THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON BRAND IMAGE AND BRAND TRUST AND ITS IMPACT ON PURCHASE INTENTION

(Empirical Study on MI Fans Yogyakarta Community)

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ABSTRACT

This study discusses electronic word of mouth on purchase intention directly and indirectly with brand image and brand trust as a mediating variable on Mi Fans Community in Yogyakarta.The population in this study are all member of Mi Fans Community in Yogyakarta on social media application Telegram with the total amount of 1.300 members. Sampling technique used in this research is purposive sampling that is taken as 180 samples. The data were collected using a questionnaire and then analyzed using a statistical test by SEM (Structural Equation Modelling) using AMOS 21.The result shows that the electronic word of mouth had significant effect directly toward purchase intention, but electronic word of mouth indirectly through brand image and brand trust shows no influence toward purchase intention. It indicates that electronic word of mouth on purchase intention is direct influence without the role of the mediation variable.

Keywords: Elcetronic word of mouth, brand image, brand trust, and purchase intention.

INTRODUCTION

At present the internet is growing rapidly and is increasingly reaching almost all regions in Indonesia today. The internet has now become one of the things that is needed in obtaining certain information. Initially the internet could only be used by using a computer or laptop but now the internet can be accessed using a smartphone device. This makes famous brands enliven the phenomenon of internet technology development in this era so smartphone competition is very competitive. This started when Apple created the IOS device with the iPhone as its flagship product and then Google created Android devices so that many vendors saw this opportunity and made new innovations in their products to smartphones. Not only smartphones, tablet devices are also created as a complement and are a sign of technology in this era has become increasingly sophisticated.

Based on eMarketer survey data throughout 2016 found that smartphone users in Indonesia, which currently has a population of 250 million people, has reached 65.2 million people. This figure is expected to increase to 92 million by 2019 (http://databoks.katadata.co.id/datapublish/2016/08/08/pengguna-smartphone-di-indonesia-2016-2019). This is due to the development of infrastructure and the ease of getting smartphone devices. Especially now that many smartphone vendors have sprung up and the prices are affordable. Some of the most popular brands of smartphones are emerging markets including Iphone, Samsung, Sony, Asus, Xiaomi, Oppo, and others.

Researchers are interested in researching Xiaomi brand smartphones because Xiaomi is one of the most phenomenal and most popular smartphone manufacturers today. The Chinese-based company since its inception has succeeded in attracting smartphone consumers. This is due to the amount of information that has sprung up on the internet about Xiaomi smartphones. Information popping up on the internet about Xiaomi appears in the form of reviews provided by several Xiaomi smartphone consumers. As Xiaomi knows, issued a smartphone with high specifications but offered at a very affordable price even under the market with its competitors.

Today's internet has become an information medium that is often used by the public because it is increasingly accessible. Besides that, information that has sprung up on the internet is very diverse. Not only information about a product that is on the internet, information on various product reviews can also be seen on the internet. In addition to the internet, social media is also widely used by the public as a medium of information. Similarly, social media

internet also displays a variety of diverse information. Based on the eMarketer market research institute, internet users in Indonesia reached 83.7 million people in 2014 (https://www.kominfo.co.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan_media). It occupies Indonesia as the 6th largest in the world in terms of the number of internet users. In 2017, eMarketer estimates that internet users in Indonesia have reached 112 million people, beating Japan ranked 5th with slower growth in the number of internet users (https://www.kominfo.co.id/content/detail/6095/indonesia-raksasa-teknologi-digital-asia/0/sorotan_media).

The widespread use of the internet globally has begun to spread through electronic word of mouth (Jalilvand, 2012). According to Thurau et al. (2004) Electronic word of mouth is a positive statement made by potential consumers or consumers who have previously used a product that can be accessed by many people or institutions through the internet. Important sources of information such as forums, sharing sites, blogs and customer reviews raise the importance of word of mouth electronic word. Nowadays consumers are trying to find information about the products they are interested in on the internet before they make a purchase decision. However, eWOM is one of the most favorite sources of information for consumers (Adjie et al., 2009; Zhu & Zhang, 2010). The better the community review on the web and social media, the higher buying interest will be. For example, on Xiaomi smartphone products, there are so many information and product reviews spread on the internet. Information about Xiaomi smartphones is widely circulated through web, blogs, social media such as Youtube, Facebook, etc. This information from various internet media is what makes many consumers buy and use Xiaomi smartphones even though Xiaomi rarely advertises its products through Television media. Even now Xiaomi has its own community as a place to communicate with eWOM Xiaomi smartphone users, namely the MI Fans community in various provinces in Indonesia. This of course is very helpful and influences consumers in determining attitudes in information search and in deciding the purchase of Xiaomi smartphone products.

Xiaomi smartphone user reviews on the internet are not always positive, as in 2016 when Xiaomi launched its 4G smartphone when it entered Indonesia, many Xiaomi consumers complained about the product because the 4G smartphone feature could not be used or locked from the factory. This happened because at that time Xiaomi 4G smartphone did not pass the Domestic Content Level (TKDN) rule in Indonesia. But soon the problem can be overcome.

Because of the large number of consumers interacting on the internet and social media, they are looking for information and solutions on Xiaomi smartphones and disseminating this information so that ultimately Xiaomi's 4G features can be activated and used. This certainly makes reviews of many Xiaomi users giving positive testimonials again.

According to Kotler and Keller (2012) "Brand image is the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory." The point is the perceptions and beliefs held by consumers that are reflected in the mind and memory of a consumer itself. Every customer has a certain impression on a brand that can arise after seeing, hearing, reading, or experiencing the product brand themselves, like through radio TV, or print media. Before seeing a smartphone brand, consumers have certain expectations of the services they will receive. When the service meets expectations it will build trust in the brand. Therefore, the brand image perceived by consumers has an impact on trust because when the brand is able to create a sense of trust in the services expected by consumers (Semuel and Lianto, 2014). Xiaomi's good brand image will bring consumer confidence to the Xiaomi brand. According to Lau & Lee (1999) brand trust is the willingness of consumers to believe in a brand even though it is risky because there is an expectation that the brand will give positive results. Xiaomi smartphone consumers have the hope of obtaining satisfaction guarantees when using the product, even though there are possible risks they receive. With a good brand trust in a product, it will increase consumer buying interest.

The number of smartphone brands that have sprung up makes consumers have many choices and consumers' buying interest is higher to buy a product. According to Schiffman & Kanuk (2010), buying interest is a psychic activity that arises because of feelings and thoughts about a desired item or service. The presence of a new smartphone vendor that is present, such as Xiaomi, which creates smartphone products with excess compared to other brands, will make consumers recognize the product according to their needs. Business competition is currently prioritizing electronic word of mouth variables, brand image and brand trust. Smartphone marketers need to know the impact of brand image, brand trust, electronic word of mouth and consumers' good buying interest (Semuel and Lianto, 2014).

THEORETICAL FRAMEWORK

A. Electronic Word of Mouth Concept

1. Electronic Word of Mouth

According to Thurau et al. (2004) Electronic Word of Mouth is a positive statement made by consumers about a product or company that can be accessed by many people or institutions through the internet. Cheung and Lee (2008) state that eWOM is an online consumer review consisting of analysis and comments generated and posted by end-user products who have spent their money on the product and used it.

2. Electronic Word of Mouth dimensions

The eWOM dimension that can affect consumers according to Thurau et al. (2004) namely a) Platform Assistance, b) Venting Negative Feelings, c) Concern for The Others, d) Extraversion / Positive Self-Enhancement, e) Social Benefits, f) Economic Incentives, g) Helping The Company, h) Advice Seeking

B. Brand Image

According to Kotler and Keller (2012) brand image is the perception and trust held by consumers that is reflected in the mind and memory of a consumer itself. According to Setiadi (2003) brand image is a representation of the overall perception of the brand and is formed from past information and experience of the brand. The image of the brand is related to the attitude in the form of beliefs and preferences for a brand. Consumers who have a positive image to one brand, will be more likely to make a purchase. Some of the Brand Image indicators presented (Biel in Sulistyari, 2012) are, 1) Corporate Image. 2) Product Images. 3) User Image.

C. Brand Trust

Brand Trust according to Lau & Lee (1999) is the willingness of consumers to believe in a brand even though it is risky because there is an expectation that the brand will give positive results. Brand trust is also defined by Chaudhuri & Holbrook (2001) which is a willingness of consumers in general to be willing to depend on the ability of the brand that describes the function of the product. Meanwhile, according to Morgan & Hunt (1994) willingness is not too influential because of the argument that believes if a consumer wants to depend on the brand. According to Kustini (2011) Brand trust can be measured through the dimension of viability and dimension of intentionality.

D. Purchase Intention

Buying interest according to Schiffman & Kanuk (2010) is a psychic activity that arises because of feelings and thoughts about a desired item or service. This can mean buying interest as an attitude of pleasure towards an object that makes individuals try to get the object by sacrificing that is paying it with money. Buying interest is the activity of individuals who are directly involved in obtaining and using goods and services including the decision-making process in the preparation and determination of these activities (Swastha & Handoko, 2000 in Semuel & Lianto, 2014). This means that consumer buying interest is an action and social relationship carried out by individual consumers, groups and organizations to assess, obtain and use goods and services through an exchange or buying process that begins with a decision-making process that determines these actions (Semuel & Lianto, 2014).

The components of Purchase Interests consist of:

1) Awareness

2) Knowledge

3) Liking

4) Preference

5) Conviction

 6) Purchase

RESEARCH METHODS

A. Objects and Research Subjects

In this study the object of research is Xiaomi smartphone products. The research subjects in this study were Xiaomi smartphone customers who were members of the Yogyakarta Mi Fans community.

B. Population and Research Sample

The sampling technique is the way researchers take samples or representative examples of available populations (Sanusi, 2011). The population in this study were members of the Yogyakarta Mi Fans community in the Telegram messenger which was known to number 1,300

people. Sample size determination based on Hair et al. (2010) that depends on the number of parameters estimated. Hair suggests the sample size is taken based on the complexity of the model, which is a minimum of 150 samples if the model is 7 parameters or less, and no indicators are not identified. Furthermore Ghozali (2014) recommends that the sample size suitable for SEM with maximum likelihood estimation is between 100-200 samples. The number of parameters estimated in this study is 18. Using a sample calculation based on Hair et al. (2010) namely the number of parameters estimated at 5-10 then the amount used in this study is: 18 x 10 = 180 samples.

C. Data Collection Techniques

Data collection in this study uses a questionnaire given to respondents online through Google Form. Respondents filled out the questionnaire by entering a Google Form website link provided by the researcher and then inputting it to researchers online. The questionnaire used was a Likert scale technique which included five answers that could only be chosen by one of the respondents who filled out the questionnaire.

D. Operational Definition of Research Variables

Table 3.2.

Operational Definition of Research Variables

Variable	Definition	Indicator	Source
Electronic Word of Mouth (X)	Positive statements made by consumers about a product or company that can be accessed by many people or institutions through the internet (Thurau, 2004)	*Platform assistance* 1. Believe in information on the internet and MiFans groups at Telegram. *Concern for the others consumers* 2. Often collect information from online reviews before buying Xiaomi Smatphone products. 3. Feeling the care of others through the MiFans group about the product.	(Thurau, 2004 with modification)

Variable	Definition	Indicator	Source
		Extraversion / positive self-enhanchement 4. Through the MiFans group, telegrams get information about positive experiences of consumers of Xiaomi users. *Seeking advice* 5. Want to always get tips and advice via the internet & MiFans group on Telegram to solve problems on Xiaomi smartphones	
Brand Image (Y1)	Perceptions and beliefs held by consumers are reflected in the mind and memory of a consumer itself (Kotler & Keller, 2012)	1. Compared to other products / brands, this product / brand has high quality 2. Xiaomi smartphone products are well known by many people. 3. Consumers can predict how this product / brand will function 4. Xiaomi has an attractive appearance 5. Xiaomi has a high type of smartphone specification	1),3)(Davis et al, 2009) 2) Researcher 4)-5) Anggitasari With modification (2016)
Brand Trust (Y2)	The willingness of consumers to believe in a brand even though it is risky because there is an expectation that the brand will give positive results (Lau & Lee, 1999)	*Dimension of viability* 1. Needs fulfilled 2. Trust of the brand itself 3. Ability to overcome problems through the MiFans group at Telegram *Dimension of intentionally* 4. Confidence in product satisfaction	1)-4) Anggitasari (2016) with modification

Variable	Definition	Indicator	Source
Purchase Intention (Z)	Psychic activity that arises because of the feelings and thoughts of a desired item or service (Schiffman & Kanuk, 2010)	1. Intending to buy products after seeing advertisements once or twice on the internet / social media 2. Intend to buy products if you see that you have received a lot of positive feedback on social media 3. Consumers will recommend to others to buy Xiaomi products / brands 4. Consumers intend to buy Xiaomi products / brands rather than other smartphones	1)-2) Alhidari et,al (2015) 3) Jalilvand (2012) 4) Researcher

E. SEM Research Methods

The research method used in this research is SEM (Structural Equation Modeling) analysis method using AMOS software version 21 as an analytical tool used to process data. The use of AMOS as an analytical tool is carried out with several considerations, namely this analysis tool is able to work on the structure of the research with several complex relationships (Ghozali, 2014). The steps in this analysis method are as follows:

1. Description Analysis

The process of describing the sample after the data is collected, the aim is to determine the characteristics and answers of respondents to the questions in the questionnaire used to obtain data.

2. SEM Assumption Test

The process of analyzing the data obtained from the questionnaire aims to find out whether the data obtained has met the criteria for using SEM analysis (Ghozali, 2014). The assumptions that must be met in the procedure for collecting and processing data are analyzed with the SEM equation model as follows:

a) **Sample Test**, with an estimation model using a Maximum Likehood minimum, a sample of 100 is needed. In addition, the sample size can have an important role in the interpretation of SEM results. It can be recommended that sample sizes between 100-200 should be used for the Maximum Likehood estimation method (Ghozali, 2014).

b) **Outliers Test**, namely observations that appear with extreme values both univariate and multivariate. For large samples (above 80), the threshold value of the z-score is in the range 3 to 4 (Hair et al., 1998 in Ghozali, 2014). Therefore if the z-score occurs in the study ≥ 3.0 categorized as outliers. In the data criteria, if the standard deviation is the same as the mahalanobis distance criterion at the level of $p > 0.001$.

c) **Normality Test**, carried out using the criterion of critical ratio skewness value of +2.58 at a significance level of 0.01. The data can be concluded to have a normal distribution if the critical ratio skewness value is below the absolute price 2.58 (Ghozali, 2014).

d) **Multicollinearity Test**, used to determine whether there is a correlation between independent variables. This test is done by observing the determinant value of the covariance matrix. If the value is very small or really very small (close to 0) indicates the presence of multicollinearity and singularity (Tabachnick and Fidell, 1998 in Ghozali, 2014).
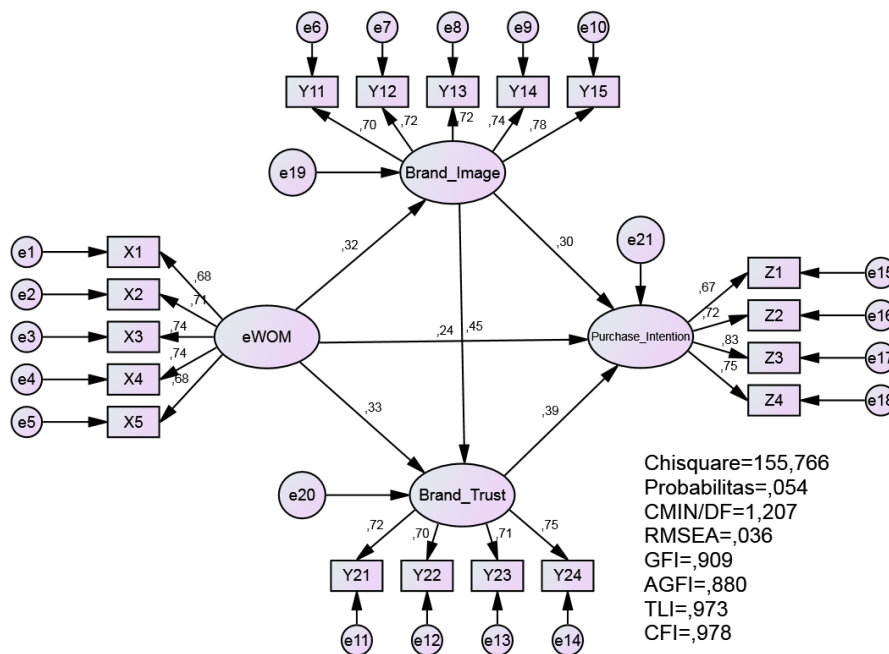
F. SEM Modeling Stage

a) Theoretical Model Development is carried out with the aim to explain the relationship between variables in the model that will be examined through empirical data or theories that support analysis.

b) Development of Flow Diagrams (Path Diagrams) on SEM analysis is done by forming a path diagram in accordance with the relationship in each variable studied.

c) Select Model Input and Estimation Matrix

d) Possible Identification Problems

e) Evaluation of the Goodness of Fit Criteria

f) Significance Test Parameter can be seen from the CR (Critical Ratio) value, where an indicator variable can be said to be significant if the CR value> 1.96 or p-value <0.05 and vice versa (Ghozali, 2014).

RESULTS AND DISCUSSION

1. **Full Model SEM Analysis Result**

   Structural Equation Model (SEM) test results can be described in the following models:

Gambar 4.1

Full Model Structural Equation Modeling(SEM)

2. **Goodness Of Fit and Hypothesis Test Result**

   A) **Goodness Of Fit Test Result**

   The results of the goodness of fit for the SEM model in figure 4.1 can be described in the table as follows:

Table 4.1

Hasil Uji Kelayakan (*Goodness of Fit*) Full Model SEM

Indikator Goodness-of-fit	Value of Recommendation	Model Results	Explanation
χ^2-Chi Square	156,5075216	155,766	Good Fit
χ^2-Significance Probability	$\geq 0,05$	0,054	Good Fit
RMSEA	$\leq 0,08$	0,036	Good Fit
GFI	$\geq 0,90$	0,909	Good Fit

	≥ 0,90	0,880	Marginal
AGFI	≥ 0,90	0,880	Marginal
CMIN/DF	≤ 2,00	1,207	Good Fit
TLI	≥ 0,95	0,973	Good Fit
CFI	≥ 0,95	0,978	Good Fit

Table 4.1 shows that the AGFI model suitability indicator is in the marginal category. The other model suitability indicators are in the Good Fit category. Based on this, the full SEM model meets the criteria of the fit model.

B) Hypothesis Test

The results of testing hypotheses using SEM can be summarized in the table as follows:

	Hypothesis	Estimate	S.E.	C.R.	P
H_1	eWOM →Brand Image	0,362	0,111	3,256	0,001
H_2	eWOM →Brand Trust	0,373	0,106	3,499	***
H_3	Brand Image →Purchase Intention	0,317	0,102	3,100	0,002
H_4	Brand Trust →Purchase Intention	0,412	0,118	3,503	***
H_5	Brand Image →Brand Trust	0,448	0,097	4,615	***
H_6	eWOM → Purchase Intention	0,286	0,107	2,663	0,008

3. Discussion

A) eWOM has a positive effect on brand image

The initial hypothesis (H1) proposed is the positive influence of eWOM on the brand image. The results showed that eWOM had a significant positive effect on brand image. The results of this study support the results of the research of Semuel & Lianto (2014) and Jalilvand (2012). In the era of rapid development of the internet and social media, everything can be found on the internet, including in this case smartphone products. Brand image will be influenced by eWOM from internet and social media users, regarding these smartphone products, including the Xiaomi brand.

eWOM is carried out in various ways, for example through information and reviews of Xiaomi products, as well as discussions about Xiaomi products in MI Fans communities in various provinces in Indonesia. Information and reviews about Xiaomi smartphone products are found on the internet, which is easily accessible to internet users. This information and review is on the web, blogs and social media such as

Youtube, Facebook. Information about Xiaomi products is the basis of knowledge to compare with other products. The information obtained by eWOM through various social media and the internet, will increasingly settle in consumer memory, and will shape the image or image of Xiaomi smartphone products.

B) eWOM has a positive effect on brand trust

The initial hypothesis (H2) proposed was the positive influence of eWOM on brand trust. The results showed that eWOM had a significant positive effect on brand trust. The results of this study support the results of the research of Semuel & Lianto (2014) and East et al. (2008). eWOM through various reviews and reviews of the Xiaomi brand smartphone will affect consumer confidence in the Xiaomi brand. Reviews from internet users will shape the perception of the Xiaomi brand. The review can be in the form of superiority of Xiaomi features based on user experience, and comparison with the use of other brands. This will affect consumer confidence in the Xiaomi brand smartphone.

C) Brand image has a positive effect on purchase intention

The initial hypothesis (H3) proposed was the positive influence of brand image on purchase intention. The results showed that brand image had a significant positive effect on purchase intention. The results of this study support the results of Torlak et al. (2014) and Semuel & Lianto (2014). Consumers when going to buy a smartphone, of course, will evaluate the product based on their knowledge of a smartphone product. Consumers will compare the advantages of various smartphone brand features before deciding to make a purchase. Brand image of a brand will affect consumer considerations in evaluating smartphone products. The positive brand image of the smartphone product will influence consumer perception so that the evaluation of the product becomes positive. This will affect consumer interest in purchasing these products.

D) Brand trust has a positive effect on purchase intention

The initial hypothesis (H4) proposed was the positive influence of brand trust on purchase intention. The results showed that brand trust has a significant positive effect on purchase intention. The results of this study support the results of the research by Semuel & Lianto (2014); Eric et al. (2013); and Arista (2011). Brand trust is the willingness of consumers to believe in a brand even though it is risky because there is

an expectation that the brand will give positive results. The trust that consumers have towards Xiaomi smartphones is an intrinsic driver that influences the evaluation of Xiaomi smartphone products, and compared with other brands. Evaluation of the product became a consideration in deciding to purchase Xiaomi smartphone products. This means that brand trust affects the interest in buying Xiaomi smartphone products.

E) Brand image has a positive effect on brand trust

The initial hypothesis (H5) proposed was the positive influence of brand image on brand trust. The results showed that brand image had a significant positive effect on brand trust. The results of this study support the results of research by Jalilvand (2012) and Bastian (2014). Brand trust or trust in a smartphone brand is not necessarily formed in the minds of consumers, but through a process. One of the factors that influence consumer confidence in the brand is the brand image or brand image. A good brand image about smartphone products, helping consumers recognize these products, and evaluating quality compared to similar products with other brands. Evaluation of a good smartphone brand, raises consumer confidence in the smartphone brand.

F) eWOM has a positive effect on purchase intention

The initial hypothesis (H6) proposed was the positive influence of eWOM on purchase intention. The results showed that eWOM had a significant positive effect on purchase intention. The results of this study support the results of research by Torlak et al. (2014) and Jalilvand (2012). eWOM through various forms, such as product use experience, product review compared to other brands, causing consumers to know the advantages and disadvantages of a product compared to other brands of similar products. This imprints on consumers' minds, so they are encouraged and interested in buying the product.

The influence of eWOM on purchase intention is a direct influence. The results of this study can be explained by the results of the penetration survey and the Association of Indonesian Internet Service User Behavior (APJII) in 2017. In the survey it was found that successive internet users in the economic field were looking for prices (45.14%), helping jobs (41, 04%), buying information (37.82%), online purchases (32.19%), looking for work (26.19%), banking transactions (17.04%), selling online (16.83%). The results of the survey show that basically consumers of internet users, have first known the image of the desired brand, so that trust in the brand has also been formed. The search for information on the internet is an additional search for more

specific information such as guarantees and prices of products on the market, so that through the information obtained, it raises interest in ordering products (APJII, 2017).

CONCLUSION

1. eWOM has a significant positive effect on brand image, meaning that the more often eWOM is carried out through information and review of a smartphone product on the internet or social media it will shape and influence the image or image of Xiaomi smartphones because it has settled in consumers' memories.

2. eWOM has a significant positive effect on brand trust, in other words eWOM through various reviews about Xiaomi smartphones based on its users' positive experience and comparison with the use of other brands can increase consumer confidence in Xiaomi smartphones.

3. Brand image has a significant positive effect on purchase intention, in other words Xiaomi's smartphone brand image has affected consumer perceptions in evaluating Xiaomi smartphone products that have become positive so that it affects consumer interest in purchasing Xiaomi smartphone products and will then buy a Xiaomi smartphone again.

4. Brand trust has a significant positive effect on purchase intention, meaning that the Xiaomi smartphone brand trust which is formed from the evaluation of the product has been taken into consideration by consumers in deciding the purchase of Xiaomi smartphones so that it affects consumer buying interest.

5. Brand image has a significant positive effect on brand trust, meaning that a good and positive brand image will certainly lead to consumer confidence in the Xiaomi smartphone brand.

6. eWOM has a significant positive effect on purchase intention, in other words, the more often eWOM is carried out and the more positive eWOM can certainly influence consumers' buying interest to buy the product.

7. eWOM is a direct influence on purchase intention

8. Based on the research results obtained, eWOM is a very important factor for Xiaomi if it wants to increase buying interest in consumers.

SUGGESTION

1. For Xiaomi Management

Management should improve the brand strategy more, through electronic word of mouth, for example by working with bloggers to review Xiaomi products. This is expected to increase brand image, brand trust, and purchase intention of Xiaomi smartphone products.

2. For Consumers

You should be able to pay attention to electronic word of mouth, to evaluate products, when deciding to buy a certain brand of smartphone.

3. For Further Researchers

Should be able to do research on purchase intention, by taking other variables besides electronic word of mouth, brand image, and brand trust. This is expected to identify what factors influence purchase intention.

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