

The Influence of Electronic Word of Mouth And Brand Image On High-End Tumble Purchase Intention

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ABSTRACT:

The High-End Tumbler product is a premium version of a drinking cup, but the presence of competitors with low-end versions makes consumers switch because it has the same function at an affordable price. This study aimed to determine the effect of e-wom and brand image on the purchase intention of high-end tumblers, both simultaneously and partially. This type of research is quantitative, with the unit of analysis being high-end tumbler purchase intention users in DKI Jakarta. Data collection used a questionnaire distributed to 100 high-end tumbler purchase intention users in DKI Jakarta. They were testing the data using validity, reliability, classical assumption test, and multiple linear regression. The results of the study prove that all data are declared valid and reliable. In addition, all classical assumption tests are met. Multiple linear regression testing proves that e-wom and brand image affect the purchase intention of high-end tumblers, both simultaneously and partially.

Keywords: Electronic Word of Mouth; brand image; Purchase Intention; High-End Tumblers.

I. INTRODUCTION

In the digital era, information about products and brands can be easily searched on the internet and social media. One source of information consumers seek before making a purchase decision is electronic word of mouth (E-WoM). In the concept of viral marketing, influencers, personal reviews, and consumer experiences about products can attract other consumers to achieve marketing goals. E-WoM information can affect consumer purchase intentions because consumers tend to believe in reviews from previous consumers who have used the product or brand. Reviews from buyers are considered more valuable than expert reviews (Li & Hitt, 2008).

This research focuses on High-End Tumbler products. People seeking online media recommendations are called Electronic Word of Mouth (E-WoM). The emergence of eWOM has shifted conventional Word of Mouth (WOM) communication (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Kotler and Keller (2016) argue that WOM is a communication process that provides recommendations individually or in groups for an item or service that aims to provide personal information.

E-WOM is still a topic that will be discussed because it is supported by the Internet and social networking facilities (Chan & Ngai, 2011). The current millennial community communication tool is in the form of online social media. Communities can interact with people who don't know each other but have the same goals and can create a forum or any community, including branding a product online. Previous researchers explained that consumers could be influenced to bring up their purchase intentions because of recommendations or reviews such as sharing review platforms or communities from other consumers (Chan & Ngai, 2011). Buying intent is a plan to purchase goods or services in the future, and purchasing behavior is not necessarily carried out because it depends on individual abilities (Zeqiri, Ramadani, & Aloulou, 2023). Communities - communities of recommendations or reviews such as sharing review platforms usually use social media.

E-WoM can increase marketing effectiveness but can also destroy the brand image reputation that has been built by the company (Chan & Ngai, 2011). Companies need to pay attention if the dissemination of negative information can damage the company's brand image (Aslam, Farhat, & Arif, 2019). Brand image is formed directly through contact with the product, brand, target market, or usage situation. Erdil's research (2015) states that consumers can evaluate brand perceptions through rational and emotional evaluations, which will later influence the decision to buy or not. For this reason, it is related to this logic that a brand that marketers have planned can deviate from what consumers remember because of that. Depending on the differences in their perceptions. Furthermore, research by Aslam et al. (2019) stated that brand image can also affect consumer purchase intentions.

Based on the explanation above, this study aimed to determine the effect of E-WoM and brand image on the purchase intention of High-End Tumblers either partially or simultaneously.

II. LITERATURE REVIEW

A. Electronic Word of Mouth

Electronic Word Of Mouth (EWOM), or in Indonesian, means word of mouth via the internet is marketing using the internet to create word-of-mouth effects to support marketing efforts and objectives (Kotler & Keller, 2016). Electronic word of mouth is a statement made by actual, potential, or previous consumers about a product or company where this information is available to people or institutions via the internet (Hennig-Thurau et al., 2004). According to Aslam et al. (2019) EWOM indicators are as follows.

1. EWOM means a lot to brands that potential customers want to buy
2. EWOM convinces potential customers to purchase the product
3. Online reviews/comments are objective
4. Potential consumers regard EWOM as a trusted source before purchasing the product.

B. Brand Image

Brand Image, or brand image in Indonesian, is a perception that lasts a long time, is formed through experience, and is relatively consistent (Schiffman & Kanuk, 2014). Furthermore, brand image is the consumer's perception of a brand as a reflection of the associations that exist in consumers' minds (Kotler & Keller, 2016). Brand image is an association that appears in the minds of consumers when remembering a particular brand.

According to Aslam et al. (2019) Brand Image indicators are as follows.

1. Certain products/brands have a different image compared to other products/brands.

2. Certain products/brands have a good image
3. Certain products/brands are already established
4. Certain products/brands are different from other competing products/brands that appear on social media.

C. Purchase Intention

In English, purchase intention is a situation where consumers have the intention to purchase a product or service with the highest level of expectations (Semuel & Setiawan, 2018). Purchase intention is a consumer's desire to own a product, where interest in buying will arise if a consumer has been affected by the product's quality, the advantages or disadvantages of the product from its competitors, and the price offered (Durianto, 2013). According to Aslam et al. (2019) indicators of purchase intention are as follows.

1. After reading reviews/comments on online platforms, it makes potential customers want to buy the product
2. Prospective consumers will consider buying a product after reading online reviews/comments
3. Prospective consumers intend to try the products discussed in online reviews/comments.
4. In the future, potential customers intend to look for the products discussed on online platforms.

D. Hypothesis Development

1. E-WOM Relationship With Purchase Intention

In the context of E-WOM, consumers are interested in writing, sharing experiences, and reading about good and bad experiences in online communities. Consumer reviews/comments are a source of information (Chakraborty, 2019). A desire precedes the purchase decision. Several factors, including information, influence desire. One way to obtain the information needed by potential customers is through word-of-mouth conversations, either directly or through online platforms (E-WOM) (Mahliza, Nugroho, & Putra, 2021). E-WOM is a form of online communication where individuals can share experiences about a product or service. The relevance of word of mouth via online platforms (E-WOM) as a social transformation process allows potential customers, actual customers, or former customers to become active participants in the business process, providing online reviews. Companies need to utilize E-WOM to disseminate information, increase brand popularity, get feedback from potential customers and actual customers (Bernardino, Freitas Santos, & Oliveira, 2021; Heptariza, 2020). The company's ability to build company-customer interactions creates positive opinions regarding the brand's functions, attributes, and benefits. From the customer side, when conversations about brand experiences, products, or services can be accessed openly, information becomes a consumer reference that strengthens the desire to buy and pay premium prices (Darmawan, Yasa, Wahyuni, & Dewi, 2022).

H1: Electronic Word of Mouth has an effect on the purchase intention of high-end tumblers.

A. Relationship between Brand Image and Purchase Intention

Brand Image is a product reputation and perception created in the minds of customers (Kotler & Keller, 2016). Brand Image is based on a particular brand's product features and benefits. Consumers look into the attributes and features of the product. The benefit, branding can attract the attention of consumers. Good customer relationship is built based on a positive Brand Image because commitment is the key factor that the brand promises for customers. Negative association with the brand results in neglect (Kotler & Keller, 2016). Research by Dash, Kiefer, and Paul (2021) suggests that the purchase intention of each customer is influenced by brand image.

Kotler and Keller (2016) state that brand image consists of two factors: knowledge about the brand and customer response. Consumers first seek knowledge related to the brand and then this knowledge has an impact on their responses. Consumers around the world are modernized and interdependent on technology. Online advertising plays a major role and has become common among people. Customers' beliefs and attitudes toward online advertising can be positive or negative and this is due to word of mouth. For example, if we have positive beliefs about a product, we will seek and consume these products, in this way negative and positive beliefs have an impact on the brand image (Wang & Sun, 2010). Brand image positively impacts purchase intention decisions because it creates cognitive, emotional responses and consumer behavior (Padgett & Allen, 1997). Brand image significantly affects purchase intention (Torlak, Ozkara, Tiltay, Cengiz, & Dulger, 2014). Brand Image positively influences purchase intentions (Aslam et al., 2019).

H2: Brand Image has an effect on the purchase intention of high-end tumblers

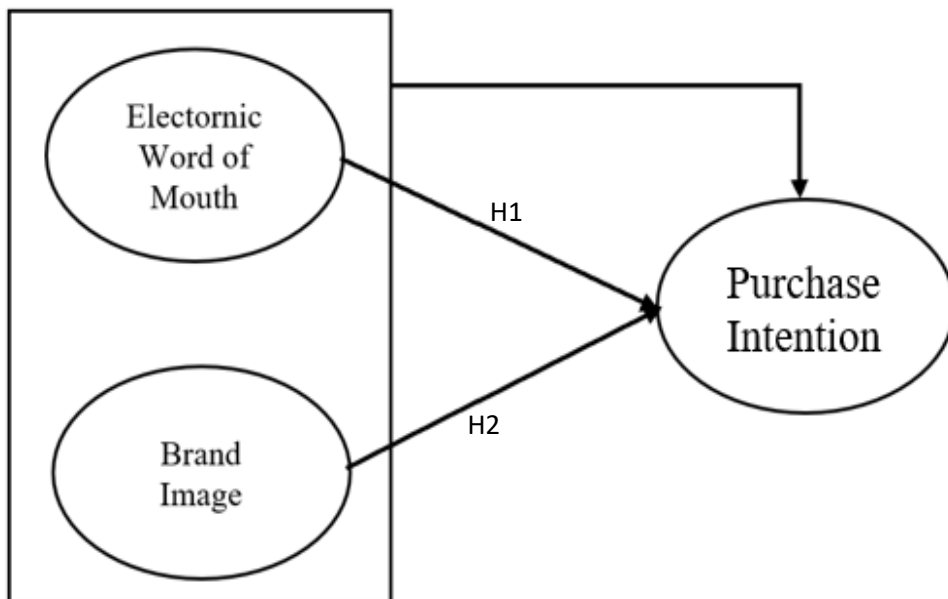


Figure 1. Research Framework

III. METHODS

This study uses a survey approach that is quantitative in nature, with the unit of analysis being consumers who have purchased a High-End Tumbler. The population in this study is the people in Jabodetabek, where the number of the population is not known with certainty. Therefore, determining the research sample refers to the opinion of Hair, William C, Barry J, and Rolph E (2019), namely 10 x the number of indicators. There were 12 question items from

3 variables in this study, so the number of samples required was 120 respondents. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2018). The sample was chosen so that the research carried out was effective. Conducting research by making the population the object of research was considered ineffective because of the large number.

In this study, the determination of sampling was done by purposive sampling. Purposive sampling is a sampling technique for data sources with certain considerations, namely sampling using certain considerations according to the desired criteria to be able to determine the number of samples to be studied (Lupiyoadi & Ikhsan, 2015). Questionnaires were distributed online using the Google form to people who live in Jabodetabek and have purchased a High-End Tumbler. To ensure unbiased data, filter questions are created (have you ever bought a High-End Tumbler?) and come from Greater Jakarta. If the respondent answered "Yes, " proceed to the next question. If the answer is "No", then the respondent cannot proceed to the next question

Table 1. Operational Variables

Variable	Indicator	Scale
Electronic Word Of Mouth. Aslam et al. (2019)	<ol style="list-style-type: none"> 1. EWOM means a lot to a high-end tumbler brand I want to buy 2. EWOM convinced me to buy a high-end tumbler product 3. Reviews/comments on online platforms for high-end tumblers are objective 4. I considered EWOM a reliable source before I wanted to buy a high-end tumbler 	Ordinal
Purchase Intention. Aslam et al. (2019)	<ol style="list-style-type: none"> 1. After reading reviews/comments on online platforms, it made me want to buy a high-end tumbler 2. I will consider buying a high end tumbler product after I read the reviews/comments online 3. I intend to try the high-end tumbler products discussed in online reviews/comments 4. In the future, I intend to look for high-end tumbler products discussed on online platforms 	Ordinal
Brand Image. Aslam et al. (2019)	<ol style="list-style-type: none"> 1. High-end tumblers have a different image compared to other tumblers. 2. High-end tumblers have a good image 3. High-end tumblers are well established 4. High-end tumblers are different compared to other competing tumblrs appearing on social media. 	Ordinal

A. Data analysis

Survey data were analyzed using a multiple linear regression approach. Before testing the hypothesis, the data collected is tested for validity and reliability. Next, a classic assumption test is performed, which consists of a normality test, multicollinearity test and heteroscedasticity test. Classical assumption testing is needed to determine whether the regression estimation results are completely free from multicollinearity and heteroscedasticity symptoms. The regression model can be used as an unbiased estimation tool if it meets the requirements, namely, there is no multicollinearity and no heteroscedasticity (Lupiyoadi & Ikhsan, 2015).

Research data is declared valid when the significant correlation value is <0.05 or the correlation value is > 0.6. Furthermore, reliability testing uses the Cronbach Alpha technique, providing that the Cronbach Alpha value is > 0.7 to be declared reliable (Lupiyoadi & Ikhsan, 2015).

The next step is to test the classical assumptions for data that has been declared valid and reliable. Using the Kolmogorov-Smirnov technique with the Monte Carlo method to test data normality. Meanwhile, the multicollinearity test looks at the tolerance value and variance inflation factor (VIF). To see the symptoms of multicollinearity, it can be seen from the results of the Collinearity Statistics. If the tolerance value ≤ 0.1 or the VIF value ≥ 10 indicates no multicollinearity symptoms. Furthermore, the heteroscedasticity test uses the Glejser test to determine whether a regression model indicates heteroscedasticity by regressing the absolute residuals.

IV. RESULTS AND DISCUSSION

B. Characteristics of Respondents

Characteristics	Frequency	Persentase
Gender		
Men	63	64%
Women	37	37%
Age		
20 – 25 Years	20	20%
26 – 30 Years	48	48%
> 30 Years	32	32%
Last education		
Student	17	17%
Diploma	25	25%
Bachelor	50	50%
Postgraduate	8	8%
Doctoral	0	0%
Average income per month		
Rp 4.000.000 - Rp 6.000.000	27	27%
Rp 6.000.001 - Rp 8.000.000	17	17%
Rp 8.000.001 - Rp 10.000.000	24	24%
Rp 10.000.001 - Rp 12.000.000	8	8%
> Rp 12.000.000	24	24%

Based on Table 1 above, it can be seen that respondents are male (63%) and female (37%) with an age range of 26-30 years (48%), 20-25 years (20%), and > 30 years. years (32%). Respondents' education was dominated by undergraduate (50%), diploma (25%), university students (17%), postgraduate (8%) and none with doctoral education (0%). The average monthly income of respondents is IDR 4,000,000 - IDR 6,000,000 (27%), IDR 6,000,001 - IDR 8,000,000 (17%), IDR 8,000,001 - IDR 10,000,000 (24%), IDR 10,000,001 - IDR 12,000,000 (8%) and > IDR 12,000,000 (24%).

C. Variable Description

The description of the data on the results of the respondents' responses can be used to enrich the discussion. Through the description of the average score of respondents' responses it can be seen how the condition of each variable indicator is being studied.

Table 2. Variable Description

Variable	Indicator	Mean	Category
EWOM	1. EWOM means a lot to a high-end tumbler brand I want to buy.	4.09	Good
	2. EWOM convinced me to buy a high-end tumbler product.	4.03	Good
	3. Reviews/comments on online platforms for high-end tumblers are objective.	3.48	Good
	4. I considered EWOM a reliable source before I wanted to buy a high-end tumbler.	3.74	Good

Variable	Indicator	Mean	Category
Brand Image	1. High-end tumblers have a different image compared to other tumblers..	4.25	Very Good
	2. High-end tumblers have a good image.	3.98	Good
	3. High-end tumblers are well established.	3.64	Good
	4. High-end tumblers are different compared to other competing tumblrs appearing on social media.	3.93	Good
Purchase Intention	1. After reading reviews/comments on online platforms, it made me want to buy a high-end tumbler.	3.93	Good
	2. I will consider buying a high-end tumbler product after I read the reviews/comments online.	3.88	Good
	3. I intend to try the high-end tumbler products discussed in online reviews/comments.	3.84	Good
	4. In the future, I intend to look for high-end tumbler products discussed on online platforms.	3.89	Good

From the results of calculating the average score of the respondents' responses presented in the table above, it can be seen that overall the respondents' assessment of E-WOM activities, brand image, and purchase intention is in a good category.

D. Validity and Reliability Test

Table 3. Validity and Reliability Test Results

Variable	Item	r-count	Sig	CA
E-WOM	EWOM1	0.811**	< 0.001	0.794
	EWOM2	0.843**	< 0.001	
	EWOM3	0.761**	< 0.001	
	EWOM4	0.730**	< 0.001	
Purchase Intention	PI1	0.841**	< 0.001	0.812
	PI2	0.771**	< 0.001	
	PI3	0.800**	< 0.001	
	PI4	0.802**	< 0.001	
Brand Image	BI1	0.696**	< 0.001	0.722
	BI2	0.794**	< 0.001	
	BI3	0.714**	< 0.001	
	BI4	0.750**	< 0.001	

Based on Table 3, it can be seen that all statement items on E-WOM, brand image and purchase intention have fulfilled the valid and reliability requirements because the significant r-count value is <0.05 and the Cronbach Alpha value is > 0.7, so it can be concluded that the instruments used can be continued to discuss problems in this research.

E. Classic assumption test

1. Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. In a good regression model there should be no correlation between the independent variables.

Table 4. Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
WOM	0.815	1.227

BI	0.815	1.227
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Based on Table 4, all the independent variables in this study did not show any symptoms of multicollinearity because the tolerance value ≤ 0.1 or the VIF value ≥ 10 , so the independent variables met the regression requirements.

2. Heteroscedasticity Test

The heteroscedasticity test is an assumption in regression where the variance of the residuals is not the same from one observation to another. In this test, the Gletjer test approach is used.

Table 5. Heteroscedasticity Test Results

	Unstandardized Coefficients		Sig.
	B		
E-WOM	-.028		.541
BI	-.065		.214

Based on Table 5, E-WOM and brand image do not significantly affect the absolute residual value (abs), so it can be concluded that the regression model does not indicate heteroscedasticity and produces a good regression equation.

3. Normality test

A normality test is used to measure whether the data distribution is normal. In this case the data normality test was carried out using the Kolmogorov-Smirnov with the Monte Carlo method.

Table 6. Data Normality Test

		Unstandardized Residual	
N		100	
Normal Parameters ^b	Mean	.0000000	
	Std. Deviation	1.92418761	
Most Extreme Differences	Absolute	.073	
	Positive	.073	
	Negative	-.063	
Test Statistic		.073	
Asymp. Sig. (2-tailed)		.200c,d	
Monte Carlo Sig. (2-tailed)	Sig.	.636e	
	99% Confidence Interval	Lower Bound	.623
		Upper Bound	.648

Table 6 shows that the Sig Monte Carlo value is $0.636 > 0.05$, so it can be concluded that the data distribution is normal.

4. Multiple Linear Regression Test Results

The use of multiple linear regression analysis in this study will show whether E-WOM and brand image affect purchase intent in high-end tumblers using data from the results of distributing questionnaires. The results of multiple linear regression testing are summarized in Table 4.7.

Table 7. Multiple Linear Regression Test Results

	Unstandardized Coefficients		t	Sig.	Annotation
	B	Std. Error			
(Constant)	1.045	1.41	0.741	0.461	-
E-WOM	0.717	0.078	9.147	0.000	Accepted

BI	0.221	0.088	2.505	0.014	Accepted
R = 0.762 R2 = 0.581 F-count = 67.255 Sig. F = 0.000					

The dependent variable is the purchase intention of a high-end tumbler, while the independent variables are E-WOM and brand image. Based on Table 7, it can be described that the -WOM and brand image variables influence the purchase intention of high-end tumblers so that the multiple linear regression equation can be formed as follows:

$$Y = 1.045 + 0.717X_1 + 0.221X_2$$

From the results of the multiple linear regression equation above, it can be seen that:

1. $b_0 = 1.045$ (Constant)

The constant value is 1.045, meaning that if there are no E-WOM and brand image variables or equal to zero, the high-end tumbler purchase intention is 1.045.

2. $b_1 = 0.717$ (E-WOM)

The E-WOM regression coefficient is 0.717, which means that the E-WOM variable has a linear effect on the purchase intention of high-end tumblers at the Sig 0.000 level < 0.05. In other words, E-WOM makes a linear contribution to the purchase intention of high-end tumblers

3. $b_2 = 0.221$ (brand image)

The brand image regression coefficient is 0.221, which means that the brand image variable affects the purchase intention of high-end tumblers, at the Sig 0.014 level < 0.05. In other words, brand image makes a linear contribution to the purchase intention of high-end tumblers.

A. F Test (Simultaneous)

The F statistic test is a simultaneous test (overall, together). The concept of linear regression is a test of whether the regression model obtained is acceptable. The simultaneous test aims to test whether a linear relationship exists between the E-WOM and brand image variables, or at least between one of the E-WOM and brand image variables, with the high-end tumbler purchase intention variable.

Based on Table 7, the hypothesis states that there is a simultaneous effect of E-WOM and brand image on the purchase intention of high-end tumblers is acceptable because the F-count is (67,255) and the significant F-count is 0.000 < 0.05. Statistically, it means that H0 is rejected and H1 is accepted. This means that E-WOM and brand image have a simultaneous and significant effect on the purchase intention of high-end tumblers.

B. t-test (Partial)

The t-partial test is used to test whether the independent variable really contributes to the dependent variable. In this test, we want to know whether separate E-WOM and brand image contribute significantly to the purchase intention of high-end tumblers. Referring to Table 7, the partial test results can be explained as follows: (1). E-WOM has a t-count value (9.147) and a Sig value (0.000 < 0.05). Statistically, it means that H0 is rejected and Ha is accepted. This

means that E_WOM significantly affects the purchase intention of high-end tumblers, (2). Brand image has a t-value (2.505) and a Sig value (0.014 <0.05). Statistically, it means that H0 is rejected and Ha is accepted. This means that brand image significantly affects the purchase intention of high-end tumblers.

Based on the explanation above, the statement of the hypothesis that E-WOM and brand image have a partial and significant effect on the purchase intention of high-end tumblers can be accepted because it is proven that each significant value of t-count <0.05. In addition, it can be seen that E-WOM has a dominant influence and contributes to the purchase intention of high-end tumblers. This can be seen from the t-count value of E-WOM (0.717), which is the largest compared to other t-count values.

C. Coefficient of Determination (R-Square)

R-Square can be used to determine the magnitude of the influence of the independent variable as a whole on the dependent variable, while the rest is influenced by other variables not included in the multiple linear regression equation models. Based on Table 7, it is known that the R Square value is 0.581 or 58.1%. This means that high-end tumbler purchase intention is explained 58.1% by E-WOM and brand image, while the remaining 41.9% is explained by other variables not examined in this study (error value - E in the multiple linear regression equation).

V. MANAGERIAL IMPLICATIONS

Implications of Research Results Based on the results of the research, the theoretical and practical implications will be explained:

A. Theoretical Implications

Based on the research that has been done, the following are the results of the theoretical implications found to answer the problem identification of this research. The results of this study indicate that E-WOM contributes to the purchase intention of high-end tumblers. This study's results align with the results of Aslam et al. (2019), which states that E-WOM significantly affects the purchase intention of high-end tumblers. The results of this study indicate that brand image contributes to the purchase intention of high-end tumblers. This study's results align with the results of Aslam et al. (2019), which state that brand image significantly affects the purchase intention of high-end tumblers.

B. Practical Implications

Based on the research that has been done, the following is a description of the results of practical implications related to the research findings. Overall, respondents in this study gave the perception that E-WOM activity has contributed to forming high-end tumbler purchase intentions. In addition, respondents also stated that E-WOM is very important before respondents decide to buy a high-end tumbler. This means that input from consumers who are experienced with high-end tumblers is the main reference for respondents to obtain more detailed information other than from websites or other promotional media. Overall, respondents in this study gave the perception that the brand image of high-end tumblers has contributed to forming high-end tumbler purchase intentions. In addition, respondents also stated that the brand image of a high-end tumbler has different image compared to other tumblers.

VI. CONCLUSIONS

This study has answered the research hypothesis, so it can be concluded that E-WOM significantly affects the purchase intention of high-end tumblers. Brand image has a significant effect on the purchase intention of high-end tumblers. E-WOM and brand image together. Social influences influence the purchase intention of high-end tumblers. This research has limitations that cannot be carried out by researchers, such as there are only two independent variables studied. Therefore, further research must explore other variables influencing purchase intentions, such as product quality, service quality, and others. In addition, the study sample was only 100 respondents. Therefore, you can increase the number of samples for further research to get results closer to the population.

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