
Analysis of Electronic Word of Mouth, Brand Image, Brand Trust Against Purchase Interest

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ABSTRACT

Purpose: This study aims to 1). Analyze and prove the effect of electronic word of mouth on Brand image and Brand trust. 2). Analyze and prove the effect of Brand Image and Brandtrust on buying interest. 3). Analyze and prove the effect of electronic word of mouth on buying interest.

Design/methodology/approach: The population of this research is the University of August 17, 1945 Surabaya students who know the products and brand of Asus laptop. Sampling using a purposive sampling method with the criteria of students who use Asus laptop products and brands. A sample of 190 respondents. The data used in this study are primary data sourced from questionnaires. data analysis and hypothesis testing in this study using the Structural Equation Model (SEM).

Findings: The results showed that Electronic word of mouth influences brand image variables and Asus Laptop brand trust variables. Brand image and Brand trust affect the variable purchase interest Asus Laptop. Electronic Word of Mouth affects the variable purchase interest Asus Laptop.

Paper type: Research paper

Keywords: *Electronic Word of Mouth, Brand Image, Brand Trust, Purchase Interest*

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I. INTRODUCTION

The potential for a large laptop market share in Indonesia makes various brands emerge to compete, one of which is Asus, according to data from the GFK research institute shows that the Taiwanese company dominates the Indonesian consumer laptop market share by November 2018 at 41.8 percent. an increase of 41.2 percent from the previous year. Beginning in 2018 Asus introduced themselves by releasing their latest products, namely ultra thin laptops and NVIDIA GTX-based gaming laptops with the Asus ROG (Republic of Gamers) and TUF Gaming series as their sales strategy and became popular so they succeeded in attracting Indonesian consumers and strengthening Asus's position as No.1 laptop sales brand in Indonesia with a percentage reaching 60.1 percent.

The emergence of electronic word of mouth in the marketing world cannot be separated from the development of the internet in the world. The internet itself is the main key of electronic word of mouth because if there is no internet it would not be possible to have electronic word of mouth. Indonesia is one of the biggest internet users in the world number 6 in the world. The growth of internet users in Indonesia is supported by laptops and affordable mobile broadband connections which will encourage the growth of internet access for countries that cannot rely on fixed lines. And now electronic word of mouth is one of the most effective marketing sources for making purchasing choices.

Electronic word of mouth changes a person's behavior and decisions with the growth of the internet and e-commerce, consumers now prefer to use other people's opinions and recommendations to make purchases and even electronic information is used as a consideration for making purchases. According to Kumar & Kudeshia (2017) that electronic word of mouth has a positive influence on buying interest by shaping consumer behavior and ultimately creating buying interest in consumers, but in research Totlak et al (2014) revealed that electronic word of mouth did not have a significant effect on buying interest, explaining that the difference in results was due to differences in the study sample.

While Branding is considered an important mission for many companies. A strong brand can increase consumer confidence in products and services and can help gain deeper knowledge about other factors. One way to get a Brand image is to be able to use electronic word of mouth (E-WOM), because brand image and perception can be greatly influenced by consumers with the help of electronic word of mouth through social media networks. Electronic word of mouth is considered to be able to shape the brand image and consumer behavior towards a brand. Brand image is an important mediator in the relationship between interpersonal influence on buying interest in luxury goods, this shows that a strong brand image will improve consumer relations with one of the brands related to buying interest

In a brand, consumers have certain expectations of the services they will receive. When services meet expectations, trust is built in the brand. To that end, the brand image obtained by consumers has an impact on trust because when the brand is able to create trust in the services expected by consumers. A good brand image of Asus laptops will bring up consumer confidence in the Asus brand. Consumers' willingness to trust a brand or even though it is risky because there are expectations that the brand will give positive results as brand trust. Asus consumers have the hope to get a satisfaction guarantee when using the product, even though there is a possibility of the risk they receive. With a good brand trust in the product, will increase consumer buying interest. For a product with a trusted brand, consumers will tend to repeat purchases on that brand.

A. Literature Review

Electronic word of mouth is a positive or negative statement made potentially and actually by consumers who have used products or services from a company and can be accessed by many people and institutions through the internet. According to Hennig- Thurau et al (2004) electronic word of mouth also encourages people to gather information about desired products and services that are not only collected through known people but also from other people in a large scope who already use products or These services and collectively can encourage consumer buying interest Tariq et al, (2017), this opinion is also reinforced by research conducted by Elseidi & El Baz (2016) that in the world of marketing, electronic word of mouth can play an important role in influencing activities purchasing, while according to Jalivland (2012) positive electronic word of mouth has an important function to increase buying interest by creating a favorable image for the company or for the brand itself.

One way to get brand image is to use E-WOM because according to Jansen et al, (2009) that through brand image and perception can influence consumers with the help of electronic word of mouth through social media networks. Meanwhile according to Jalilvand (2012) E-WOM online communication that is posted interactively may have a strong effect on brand image. E-WOM is also one of the factors that greatly influences brand image. According to Jalilvand (2012) and Torlak et. al., (2014) Similar research conducted by Yunus et al., (2016) that electronic word of mouth that is positive and has credible information that is trustworthy and objective can improve a brand image (brand image)

According to Malik, Ghafoor, Iqbal et al (2013) Brand image is consumers' perception of a brand, which is reflected in the brand associations held in the consumer's memory. Brand image plays an important role in improving company performance because it is an indirect tool that is able to change consumer buying behavior. Research conducted by Wang & Tsai (2014) says that brand image builds a brand, because brand image is a source in creating brand credibility and reputation which will affect consumer buying interest.

Semuel and Lianto (2014) which shows that the better respondents' evaluation of E-WOM will lead to a higher brand image. In addition, positive E-WOM can also increase brand trust.

Brand Trust has a very big influence on consumer buying interest, because if a brand is no longer trusted by consumers, then the consumer buying interest in products with that brand will be low. However, if a brand has been trusted by consumers, the consumer buying interest in products with that brand will be high. So, brand trust or brand trust will affect the level of consumer buying interest. According to Semuel and Lianto (2014) if the trust of the brand is denied by the brand owner it will be difficult for consumers to be interested in buying back the product

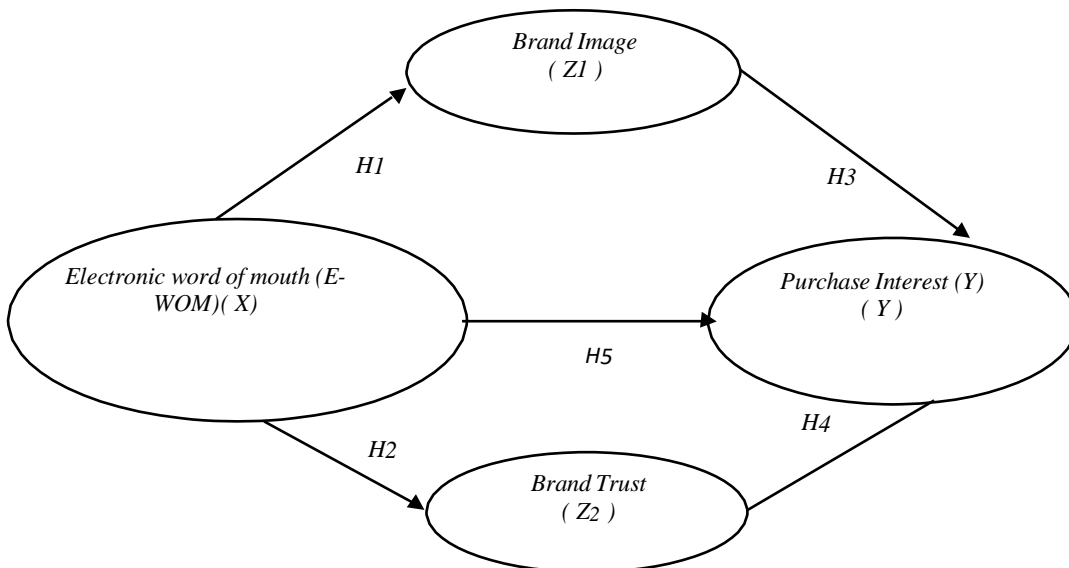
Hennig-Thurau et al., (2004: 39) Electronic word of mouth is a form of marketing communication that contains positive or negative statements made potentially and actually by consumers who have used products or services from a company and can be accessed by many people and institutions through the internet. E-WOM indicators include: Platform assistance, Venting negative feelings, Concern for other consumers, Extraversion / positive self-enhancement, Social benefits, Economic incentives, Helping the company, Advice seeking.

Kotler and Keller (2012: 248) "Brand imagery describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers psychological or social needs" ie brand image describes the extrinsic nature of a product or service including ways where the brand is trying to meet the psychological or social needs of customers. Brand image "Preception and beliefs held by consumers. As reflected in the associations held in consumers memory "that is as a set of perceptions and trust held by customers towards a brand that is reflected through the associations that are in the customer's memory. Brands namely: Excellence brand association, Strength of brand associations, Uniqueness of brand associations,

Brand trust will affect customer satisfaction and customer loyalty. Brand trust has a very important influence on the sustainability of the brand, because if a brand is no longer trusted by consumers then products with that brand will be difficult to develop in the market. But on the contrary if the brand is trusted by consumers, then products with these brands will continue to develop in the market. According to Delgado (in Ferinnadewi, 2008: 150) brand trust is the expectation of reliability and good intentions of the brand. Based on this definition brand trust reflects two important components, first, namely, consumer confidence that the product is able to meet the promised value or in other words the perception that the brand is able to meet consumer expectations by fulfilling brand promises that ultimately create customer satisfaction, secondly, consumer confidence that the brand is able to prioritize the interests of consumers when problems in product consumption arise unexpectedly. There are two indicators that measure brand trust, namely: Brand reliability and Brand intensity.

Kotler (2016: 15) interest is a behavior that arises in response to an object that shows the desire of the customer to make a purchase. Purchasing interest is obtained from a learning process and thought process that forms a perception. This buying interest creates a motivation that continues to be recorded in his mind and becomes a very strong desire that in the end when a consumer must meet his needs will actualize what is in his mind. Indicators of buying interest of a prospective consumer are as follows: Attention, Interest, Desire and action.

B. Conceptual framework



II. METHODS

The variables in this study consisted of three types of variables namely the dependent variable namely buying interest, the mediator variable in this study was the brand image variable (Z1) and brand trust (Z2), and the independent variable was Electronic word of mouth (e-WOM). The measuring instrument used is structural equation modeling (SEM) with PLS (Partial Least Square) program. The sampling method uses a purposive sampling method, with a total sample of 190 students becoming respondents.

III. RESULTS AND DISCUSSION

The Bootstrapping Stage results are as follows:

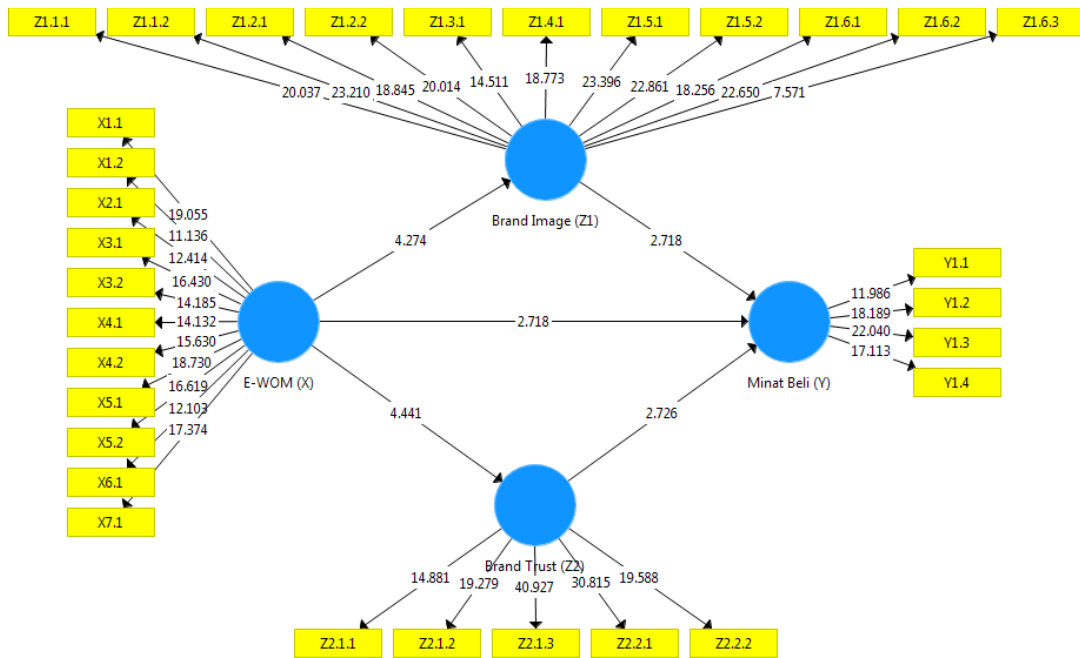


Figure Path Analysis Results

Hypothesis Testing Results Table

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t Statistics (O/STDEV)	P Values
E-WOM (X) -> Brand Image (Z1)	0.413	0.411	0.097	4.274	0.000
E-WOM (X) -> Brand Trust (Z2)	0.439	0.439	0.099	4.441	0.000
Brand Image (Z1) -> Purchase Interest (Y)	0.279	0.283	0.103	2.718	0.007
Brand Trust (Z2) -> Purchase Interest (Y)	0.251	0.251	0.092	2.726	0.007
E-WOM (X) -> Purchase Interest (Y)	0.238	0.233	0.088	2.718	0.007

Test results show that:

- E-WOM has a significant influence on Brand Image, because the value of t statistics is 4.274 which means it is greater than 1.96.
- E-WOM has a significant influence on Brand Trust, because the value of t statistic is 4.441 which means it is greater than 1.96.
- Brand Image has a significant influence on Purchase Interest, because the t value of statistics is 2.718 which means it is greater than 1.96.

- d. Brand Trust has a significant influence on Purchase Interest, because the t value of statistics is 2.726, which means it is greater than 1.96.
- e. E-WOM has a significant influence on Purchase Interest, because the t value of statistics is 2,718 which means it is greater than 1.96.

Electronic word of mouth influences Asus Laptop brand variable variables. Based on the results of the analysis obtained a loading factor value of 0.413 for the variable electronic word of mouth on brand image which shows a positive influence between electronic word of mouth on brand image. This shows that hypothesis 1 "E-WOM influences Asus Laptop Brand Image" can be accepted has been fulfilled. This means that the higher the electronic word of mouth activity, the better the Asus laptop brand image.

The significant influence of electronic word of mouth on brand image variables is based on the t-statistic value of 4,274 (greater than 1.96) which indicates that hypothesis one is accepted. Electronic word of mouth which is proven to have a significant and positive effect on brand image shows that brand image can be improved through the presence of a positive electronic word of mouth. This result is in line with the statement of Jansen et al, (2009) which states that through brand image and perception can influence consumers with the help of electronic word of mouth through social media networks.

The results in this study support the findings of research conducted by Yunus et al., (2016) who found that electronic word of mouth that is positive and has credible information that is trustworthy and objective can improve a brand image. This is also in line with Jalilvand (2012) which states that WOM online communication that is posted interactively may have a strong effect on brand image.

Electronic word of mouth affects the Asus Laptop brand variable trust. Based on the results of the analysis obtained a loading factor value of 0.439 for the variable electronic word of mouth on brand trust which shows a positive influence between electronic word of mouth on brand trust. This shows that hypothesis 2 "E-WOM influences Asus Laptop Brand Trust" can be accepted has been fulfilled. This means that the higher the electronic word of mouth activity, the better the brand trust of consumers in Asus laptop products.

The significant influence of electronic word of mouth on brand trust variables is based on the t-statistic value of 4,441 (greater than 1.96) which indicates that hypothesis two is accepted. Electronic word of mouth which is proven to have a significant and positive effect on brand trust shows that brand trust can be increased through the existence of a positive electronic word of mouth.

The results in this study support the findings of a study conducted by Samuel and Lianto (2014) which shows that the better respondents' evaluation of E-WOM will lead to a higher brand image. In addition, positive E-WOM can also increase brand trust.

Brand image affects the variable purchase interest Asus Laptop. Based on the analysis results obtained by the loading factor value of 0.279 for brand image variables on buying interest which shows a positive influence between brand image on buying interest. This shows that hypothesis 3 "Brand Image has an effect on Interest in Buying Asus laptops" can be accepted has been fulfilled. This means that the more positive the brand image that is formed in the minds of consumers, the higher consumer buying interest for Asus laptop products.

The significant influence of brand image on the buying interest variable is based on the t-statistic value of 2,718 (greater than 1.96) which indicates that the third hypothesis is accepted. Brand image that has been proven to have a significant and positive effect on buying interest shows that buying interest can be increased by planting a positive brand image on Asus laptop products.

The results in this study support the findings of research conducted by Wang & Tsai (2014) which shows that brand image builds a brand, because brand image is a source in creating brand credibility and reputation which will affect consumer buying interest.

Brand trust affects the variable purchase interest Asus Laptop. Based on the analysis results obtained by the loading factor value of 0.251 for the brand trust variable on buying interest which shows a positive influence between brand trust on buying interest. This shows that hypothesis 4 "Brand Trust has an effect on the Purchase Interest of Asus laptops" can be accepted has been fulfilled. This means that the better the level of consumer confidence in the Asus brand, the higher the consumer's buying interest in Asus laptop products.

The significant influence of brand trust on the buying interest variable is based on the t-statistic value of 2.726 (greater than 1.96) which indicates that the fourth hypothesis is accepted. Brand trust that is proven to have a significant and positive effect on buying interest shows that buying interest can be increased by instilling brand trust in consumers in Asus laptop products. This is in line with the opinion of Samuel and Lianto (2014) which states that if the trust of the brand is denied by the brand owner it will be difficult for consumers to be interested in buying back the product.

1. Electronic Word of Mouth affects the variable purchase interest of Asus Laptops. Based on the results of the analysis obtained a loading factor value of 0.238 for the variable electronic word of mouth on buying interest which indicates a positive influence between electronic word of mouth on buying interest. This shows that hypothesis 5 "E-WOM influences the Interest in Buying Asus laptops" can be accepted has been fulfilled.

This means that the higher the electronic word of mouth activity carried out, the higher the consumer buying interest for Asus laptop products.

2. The significant influence of electronic word of mouth on the purchase interest variable is based on the t-statistic value of 2,718 (greater than 1.96) which indicates that the fifth hypothesis is accepted. Electronic word of mouth which is proven to have a significant and positive effect on buying interest shows that buying interest can be increased by the existence of electronic word of mouth activities regarding Asus laptop products. This is in line with the opinion of Elseidi & El Baz (2016) which states that in the world of marketing, electronic word of mouth can play an important role in influencing purchasing activities.
3. The results in this study support the findings of research conducted by Jalilvand (2012) which shows that positive electronic word of mouth has an important function to increase buying interest by creating a favorable image for the company or for the brand itself.

IV. CONCLUSION

1. Electronic word of mouth effect on Asus Laptop brand image variables.
2. Electronic word of mouth influences the Asus Laptop brand trust variable.
3. Brand image affects the variable purchase interest Asus Laptop.
4. Brand trust affects the variable purchase interest Asus Laptop.
5. Electronic Word of Mouth affects the variable purchase interest of Asus Laptops.

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