



**THE EFFECT OF ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION OF
SMARTPHONE IN DKI JAKARTA MEDIATED BY BRAND IMAGE**

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ABSTRACT

The purpose of this research is to determine the influence of electronic word of mouth on interest in buying iPhone smartphones through brand image as a mediating variable in the people of DKI Jakarta. These three variables are tested to draw conclusions. This research uses a quantitative approach using SEM (Structural Equation Model). Primary data was collected through a questionnaire with a Likert scale reflecting six points from strongly agree to strongly disagree. The sample for this research consisted of people in DKI Jakarta who know about iPhone products and have accessed the internet to see reviews about iPhones and were aged between 18 and 55 years. Purposive sampling method was employed to test each variable, resulting in a total of 225 respondents. The results of this research show that electronic word of mouth has a positive and significant effect on brand image. Then electronic word of mouth and brand image positively and significantly influence purchase intention. Lastly, electronic word of mouth has a positive and significant influence on purchase intention, both directly and indirectly, through brand image as partial mediation.

Keywords: Electronic Word of Mouth, Brand Image, Purchase Intention

BACKGROUND

In this era, most human needs are supported by technology, and a lifestyle that cannot be separated from electronic devices. One electronic device that has now become an important part of daily activities and is an object that must be carried at all times is a smartphone. Data from We Are Social (2021) shows that there are so many smartphone users in Indonesia that they exceed the total population, where the total population in Indonesia in 2021 will be 274.9 million people and smartphone users in Indonesia will reach 345.3 million units or equal to 125.6% of the total population.

Some smartphone brands in Indonesia are Samsung, Apple, Lenovo, Xiaomi, Oppo. Apple, with its iPhone smartphone product, managed to sell 199.8 million smartphone units, up from 193.4 million units in 2019. Based on Gartner research quoted from Kompas (2021),



the iPhone is one of the brands whose sales are increasing day by day in the Indonesian market.

The Indonesian Internet Service Users Association Survey (2022) shows that internet users in Indonesia continue to increase, internet use is still concentrated on the island of Java with a percentage of 43.92% and Sumatra is in second place with 16.63%. Based on these conditions, the company has the opportunity to make Java Island one of the targets for the development of the technology and communications industry, especially Jakarta as the capital and the center of technological development where Jakarta as the capital is the center of government, and the people have high incomes so that many Jakarta residents want to buy iPhone products.

This research aims to examine the influence of E-WOM on Purchase Interest through Brand Image as a mediating variable in the people of DKI Jakarta. Evgeniy et al. (2019) who tried to identify the determinants of interest in purchasing Korean brand cars through E-WOM among consumers in Russia, then there was Al-Hassan and Al-Oqaily (2021) who examined the influence of E-WOM on customer purchase intentions through brand image as a mediating variable in the telecommunications sector (mobile and internet) in Jordan, as well as Yohana et al. (2020) with research on the role of brand image in mediating the influence of E-WOM on purchase intention. The results of their studies both show that E-WOM has a direct influence on purchase intention, and brand image directly and indirectly has an influence on purchase intention.

However, there are several studies that do not influence each other between the E-WOM variables, purchase interest and brand image. Like Kala and Chaubey (2018) who examined the influence of E-WOM on brand image and purchase intention in Indian fashion and lifestyle products, the research results showed that E-WOM did not have a significant impact on purchase intention. As well as Alrwashdeh et al. (2019) who examined the influence of E-WOM on purchase intention and smartphone brand image in North Cyprus, the results of their research showed that brand image did not really influence smartphone users' purchase intention, however when brand image was included as a mediator effect between E-WOM on purchase intention there was significant results have an indirect effect.

Based on the phenomenon explained above, researchers want to know whether the strategies that Apple has implemented, especially regarding E-WOM and brand image, have an influence on consumers purchase intention in DKI Jakarta on iPhone smartphones.

THEORETICAL FRAMEWORK

Purchase Intention

According to Nuseir (2019) purchase intention refers to the purchasing decision making process, where consumers consider various conditions and reasons. Moksoka and Rahyuda (2016) stated that buying interest that arises in the purchasing process will create a motivation that will continue to be recorded in the mind and become a very strong activity in the end when a consumer has to fulfill his needs, he will actualize what is in his mind.



Indicators of purchase intention according to Ferdinand (2020) are transactional interest, referential interest, preferential interest, exploratory interest.

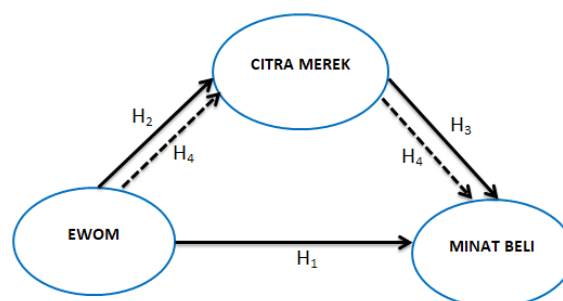
Brand Image

Brand image has been recognized in much of the literature as an important area of consumer behavior and marketing. According to WU et al. (2022) conventionally from a psychological perspective, brand image refers to perceptions about a brand that are reflected in brand associations stored in consumers' memories. Brand image according to Rehman (2022) is the total number of impressions that consumers receive from many sources such as from real experience and rumors about the brand itself and its packaging, its name, the company that makes it, the type of people who have used the brand, what is said in the advertising, as well as from the tone, format, type of advertising means in which the product story is told. According to Rangkuti (2020) brand image indicators include recognition, reputation, attractiveness, loyalty.

Electronic Word of Mouth (E-WOM)

Rosara and Luthfia (2020) stated that E-WOM is a form of marketing communication that contains positive and negative statements and E-WOM is more trustworthy because the information is provided voluntarily by other people and is not based on any brand. E-WOM is more effective than direct promotions carried out by marketers because consumers are more easily influenced and more easily trusted by recommendations from other people who have experienced the benefits of a product. Furthermore, E-WOM allows consumers to reduce the time and effort required to obtain information about certain products or services (Alrwashdeh et al., 2019). When looking at the amount of information people share online, most of them during shopping may need references to support their opinions to reduce the feeling of making a bad choice, as the number of online reviews/comments may be a sign of how popular and worthy the product is (Mehyar et al., 2020). There are three indicators that influence E-WOM according to Evgeniy et al. (2019), namely quality, quantity, credibility.

FIGURE 1. RESEARCH THEORITICAL FRAMEWORK





Research Hypothesis

Based on the explanation of the theoretical framework above, the hypothesis in this study can be shown as follows:

H1: There is an influence of electronic word of mouth on purchase intention.

H2: There is an influence of brand image on brand image.

H3: There is an influence of brand image on purchase intention.

H4: There is an influence of electronic word of mouth on purchase intention through brand image as a mediating variable.

METHOD

Place and Time of Research

Where research is carried out online or online using a Google form. This research was conducted by preparing questions and distributing questionnaires through social media. With the criteria of people in DKI Jakarta who know about iPhone products and have accessed the internet to see reviews about iPhones and aged between 18-55 years. This research was conducted from November 2022 to December 2023.

Research Design

In this research, the method used is a quantitative method using a correlation approach. Quantitative methods are research that produces several findings that can be achieved using several statistical procedures. Apart from that, this quantitative method deals with numbers from collecting data to displaying results. Meanwhile, the correlation approach according to Redata et al. (2021) is to find out whether or not there is an influence of the relationship between or more variables, and in which direction the research is positive or negative and to what extent two or more variables can be measured.

Population and Sample

Population is a generalized area that has the quantity and characteristics of objects or subjects determined by researchers to ultimately study and draw conclusions (Sugiyono, 2013). The population in this research are people in DKI Jakarta who know about iPhone products and have accessed the internet to see reviews about iPhones.

A sample is a part or representative of a population that has the same traits and characteristics and meets the specified population. The criteria for determining the sample in this study are respondents aged 18 years to 55 years who have knowledge about iPhone products and have accessed the internet to see reviews about the iPhone. This age range was selected based on a survey by the Indonesian Internet Service Users Association (2022) regarding average -average age of internet users who use smartphones.

Variable Conceptual Definitions

Purchase intention is consumer behavior that has the desire to choose and consume a product or service through various considerations. Starting from searching for information, approaching an object to becoming a driver for a purchasing action. Brand image is a collection of impressions that exist in consumers' minds about a brand which is assembled from consumers' memories of that brand. Electronic word of mouth (E-WOM) is any statement made by consumers regarding a product, service or company that is available to many people through online communication.

Variable Operational Definitions



The purchase intention variable in this study was measured using research indicators by Nuseir (2019), Moksoka and Rahyuda (2016), and Ferdinand (2020) including transactional interest, referential interest, preferential interest, exploratory interest. Then for the brand image variable in this study it was measured using research indicators conducted by WU et al. (2022), Rehman (2022), and Rangkuti (2022) brand image indicators include recognition, reputation, attractiveness, loyalty. The E-WOM variable in the research of Rosara and Luthfia (2020) and Evgeniy et al. (2019) is measured by the indicators of quality, quantity, credibility.

Data Collection Techniques and Measurement Scales

In this study, the source of data collected is primary data. Dissemination of data in the form of questionnaires distributed via Google Form to 225 respondents. The measurement scale uses a Likert scale which is divided into 6 points as follows.

TABLE 1. LIKERT MEASUREMENT SCALE

Description	Likert Scale
Strongly Disagree	1
Disagree	2
Slightly Disagree	3
Slightly agree	4
Agree	5
Strongly agree	6

Data analysis technique

Researchers used SPSS (Statistical Program for Social Science) software for Windows and SEM from the AMOS statistical package to process and analyze research data. The factor analysis is with a factor loading condition of 0.40. All indicators are valid if the indicator has a factor loading > 0.40 and there are no cross factors. Testing is carried out using Cronbach's alpha (α) for each variable questionnaire which states that a questionnaire is reliable if it has an alpha value above 0.7.

RESULT

Data Description

Respondent characteristics were determined by a questionnaire filled out by 225 respondents with the criteria: people living in DKI Jakarta who know the iPhone brand smartphone with an age range of 18-55 years. To provide an overview of the survey population, the researcher divided the respondents into eight different categories based on age, gender, domicile, education, employment, monthly income and expenses, length of time using the internet, and sites accessed when using the internet.

TABLE 2. RESPONDENT PROFILE

		Total	Percentage
Age	18 - 25 years	112	49.8
	26 - 35 years	58	25.8



	36 - 45 years	35	15.6
	46 - 55 years	20	8.9
		225	100
Domicile	Jakarta Selatan	69	30.7
	Jakarta Pusat	56	22.4
	Jakarta Timur	33	14.7
	Jakarta Barat	32	14.2
	Jakarta Utara	25	11.1
	Kepulauan Seribu	12	5.3
		225	100
Gender	Female	131	58.2
	Male	94	41.8
		225	100
Last Education	< High school	11	4.9
	High school	96	42.7
	Bachelor	92	40.9
	Masters	22	9.8
	Doctor	4	1.8
		225	100
Jobs	Student	113	50.2
	Private sector employees	48	21.3
	Entrepreneur	40	17.8
	Civil servants	21	9.3
	Other	3	1.3
		225	100
Monthly Income	< Rp 2.000.000	75	33.3
	Rp 2.000.001 - 5.000.000	65	28.9
	Rp 5.000.001 - 7.500.000	44	19.6
	> Rp 7.500.000	41	18.2
		225	100
Expenses	< Rp 1.000.000	64	28.4
	Rp 1.000.001 – Rp 3.000.000	82	36.4
	Rp 3.000.001 - Rp 5.000.000	46	20.4
	> Rp 5.000.000	33	14.7
		225	100
Time of Internet Use in a Day	<1 hour	1	0.4
	1,1 – 3 hour	42	18.7
	3,1 – 6 hour	92	40.9
	6,1 – 9 hour	64	28.4
	> 9 hour	26	11.6
		225	100
Sites on the Internet that are Frequently Visited	Social media	168	74,7%
	News Site	30	13,3%
	Entertainment Site	24	10,3%
	Other	3	1,3%
		225	100%



Validity test

In carrying out the process of collecting instrument data through a questionnaire using a Likert scale. Then the level of validity of the instrument was tested through the product moment Pearson correlation using SPSS software. The indicator is considered valid if the factor loading value exceeds 0.4. Based on table 3, it can be concluded that all statement instruments regarding electronic word of mouth, brand image, and purchase intention are valid.

TABLE 3. VALIDITY TEST RESULTS

Variable	Indicator	Factor Loading	Information
Electronic word of mouth	E-WOM1	0,730	VALID
	E-WOM2	0,825	VALID
	E-WOM3	0,829	VALID
	E-WOM4	0,791	VALID
	E-WOM5	0,839	VALID
Brand Image	BI1	0,800	VALID
	BI2	0,806	VALID
	BI3	0,784	VALID
	BI4	0,823	VALID
	BI5	0,847	VALID
	BI6	0,725	VALID
Purchase Intention	PI1	0,846	VALID
	PI2	0,836	VALID
	PI3	0,856	VALID
	PI4	0,810	VALID

Reliability Test

The researcher calculated the reliability using Cronbach's alpha (α) test and the value can be said to be reliable if the reliability coefficient is more than 0.70 ($r_i > 0.70$). Table 4 shows that all variable instruments are reported to be reliable. Cronbach's alpha (α) of the four variables is greater than 0.70.



TABLE 4. RELIABILITY TEST RESULTS

Variabel	Cronbach's Alpha	Information
Electronic word of mouth	0,858	Reliable
Brand Image	0,883	Reliable
Purchase Intention	0,870	Reliable

Model Feasibility Test

At this stage the researcher conducted a test as proof of the feasibility of the model using the SEM (Structural Equation Modeling) technique using the AMOS (Analysis of Moment Structure) software to determine a reliable and accurate research model. The value used is to find the probability in the appropriate model > 0.05 . The following is the research model in the path diagram and in this study modifications were made by removing several indicators to fit the model > 0.05 .

FIGURE 2. RESEARCH MODEL BEFORE MODIFICATION

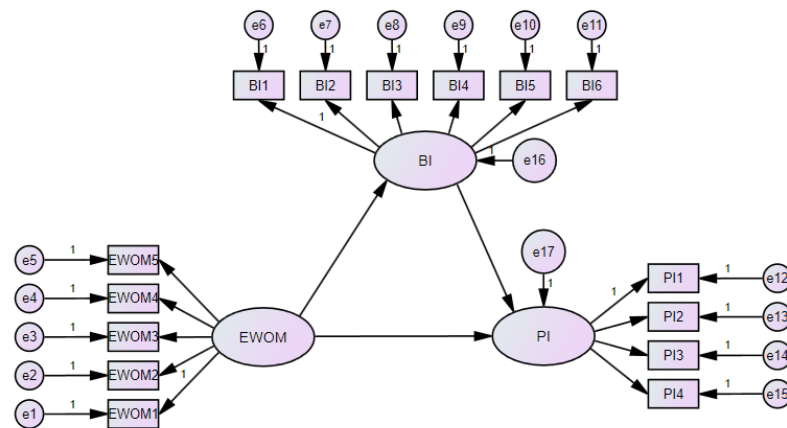
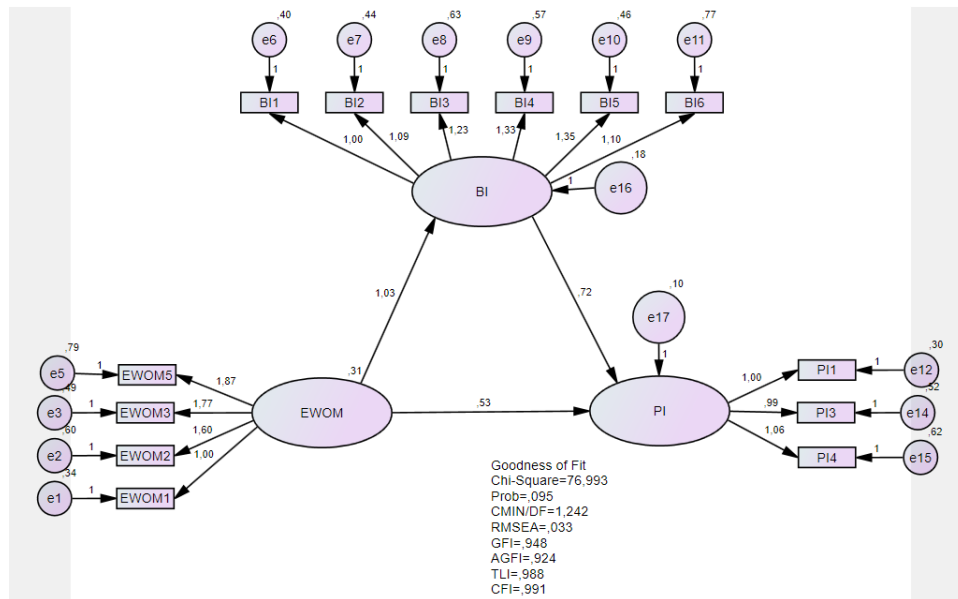




FIGURE 3. RESEARCH MODEL AFTER MODIFICATION (MODEL FEASIBILITY TEST RESULTS)



After that, the feasibility test of the model was carried out again. Based on the results of the data processing performed, the following is an explanation of the results of the goodness of fit test after making adjustments to the model.

TABLE 5. MODEL FEASIBILITY TEST RESULTS

<i>Goodness of Fit</i>	<i>Cut off value</i>	<i>Count</i>	<i>Result</i>
Chi-Square	Expected to be small	76,993	Good
Probabilitas	≥ 0,05	0,095	Good
RMSEA	≤ 0,08	0,033	Good
GFI	≥ 0,90	0,948	Good
AGFI	≥ 0,90	0,924	Good
CMIN/DF	≤ 2,00	1,242	Good
TLI	≥ 0,95	0,988	Good
CFI	≥ 0,05	0,991	Good

Based on data processing after adjusting the model, the Chi-Square value of the test results is 76.993, which is a small result and is said to be good. RMSEA shows a value of $0.033 < 0.08$. The GFI and AGFI measurement values have exceeded 0.90 with results of 0.948 and 0.924 which can be said to be good.

Then the criteria for TLI and CFI values ≥ 0.95 are based on sources from Ferdinand (2014). The results of the model feasibility test obtained a TLI value of 0.988 and a CFI of



0.991, where this value can be said to be greater than the basic cut off value that has been determined, namely ≥ 0.95 . Based on the goodness of fit results which have the eight criteria above, this research model can be said to be fit because the calculated value exceeds the cut-off value.

Hypothesis test

Hypothesis testing is testing to determine whether there is a direct effect between variables in this study. The P value is used to measure and make a decision whether the hypothesis is accepted or rejected. The assessment is determined if $P < 0.05$ then H_0 is rejected and H_1 is accepted. Then, if $P > 0.05$ then H_0 is accepted and H_1 is rejected. In addition, the value of C.R. (critical level) > 1.96 in the regression weight table says that the hypothesis is significant. The following are the results of the statistical hypothesis test.

TABLE 6. HYPOTHESIS TEST RESULTS

Hypothesis	Independent Variable	Dependent Variable	C.R	P	Result
H ₁	Electronic word of mouth	Purchase intention	3,465	***	H ₁ Accepted
H ₂	Electronic word of mouth	Brand image	8,724	***	H ₂ Accepted
H ₃	Brand image	Purchase intention	5,745	***	H ₃ Accepted

Based on the table, after testing H1 to H3, the values listed as Critical Ratio and P value meet the established criteria. So, it can be concluded that the relationship between H1 to H3 has a positive and significant impact.

Then the mediation test in this research will be carried out using the sobel test. The Sobel test is carried out by testing the indirect influence of the independent variable (X) on the dependent variable (Z) through the mediating variable (Y). The results of the Sobel test can be said to have an indirect/mediating effect if the Sobel statistic is > 1.96 and the P value is < 0.05 (Chen et al., 2022).

TABLE 7. MEDIATION TEST RESULTS (SOBEL)

Hypothesis	Dependent Variable	Mediation Variable	Independent Variable	Sobel Statistic	P Value	Result
H ₄	<i>Electronic word of mouth</i>	Brand image	Purchase intention	8,74	0,000	H ₄ Accepted

Based on the table above, it states that the H4 test is accepted and significant with a statistical sobel of $8.74 > 1.96$ and a P value of $0.000 < 0.05$. So the results of the Sobel test show that the electronic word of mouth variable influences purchase interest with brand



image as a partial mediating variable.

DISCUSSION

The effect of electronic word of mouth on purchase intention

Based on testing hypothesis 1 (H1), the Critical Ratio (CR) value obtained was $3.465 > 1.96$, indicating that this value was greater than the criterion value and the probability value was smaller than 0.05. This means that H1 or the first hypothesis can be accepted because there is a positive and significant influence of electronic word of mouth on buying interest. The more positive E-WOM regarding iPhone smartphones in the form of reviews or comments that spread and is known to many people on the internet, makes consumers interested in purchasing iPhone smartphones.

The results of this research are in line with previous research conducted by Kunja and Acharyulu (2018), Alrwashdeh et al. (2019), and Iqbal et al. (2022) who stated that positive E-WOM can generate and increase consumer purchase intention in product. Meanwhile, negative E-WOM will reduce purchase intention in products.

The effect of electronic word of mouth on brand image

Based on testing hypothesis 2 (H2), the Critical Ratio (CR) value is $8.724 > 1.96$, indicating that this value is greater than the criterion value and the probability is lower than 0.05. This means that H2 or the second hypothesis can be accepted because there is a positive and significant influence of electronic word of mouth on brand image.

The more often you read reviews on the internet about iPhone smartphones, the more you will influence your view or image of the quality and benefits of the product. E-WOM has a positive direct effect on brand image, supported by research from Kala and Chaubey (2018), Alrwashdeh et al. (2019), and Foster et al. (2019).

The effect of brand image on purchase intention

Based on testing hypothesis 3 (H3), the Critical Ratio (CR) value is $5.745 > 1.96$, indicating that this value is greater than the criterion value and the probability is lower than 0.05. This means that H3 or the third hypothesis can be accepted because there is a positive and significant relationship between brand image and purchase intention.

When consumers consider purchasing an iPhone smartphone, their purchase intention is determined based on the perceived value provided by the brand. Consumer confidence in the image of the quality and benefits of iPhone smartphones can increase purchase intention on iPhone smartphones. The results of this research are in line with the results of research conducted by Savitri et al. (2022), Abrar (2017), and Mao et al. (2020).

The effect of electronic word of mouth on purchase intention through brand image as a mediating variable

Based on the results of testing hypothesis 4 (H4), it shows that the Sobel statistic value is $8.74 > 1.96$ and the P value is $0.000 < 0.05$. This means that H4 or the fourth hypothesis can be accepted because there is a partial influence of the electronic word of mouth variable purchase intention positively and significantly through brand image as a partial mediating variable.

When consumers get positive information about the iPhone smartphone from other consumers who have used the product before via the internet, the consumer's perception of the advantages and benefits of the iPhone smartphone will be higher. So consumers' interest in making purchases increases. Research by Al-Hassan and Al-Oqaily (2021), Putra et



al. (2020), Evgeniy et al. (2019) E-WOM can create negative or positive statements made by consumers, existing negative and positive statements can influence consumers' views on a brand which then as a result will influence consumers' buying interest.

CONCLUSION

Based on data processing and data analysis that has been carried out and described previously, the results of the study found that the variables used in this study include electronic word of mouth and brand image that have an effect on iPhone smartphone purchase intention. Research data were obtained from 225 respondents who met the criteria in this study and had filled out the research questionnaire. The results of testing the data show that hypotheses one to three have a positive and significant relationship, then hypotheses four show an indirect effect through brand image as a mediating variable.

Based on the description of the research results, the researcher would like to convey several suggestions and suggestions for further research so that it can provide better results. In the future, it is hoped that the scope of research subjects can be expanded. Future research can examine new variables, differences in the variables used can show different results. Then, research on E-WOM currently mostly only uses quantitative and explanatory methods. It is hoped that future researchers will use qualitative descriptive methods to find out in depth how E-WOM is used by consumers of a product.

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