Analysis of e-WOM, Brand Attitude, Brand Image on Purchase Intention

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Abstrak

Abstract. The purpose of this study was to analyze the positive effect of e-WOM, brand image, and brand attitude on consumer purchase intentions of online beauty products. This research was conducted on women in the city of Batam who are enthusiasts of Korean brand beauty products and are involved in e-WOM activities on Instagram social media. This study using Smart PLS version 3.0 to analyze data. The results of this test show that positive e-WOM has a significant positive effect on brand image, positive e-WOM has a positive significant effect on brand attitude, brand image has a positive significant effect on purchase intention, the brand attitude has a positive significant effect on purchase intention, e-WOM has a significant positive effect on purchase intention.

Kata Kunci: brand attitude ; brand image ; e-WOM ; purchase intention

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INTRODUCTION

Advances in information and communication technology today such as the internet have brought changes in lifestyle, culture, and social behavior in various aspects of life. Consumer behavior has now changed following these developments, making this generation in the era of the booming internet important to explore and understand. The internet, which brings so many conveniences in life, is now increasingly making consumer behavior happier to be online, and cannot be separated from the use of the internet.

The internet and social media trends have helped facilitate and accelerate cultural exchange globally. The existence of Korea as a market leader for beauty products in Asia has also brought changes in behavior and inspired Indonesian consumers to have clean and healthy skin. Currently, cosmetic products have become a primary need for Indonesian women, which is driven by the large demand along with the trend in society that is increasingly paying attention to body care products as their main need. The impact on the types of Korean beauty products is also not excluded, wherein the data from the 2018 ZAP Beauty Index survey of 17,889 Indonesian women, it is revealed that as many as 46.6% of women like products from Korea the most, followed by 34.1% who favor products from Indonesia, then 21.1% chose products from Japan (Ekonomi. Kompas, 2018).

The current social media trend, followed by the increasing number of internet users from year to year, has made the potential for social media to influence people's perceptions and lifestyles today, especially Indonesia, which is the largest Instagram user country in the

Asia Pacific in July 2017, whereof the total 700 million active users, Indonesia includes 45 million active users (Tekno. Kompas, 2017). Social media provides information in the form of words, images, sounds, and videos in which this visual language is more attractive in the role of people's daily communication.

In the internet and social media, user activity and communication cannot be separated from the exchange of information, where online information exchange about a product, brand, or service is called e-WOM (electronic word of mouth), making e-WOM play a role in influencing the decision process. consumer purchases. e-WOM contains a message about a product or brand, so consumers tend to engage in e-WOM to collect information to reduce the uncertainty of the information they get, and avoiding the risk of unwanted purchases (Mohammaed, Ilkan, & Sahin, 2016). Consumers now tend to rely on e-WOM information to assess or evaluate a product or brand when they are involved in the purchase decision process because in online purchases, consumers cannot feel, feel, or try a product directly (Lin, Wu, & Chen, 2013). The use of the internet in communication makes it easy for consumers to share experiences or information with other people, this affects making someone who previously did not know a product or brand become familiar with the product or brand, because the more a product or brand is discussed, the more many people will also know a product or brand. What's more, consumers are more likely to trust information or reviews given by other consumers about a product or brand that are considered more transparent and neutral (impartial) than advertising or promotional information from companies.

The ease and speed of accessing information, opinions, or experience reviews by consumers who have used a product or brand on social media without limitation of time and place in the digital era increases the potential impact on how consumers now make purchasing decisions, which is intended to reduce the risk of errors or purchase regrets. Therefore, the increasing use of the internet and the trend in the digital era have changed the company's marketing strategy from traditional to digital, so that the unique nature of information exchange on social media is important to explore its influence.

The purpose of this study was to determine the positive effect of e-wom on brand image and brand attitude and its effect on consumer purchase intentions.

LITERATURE REVIEW

Purchase Intention

Purchase intention is considered as one of the main components of consumer behavior that shows how an individual is interested in buying a certain brand or product (Hosein, 2016). An interest in buying a product or service arises when the product or service provided by the company meets the needs of consumers, so that interest can result in buying behavior, where the greater the consumer's buying interest, the higher the consumer's desire to buy the product or service (Luo , Chen, & Ching, 2010). According to Hadi and Nejad (2017) purchase intention is the possibility of buying a product brand in the consumer purchase product category, a tendency where consumers identify goals in terms of making purchases.

e-WOM and Brand Image

Brand image is defined as the overall perception or overall brand impression for consumers, enabling consumers to estimate the results or characteristics of a product or service (Jalilvand, Samiei, Dini, & Manzari, 2012). Brand image can be developed based on an understanding of the characteristics of the brand (Doosti, Jalilvand, Javad, Parisa, & Adi, 2016). The existence of e-WOM as a reference point where it allows users to share their opinions, knowledge, and experiences about a brand, debate the quality, price and function of the brand, and provide feedback and recommendations (Yunus et al., 2016) allows consumers in improving the understanding and characteristics of a brand. A strong brand image can increase consumer confidence in the products/services to be purchased, have an influence on consumers regarding better visualization and understanding of a product (Tariq et al., 2017). Positive

information about a satisfactory brand will lead to positive results in the form of a strong brand image (Yunus et al., 2016).

H1: e-WOM has a positive effect on brand image.

e-WOM and Brand Attitude

Online reviews can greatly affect the evaluation of a product. A positive attitude towards a brand is the result of evaluating preferences for a brand (Kumar, 2017). Consumers' attitudes of liking or disliking a brand can depend on the number of positive and negative reviews on the brand (Yunus et al., 2016). Individuals will develop attitudes based on evaluations of values and beliefs. Acceptance of positive information provided by e-WOM communication can influence the development of attitudes that lead to the most preferred recommendation product in the e-WOM conversation (Hamouda & Tabbane, 2013).

H2: Positive e-WOM has a positive effect on brand attitude

Brand image and Consumer Purchase Intentions

Brand image creates credibility as well as reputation which is a factor that can affect consumer interest in deciding to buy the brand (Tariq et al., 2017). Brand image is a collection of information, relationships or beliefs that consumers hold in their memories about a brand describing product quality that can influence consumer buying interest. A good brand image will increase consumer loyalty and encourage consumer willingness to buy a product (Yunus et al., 2016). The more positive the consumer's perception of the superiority of a brand, the stronger the purchase intention and consumer purchasing decisions (Zhao, 2014). Brand image is an important signal about how consumers perceive a brand, which can help predict their buying behavior or help them decide whether to buy a brand or not (Martín-consuegra et al., 2018).

H3: Brand image has a significant positive effect on consumer purchase intentions.

Brand Attitude and Consumer Purchase Intentions

Brand attitude is defined as a consumer's overall evaluation of a brand, either in the form of continuous preference or a tendency to dislike (Zhao, 2014). In making purchasing decisions, consumers are assisted by information received through e-WOM in the form of other people's experiences about a brand (Zhang, Ye, Law, & Li, 2010) which makes consumers aware of a brand when making a purchase decision (Chi, 2010). Yeh, & Yang, 2009). The experience of a brand occurs when consumers search for, interact, evaluate, and make purchasing decisions (Tariq et al., 2017). Consumers generally rely on opinions and comments from previous users to evaluate purchases. Attitudes like or dislike towards purchase intention can depend on the number of positive and negative comments from consumers on e-WOM (Yunus et al., 2016). A positive attitude towards a brand increases the percentage of likelihood to adopt the brand (Zhao, 2014) and affects consumer buying interest and willingness to pay more (Schivinski & Dabrowski, 2014). Brand attitude is an evaluation based on liking or disliking reactions associated with a brand or belief. A strong brand attitude predicts the level of interest, purchase intention, and brand selection (Schivinski & Dabrowski, 2014). The higher the attitude towards the preferred behavior, the stronger the interest of an individual to take action (Jalilvand & Samiei, 2012).

**H4:** Brand attitude has a significant positive effect on consumer purchase intentions.

e-WOM and Purchase Intention

Positive e-WOM plays an important role in forming a good brand image and increasing the desire of individuals to buy. Consumers need references to strengthen confidence in their purchase decisions, and information about a brand/product reduces feelings of risk of error (Bataineh, 2015). When consumers are interested in making a purchase, they tend to collect information based on experience and the environment related to a product or service, after

collecting information they will compare and evaluate products to make decisions (Tariq et al., 2017). In online purchases, where individuals cannot touch or feel a product, online comments play an important role as a recommendation in conveying indirect experiences that help consumers buy decisions. The reputation of a product can be measured by the number of online reviews, where a well-known product must have a number of reviews. The number of comments from e-WOM helps reduce the risk of purchasing errors where the number of numbers can represent the number of people who have bought the product, so it can also increase purchase intention (Khan & Ali, 2017). Ease of access to e-WOM information helps reduce consumer doubts about the quality of a product with the help of information about experiences with these products, opinions and testimonials (Lerrthaitrakul & Panjakajornsak, 2014).

H5: e-WOM has a significant positive effect on consumer purchase intentions.

Figure 1 Research Model
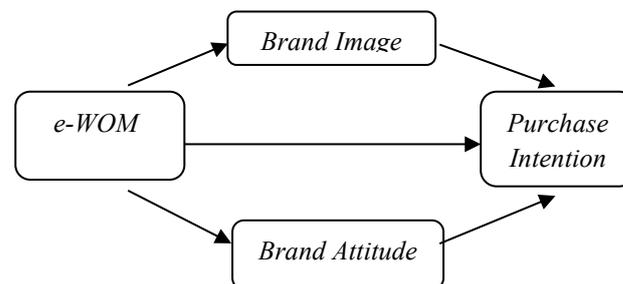
RESEARCH METHODOLOGY

The object of this research is fans of Korean brand beauty products, with the target population of this research aimed at Instagram users who are also fans of Korean brand beauty products in Batam City. The sample that is the focus of this research is Batam City women Instagram users who have an interest in Korean brand beauty products in the form of Innisfree, Laneige, Etude house, and other Korean brand beauty product groups who have sought out opinions or review information before making a purchase decision. The author is interested in choosing this sample because women in Indonesia prefer beauty products from Korea. In data from the 2018 ZAP Beauty Index survey of 17,889 Indonesian women, it was revealed that 46.6% of women preferred Korean products, followed by 34.1% who favored products from Indonesia, then 21.1% chose products from Japan (Kompas, 2018). The sampling method used is non-probability sampling method, which is a method of collecting samples in a non-random way based on certain criteria so that each sample element from the population has the same probability for the entire population to be selected (Indriantoro & Supomo, 2013). The number of samples in this study were 300 respondents.

The instrument of this research is that purchase intention is defined as a promise to oneself to buy a product or brand on the next opportunity in the market (Kumar, 2017). The number of statements that represent this variable is 3 statements adopted from the journal (Kumar, 2017). According to Kumar (2017), e-WOM is defined as a positive or negative statement made by past and present consumers about a product, service or company that is widely available through the internet. The number of statements that represent this variable is 4 statements adopted from the journal (Kumar, 2017). Brand Image is defined as knowledge about a service, product or company, which is a symbol formed in people's minds, containing information and expectations for a service or product. Brand image encourages the mind of consumers in interpreting a product or service quality that affects consumer buying interest (Mohammaed, Ilkan, & Sahin, 2016). The number of statements that represent this variable is 4 statements adopted from the journal (Mohammaed et al., 2016). Brand Attitude is defined as a consumer's overall evaluation of a brand which influences an attitude in the form of preference or dislike

that drives consumer responses to a brand (Kumar, 2017). The number of statements that represent this variable is 4 statements adopted from the journal (Kumar, 2017).

The data analysis method used Partial Least Square (PLS). PLS-SEM is an alternative method of market orientation and structural equations to test the relationship between latent constructs in linear or non-linear relationships with many indicators simultaneously. PLS-SEM has a looser alternative but is powerful and does not require various assumptions (Hair, Babin, Anderson, & Black, 2018).

RESULTS AND DISCUSSION

Based on the results of the distributed questionnaires, then the validity test is carried out by looking at the value and loading factor and the AVE (Avarage Variance Extracted) for each variable must be more than 0.5, it can be said to be valid (Latan & Ghozali, 2015). From table 1 it can be concluded that all variables are valid because they have a value and loadingAVE above 0.5.

Table 1 Outer Loading and AVE Test Results.

Indicator	Outer Loadings	AVE
BA1	0,612	0,509
BA2	0,706	
BA3	0,755	
BA4	0,74	
BI1	0,825	0,527
BI2	0,776	
BI3	0,659	
BI4	0,616	
EW1	0,706	0,501
EW2	0,676	
EW3	0,718	
EW4	0,745	
PI1	0,814	0,624
PI2	0,74	
PI3	0,811	

Source: Data processed (2021)

Table 2. Reliability Test Results

Variable	Composite Reliability	
e-WOM	0,798	Reliabel
Brand Image	0,813	Reliabel
Brand Attitude	0,804	Reliabel
Purchase Intention	0,832	Reliabel

Reliability test using Composite Reliability. The requirement for construct reliability value is that the Composite Reliability value must be more than 0.7 (Latan & Ghozali, 2015). The results of the reliability test can be seen in Table 2. From table 2 it can be concluded that all variables are reliable because the value is more than 0.7.
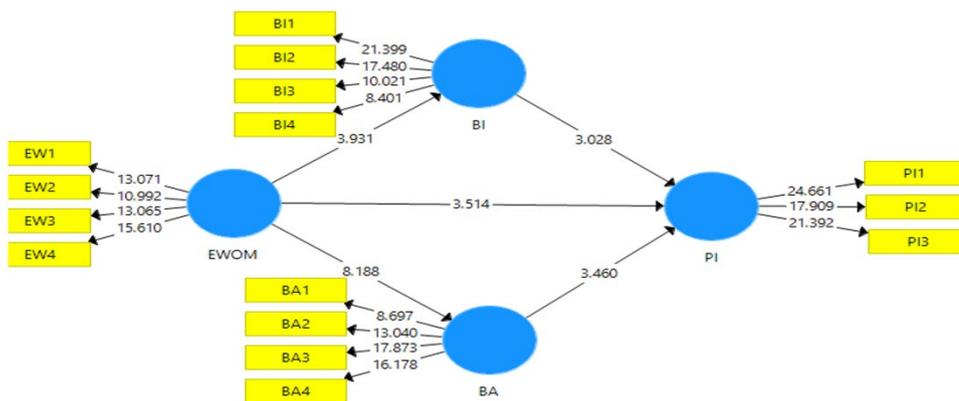
Figure 2. Test Results Pls

Table 3. Hypothesis Test

Hypotesis	T-Statistik	P - Values
e-WOM -> Brand Image (H1)	3.931	0,000
e-WOM -> Brand Attitude (H2)	8,188	0,000
Brand Image -> Purchase Intention (H3)	3,028	0,003
Brand Attitude -> Purchase Intention (H4)	4,460	0,001
e-WOM -> Purchase Intention (H5)	8,000	0,000

Source: Data processed (2021)

First Hypothesis

H1: e-WOM has a positive effect on brand image on consumer purchase intention.
The results of the analysis test show that the positive relationship between e-WOM and brand image results in a variable T-Statistics (significance value) value of 3.931 (T-Statistics> 1.96) where the P-value is 0.000 stated that the positive e-WOM variable has a positive significant effect on brand image so that it proves that the first hypothesis can be accepted. This is consistent with the research of Charo et al (2015), Jalilvand & Samiei (2012), Khan & Ali (2017), Mohammaed et al (2016), Yunus et al (2016). When consumers are interested in making a purchase, they tend to collect information based on experiences and the environment associated with a product or service, after gathering information they will compare and evaluate the product to make decisions. In online purchases, where individuals cannot feel or feel a product, online commentary plays an important role as a recommendation in the delivery of indirect experiences that help consumers purchase decisions. This is in line with research from Doosti et al (2016), Elseidi (2016), Jalilvand et al (2012)

Second hypothesis

H2: Positive e-WOM has a positive effect on brand attitude to consumer purchase intention.
The results of the analysis test showed that the positive relationship between e-WOM and brand attitude resulted in a variable T-Statistics value (significance value) of 8,188 (T-Statistics> 1.96) where the P-value was 0.000. Therefore, it is said that the positive variable e-WOM has a positive significant effect on brand attitude. This proves that the second hypothesis can be accepted. The results are consistent with research by Abzari et al (2014) Elseidi and EL-bAZ (2016), Fakharyan (2012), Huang et al (2012), Zarrad and Debabi (2015). Individuals will develop attitudes based on evaluations of values and beliefs. The acceptance

of positive information provided by e-WOM communication can influence the development of attitudes that lead to the most preferred recommendation products in the e-WOM conversation . This is in line with research from Albarq (2013), Hamouda & Tabbane (2013), Jalilvand et al (2012), Koo & Jin (2015), Jalilvand & Samiei (2012).

The third hypothesis
H3: Brand image has a significant effect positive on consumer purchase intention
The results of the analysis test showed that the relationship between brand image and purchase intention resulted in a variable T-Statistics (significance value) value of 3.028 (T-statistics> 1.96) where the P-value was 0.003. So it was said the relationship between brand image variables has a significant and positive effect on purchase intention. This proves that the third hypothesis is acceptable and consistent with the research of Charo et al (2015), Jalilvand and Samiei (2012), Kazmi and Mehmood (2016), Tariq et al (2017), Yunus et al (2016), Jalilvand et al (2012), Shahrinaz et al (2016). The more positive the consumer's perception of the advantages of a brand, the stronger the purchase interest and consumer purchasing decisions. Brand image is an important signal about how consumers perceive a brand, which can help predict their buying behavior or help them decide whether to buy a brand or not.

Fourth Hypothesis
H4: Brand attitude has a significant effect positive on consumer purchase interest
The results of the analysis test show that the relationship between brand attitude and purchase intention results in a variable T-Statistics (significance value) value of 3,460 where the P-value is 0.001 so that the relationship is declared that the brand attitude variable has a significant positive effect on purchase intention. The results of this study state that the fourth hypothesis is acceptable, and consistent with the research of Albarq (2013), Schivinski and Dabrowski (2014), Jalilvand and Samiei (2012), Doosti et al (2016), Kumar (2017), Fakharyan (2012), Kshetri and Jha (2016),Purwianti(2021), Zarrad and Debabi (2015). Brand attitude is an evaluation based on the likes or dislikes reactions associated with a brand or belief. A strong brand attitude predicts the level of interest, purchase interest, and brand selection. The higher the attitude towards favorite behavior, the stronger the individual's interest in taking action. A positive attitude towards a brand increases the percentage of likelihood to adopt the brand and influences consumer purchase interest and willingness to pay more. Brand attitude is an evaluation based on the likes or dislikes reactions associated with a brand or belief. A strong brand attitude predicts the level of interest, purchase interest, and brand selection. The higher the attitude towards favorite behavior, the stronger the individual's interest in taking action.

Fifth Hypothesis
H5: e-WOM has a significant positive effect on consumer purchase intention.
The results of the analysis test show a positive relationship between e-WOM and purchase intention resulting in a variable t-Statistics value (significance value) of 8,000 (T-Statistics> 1.96) where the P-value is 0,000 so that the relationship states that the positive e-WOM variable has a positive significant effect on purchase intention. This states that the fifth hypothesis is acceptable, and consistent with research by Albarq (2013), Zarrad and Debabi (2015), Charo et al (2015), Fakharyan (2012), Pakapatpornpob et al (2007), Hadi and Nejad (2017), Jalilvand et al (2012), Purwianti(2021)

Table 4 Adjusted R Square Test Results

Variable	Adjusted R Square	Kesimpulan
Brand Image	0,081	Lemah
Brand Attitude	0,254	Moderate

Purchase Intention	0,401	Moderate

Source: Data processed (2020)

CONCLUSION

Based on the results of research on e-WOM factor survey, brand image, brand attitude and purchase intention towards female respondents interested in Korean beauty products who have visited social media Instagram in Batam, the following conclusions are obtained: Results of testing the H1 hypothesis (first) shows that positive e-WOM has a significant positive effect on brand image, hypothesis H2 (second) shows that positive e-WOM has a significant positive effect on brand attitude, hypothesis H3 (third) shows that brand image has a significant positive effect on purchase intention, hypothesis H4 (fourth) shows that brand attitude has a significant positive effect on purchase intention, hypothesis H5 (fifth) shows that positive e-WOM has a significant positive effect on purchase intention.

Suggestions are given to further research, including: expanding the scope of research by adding to the object of the studied variable, increasing the number of independent variables and other supporting variables that can be used for further purchase intention research, thereby expanding knowledge about other variables that also affect consumer buying interest behavior. , such as the variables of brand awareness, e-WOM quantity and e-WOM quality, it is advisable for entrepreneurs to make posts that are interesting and increase reader participation, and always update the information.

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