\)](#), *brand awareness brand* is the ability to Identify (recognize) or remember a brand in a category with enough detail for purchase. According to [Kotler & Keller \(2016\)](#), brand awareness divided Becomes several dimensions, namely: 1) Brand Recognition (Introduction) Brand), 2) Brand Recall (Reminder), and 3) Top of Mind (Peak Thoughts).

Research Methods

The study population is consumers who use service wedding organizers in the city of Palembang year 2020 selected respondents in this study are para consumers who buy service wedding organizers during the pandemic era in the province of South Sumatra. Use the technique of non-probability sampling based on the consideration to determine a righter sample, then sample used in study this as many as 154 respondents.

Result and Discussion

Influence e-word of mouth against loyalty brands in the era of the pandemic year 2020 (Study case on consumers of wedding organizer services in Palembang City)

E-word of mouth takes effect positive and significant loyalty to the brand. This result is in line with results study from ([Rodrigues & Brandão, 2021](#); [Pindari & Harti, 2021](#); [Güven Deprem, 2020](#); [Oppong, 2020](#); [Al-Gharaibah, 2020](#); [Wardhana & Yuli, 2020](#); [Abd Aziz & Ngah, 2019](#); [Oktiani & Gaddafi, 2018](#)) show results that e-word of mouth takes to effect positive and significant to loyalty brand. Research results in this show that linked e-word of mouth with several indicators like talkers (speakers), topics, tools, talking parts (participation), and tracking (supervision). As an indicator, I feel satisfied with choosing electronic social media as the place to buy service wedding organizers online in an era of pandemics shows the lowest value. This thing suspected several consumers, based on Interviews natural state although to do purchase and choose a product from service wedding organizer online effective enough, especially in the era of the COVID-19 pandemic which restricted activity outside house restricted by the government. However, several consumers say they would be happier if they could choose and meet directly with wedding organizer vendors because they could discuss concepts, prices, and options offered directly ([Zhang et al., 2010](#); [Loureiro et al, 2018](#)).

As an indicator, when I buy a product wedding organizer (which I select) in an era of the pandemic, I review the brand from the consumer, which makes me believe self in buying a product or brand with the highest score. This shows that image is a very influential wedding organizer for creating a good image because of a review from consumers who have once used his services ([Setiagraha et al., 2021](#); [Shahid et al., 2017](#)). Because of things, this will impact the continuous development of business wedding organizers. By giving it a positive response and feedback experience, someone who gives a review on social media will give a powerful pull for candidate consumers to choose wedding organizer choice here. So, if, otherwise, feedback is negative given the consumer will have a lousy impact on the continuation something business wedding organizer, because wedding organizer is a business service provider leading focus service, he is a gift the services provided and the appropriate products with what is offered ([Erdoğan & Cicek, 2012](#); [He et al, 2012](#)).

Influence brand awareness to loyalty brands in the era of the pandemic year 2020 (Study case on consumers of wedding organizer services in Palembang City)

Brand awareness has a positive and significant effect on brand loyalty. These results are in line with research results from ([Jefuna & Erdiansyah, 2022](#); [Mitiku, 2021](#); [Yola & Utama, 2021](#); [Eslami, 2020](#); [Oppong, 2020](#); [Bernarto et al., 2020](#); [Nugroho & Hidayati, 2021](#); [Raza, Salleh, & Shaari, 2019](#); [Fatikhyaid et al., 2019](#); [Oktiani & Gaddafi, 2018](#); [Zehir et al, 2011](#); [Fournier & Yao, 1997](#)) show the results that brand awareness has a positive and significant effect on brand loyalty.

The results of this study indicate that brand awareness is associated with several indicators, such as brand recognition, brand recall, and top of mind. In the indicator, we recognize the wedding organizer (which we chose) just by looking at its attributes, which show the lowest value. It is suspected that the attributes of a wedding organizer are not the leading benchmark for consumers to recognize a brand better. On the indicator, we realized the existence of a wedding organizer (which I chose) because many advertisements on social media during the pandemic

era showed the highest value. This shows that one of the reasons consumers recognize more is because of the many ads that appear on social media, both on Instagram, TikTok, Facebook, and so on. Especially in the era of a pandemic that requires consumers to seek information through electronic media, advertising on social media is one way to do promotions.

Conclusion

- 1) E-word of mouth positively and significantly affects brand loyalty in the 2020 pandemic era (a case study on wedding organizer service consumers in Palembang). The image of the wedding organizer is very influential in creating a good image by providing a review of the services that have been used. Providing customer relations services to build good relationships with consumers who have used it is essential to give impressions, messages, and input to the services provided. Because the feedback consumers give will impact the sustainability of a business, consumers who provide good feedback will positively impact other consumers who will make purchases. Old consumers will continue to use this service.
- 2) Brand awareness positively and significantly affects brand loyalty in the 2020 pandemic era (a case study on consumers of wedding organizer services in the city of Palembang). This shows that a wedding organizer always needs to build a good image, and promotions are carried out on social media. Because the market share of this wedding organizer is consumers who are in average productive age around the age of 18-40 years, consumers who are at that age are more interested in seeking information through the media and reviews provided by other consumers. In addition, the wedding organizer brand icon that does not change will be easily recognized by potential consumers and consumers who have used it so that they continue to choose brands they already know as their primary choice.

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