

EFFECT OF ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION THROUGH BRAND IMAGE AS MEDIA IN TOKOPEDIA

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Abstract: This research aims to acknowledge the effect of Electric Word of Mouth in giving impact for consumer purchase interest which is mediated by Brand image in Tokopedia. Sampling extractions which are conducted using purposive sampling method, categorized by age above 15 years old participants. And for those who have experienced with Tokopedia before. The collective data is gathered from 5 big cities in Indonesia which are Jakarta, Surabaya, Yogyakarta, Semarang and Most by. spreading questionnaires to the customers who used Tokopedia. There are 100 customers representative. This data processing is conducted with the Convergent Validity Test, Discrimination Validity Test, Reliability Test with Cronbach's Alpha and Composite Reliability, Path Coefficient, R Square, F- Square and Sobel Test which are processed by Partial Least Square (PLS). From the result of these tests, I can conclude that Electric Word of Mouth has a significant impact to the consumers purchase interest and has a significant impact to the Brand image. Whilst the Brand image has a significant impact to the purchase interest. This research outcome also depicts that Electric Mouth has a direct impact to the purchase interest which is mediated by the Brand image

Keywords: *Electronic Word Of Mouth, Brand Image, Purchase Intention*

1. Introduction

Changes that are getting faster are triggered by increasingly rapid technological developments, making life increasingly dependent on the existence of the internet. The internet is not only used in finding information or communicating, but also in internet-based economic activities and conducting product buying and selling transactions known as E-commerce. In Indonesia, buying and selling transactions that were previously only carried out directly between sellers and buyers or referred to in the traditional way, have now changed to utilizing technology by using e-commerce as a means of conducting buying and selling transactions. This online business has prospects that will continue to increase in the future, this is triggered by the COVID-19 pandemic which makes people reduce direct contact activities and divert activities by using online transactions to meet their needs.

One of the marketplaces that has the largest number of visitors in Indonesia is Tokopedia, which was founded by William Tanuwijaya and Leontinus Alpha Edison in 2009, with a total monthly web visitor of 66 million visitors. Tokopedia's vision is to build an ecosystem where anyone can start and find anything, Tokopedia has empowered millions of

merchants and consumers to participate in economic activities, and consistently supports micro, small and medium enterprises to develop and market their products.

To increase consumer buying interest, the marketing strategy carried out by Tokopedia is electronic word of mouth, namely the exchange of information about products, services, and companies on electronic or online media (Sari & Yuliana, 2017). Electronic word of mouth can influence consumer buying interest or be a consideration when a consumer will take a decision. Based on the nature of humans who like to establish relationships through communication with one another, then information about products or services is trusted with electronic word of mouth. Buying interest arises when someone has obtained sufficient information about the desired product. Purchase intention itself is a behavior that appears in response to an object or repurchase. External influences, the emergence of the need for a product, product introduction and evaluation of information are things that can generate consumer buying interest and have a large enough impact on purchasing decisions. A person's buying interest is influenced by several factors, one of which is positive comments from others about a particular brand.

A good brand image can increase consumer buying interest and knowledge of a brand will increase consumer confidence in a product. For this reason, the important mission of the company is to get a good brand image by using electronic word of mouth. This is supported by (El-Baz Elseidi, 2016) that brand image and consumer behavior towards a brand can form a brand's own mindset. While research conducted by (Santika & Suyoga, 2018) shows that Brand Image has a positive effect as a mediating variable and strengthens the relationship between EWOM and buying interest. Tokopedia.

2. Literature Review

2.1. Electronic Word of Mouth

Word of mouth (WOM) has been shown to play a major role in consumer purchasing decisions by influencing consumer choices so that it is more effective than other traditional marketing. Word of mouth marketing is an oral, written, and electronic communication between people related to the advantages or experiences of buying or using a product or service. Recommendations from other customers are usually considered more trustworthy than promotional activities that come from the company itself.

As technology develops, consumer influence through WOM communication is accelerated by the internet. Word of mouth that is done through the internet is called electronic word of mouth (EWOM). EWOM is a positive or negative statement made by a current or previous customer about a product, service or company made available to a large audience via the internet.

Electronic Word of mouth communication has several characteristics that are different from traditional Word of Mouth communication, because EWOM has unprecedented scalability and speed of diffusion. First, traditional word of mouth, sharing information between small groups in a synchronous or interconnected fashion. Information in traditional word of mouth is usually exchanged in private conversations or dialogues. Information in the form of Electronic Word of mouth does not need to be exchanged at the same time when all communications are present. For example, forum users can read and write other people's comments after the topic has been created. Second, EWOM communication is more fixed and accessible than WOM.

The form of EWOM that we often find and is the most important part is online review (Khammash). Online Customer Review (OCR) is one of the features that has attracted a lot of attention from academics and the public as one of the most influential factors in determining consumer purchasing decisions (Farki et al., 2016). Through online reviews on the website, potential consumers can dig up information and feel more confident in certain products because they are considered to have been proven by previous consumers, consumers also have additional references for the products to be purchased so they can compare between products.

According to (Lin et al., 2018) in measuring the effect of Electronic Word of mouth, three indicators can be divided, namely: The quality of E-WOM related to reviews or comments that are clear, easy to understand, trustworthy and very helpful. The quantity of money EWOM describes the number of reviews with the popularity of the product, the sender's expertise related to the person doing the review must have experience, knowledge, good judgment on the product.

2.2. Purchase Intension

Purchase Intention is the tendency of consumers to buy a brand or act related to a purchase which is measured by the level of possibility of consumers to make a purchase. Purchase interest is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before the buying decision is implemented.

Consumer buying behavior is initiated and influenced by many external stimuli, these stimuli can be in the form of marketing stimuli or stimuli from the surrounding environment. After obtaining a stimulus, it will then be processed in a person according to his or her characteristics, after which a purchase decision will be made. Therefore, the process of being interested in a product or service will be experienced by every consumer before a purchase decision is made. Confidence, then confidence arises in the individual about the product, causing a decision to acquire with an action called buying.

Purchase Intention is obtained from a learning process and a thought process that forms a perception. The buying interest that arises creates a motivation that is continuously recorded in his mind, which in the end when a consumer must fulfill his needs will actualize what is in the minds of consumers. According to Ferdinand (2015) buying interest can be identified through the following indicators:

- a. Transactional interest is a person's tendency to buy a product.
- b. Referral interest is a person's tendency to refer products to others.
- c. Preferential interest is an interest that describes the behavior of someone who has a primary preference for the product. This preference can only be overridden if something happens to the product of its preference.
- d. Explorative interest, namely this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information for positive attitudes about the product.

2.3. Brand Image

Brand Image is what consumers think and feel when they hear or see the name of a brand. This brand image according to (Tjiptono, 2015) is an observation and belief held by consumers, as reflected in consumers' memories which then guides consumers to behave

towards the brand. Brand Image is the consumer's impression of a certain brand because of that consumer attitudes and behavior towards the brand are determined by the brand image. To build a good brand requires creativity and hard work that can not only be done in the short term. The brand image is conveyed by an easily recognizable logo, the selected print media in conveying the company's personality or the atmosphere described by its products and services that can form a strong brand. According to (Maghfiroh et al., 2016) that brand image will affect consumer perceptions because people will have a positive impression on the brand because people are currently selective in choosing brands.

According to Keller in (Wijaya & Oktavianti, 2019) there are several indicators of brand image, namely as follows:

a. Strength of Brand Associations

A brand image can be formed through the strength of a strong brand association. The strength of the brand association is influenced by how the information enters the minds of customers and how the information can be maintained as part of a particular brand. The advantages of brand associations are one of the building blocks of brand image, where the product has advantages or strengths. Sources of information in forming a brand image have a strength or dimension, namely brand attributes and brand benefits.

b. Favorability of Brand Associations

How the brand can provide a belief for consumers and become one of the considerations of consumers in the creation of the brand image in the minds of consumers. Brands must be able to provide appropriate marketing and fulfilled promises to meet the unsatisfied needs of consumers. Thus, the brand is considered to have the capability and convincing in meeting consumer needs.

c. Uniqueness of Brand Associations

Excellence and uniqueness have a very important influence to compete with other brands and can be used as a consideration for consumers to choose the brand. The uniqueness of a brand will be a factor that distinguishes a brand from competing brands.

The measure that consumers consider in choosing or assessing Brand Image is that the brand must have a positive impression in its field, high reputation, and easily recognizable advantages. From the above definition it can be concluded that Brand Image is the impressions in the memory or minds of consumers arising from associations or assumptions about brands. Where the more associations that are interconnected, the more they will form a strong brand image

2.4. Previous Research

The first research was conducted by (Jalilvand & Samiei, 2012) entitled "The Effect of Electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran". This study aims to examine the extent to which EWOM among consumers can influence brand image and purchase intention in this industry. The research method used is quantitative by distributing questionnaires to 341 respondents who have experience in the online customer community. The research shows that EWOM communication affects buying interest and brand image affects buying interest. Therefore, the equations in this study are the same as using EWOM, Brand Image and Purchase Intention variables and using quantitative methods.

The second study from (Sahim et al., 2015) entitled "E-WOM, e-Referral and gender in the virtual community". The study aimed to examine the effect of E-WOM marketing on brand image and purchase intention, plus the moderating effect of gender on relationships. The research method used is quantitative with random sample collection from 308 respondents in Cyprus. The research shows that E-WOM has a positive influence on buying interest and brand image has a good influence on buying interest. Therefore, the equations in this research are the same as using EWOM, Brand Image and Purchase Intention variables and using a quantitative method approach.

The third study from (Yusuf et al., 2018) entitled "Influence of E-WOM Engagement on consumer purchase intention in social commerce". This study aims to examine the effect of E-WOM involvement on their shopping experience and knowledge in providing information on products and services on consumer purchase intentions in e-commerce. The research method used is quantitative using a multi-item approach using 218 respondents. The study shows that electronic word of mouth has an involvement or influence in which the company specifically benefits from EWOM on the interest in purchasing a product. The equation in this research is both using EWOM and Purchase Intention variables and using quantitative methods.

The fourth study from (Agung & Putri, 2018) entitled "EWOM in building Brand Image and Purchase Intention of Bank Syariah Mandiri Products". This study aims to determine whether EWOM has an influence on Brand Image and Purchase Intention. This research method uses quantitative by using a sample of 200 respondents. The research shows that there is a positive influence on EWOM with brand image and buying interest. The equation in this study is the same as using WOM, Brand Image and Purchase Intention variables and using quantitative methods.

2.5. The Relationship Between EWOM and Purchase Intention

The definition of EWOM can be explained that every consumer who has consumed a product will give their own assessment of the product, and cannot be influenced because it comes from themselves, after that if the consumer is satisfied or dissatisfied with the consumption of the product, the consumer will tell a product review. against other people who have accounts on social media, email or other digital. In addition, the results of other research conducted by (Koubova & Buchko, 2017) say that EWOM has a significant relationship with consumer buying interest.

Consumers have a reference to the product to be purchased so that they can compare existing products, which will later affect their interest in buying a particular product. In addition, EWOM forms such as online ratings and online reviews can influence or influence buying interest in a product.

Research conducted by (Nuseir, 2019) aims to assess the impact of electronic word of mouth on brand image and on online purchase intentions from consumers in various regions of the UAE such as Abu Dhabi, Dubai, Al Ain and Sharjah. The study shows that EWOM has a significant impact on brand image and on consumers' online purchase intentions, and that brand image and on consumers' online purchase intentions, and that brand image significantly affects consumers' online purchase intentions. So that the equation in this study is the same as using the three variables, namely EWOM, Brand Image and Purchase Intention and using a quantitative approach.

H1: EWOM has a significant effect on buying intention

2.6. The Relationship Between EWOM and Brand Image

EWOM communication becomes an important information for consumers so that marketers believe that a site should produce enough content to build brand loyalty. In addition, they added that while EWOM can increase marketing efforts, it can also destroy reputation and brand image when such activities become unprofitable for the organization.

Research from (Kala & Chaubey, 2018) entitled "The effect of EWOM communication on brand image and purchase intention towards lifestyle products in India". This study aims to explore the effect of EWOM on Brand Image on lifestyle products and customer purchase intentions. This research method uses quantitative by using a sample of 313 respondents. The research shows that Brand Image functions as a mediating variable between EWOM and buying interest. The equation in this study is the same as using EWOM, Brand Image and Purchase Intention variables and using quantitative methods. This research is supported by (Yusuf et al., 2018) which states that EWOM has a positive effect on brand image. He stated that the more frequent search activities for an information it will affect a view or image of a brand in the minds of consumers. Based on this description, the hypothesis of this research is as follows:

H2: EWOM has a significant effect on Brand Image

2.7. The Relationship Between Brand Image and Buying Intention

Brand image or brand image is a set of associations that marketers want to create or maintain. Brand image plays an important role in marketing and attention management. Furthermore, Keller in Malik et. Al (2012) added that brand association is an image of actual use, purchase, and consumption image.

Research from (Wijaya & Oktavianti, 2019) entitled "The Effect of E-Commerce Brand Image on Consumer Purchase Interest". This study aims to determine whether there is an influence of e-commerce brand image on consumer buying interest. This research method uses quantitative by using a sample of 100 respondents with the sample criteria that the respondents are individuals who have shopped at e-commerce. The research shows that there is a very strong influence between e-commerce brand image on consumer buying interest with the results of a correlation coefficient of 0.836. The equation in this study is the same as using Brand Image and buying interest variables and using quantitative methods. This agrees with research (Lee et al., 2018) which found that brand image has a direct influence on purchase intention and an indirect effect of EWOM on purchase intention itself. It is said that the target of a brand to a product. Based on this explanation, the hypothesis of this research is as follows:

H3: Brand Image has a significant effect on buying interest

2.8. Brand Image Relationship in Mediating EWOM with Buying Interest

A good brand image of a company will affect the EWOM communication that occurs to be positive and, in the end, will affect buying interest from consumers. Research conducted by

(Semuel & Lianto, 2014), (El-Baz Elseidi, 2016), (Adriyanti & Indriani, 2017) states that Brand Image has a positive influence in mediating EWOM with buying interest.

H4: Brand Image has a significant effect in mediating EWOM with Buying Interest

3. Research Method

The sample in the study was selected using a purposive sampling technique (Sugiyono, 2018), namely selecting a sample from a population that has certain considerations. The criteria chosen by the research are people who have used Tokopedia at least 1 time and are 15 to 45 years old. This study uses two types of data, namely using primary data and secondary data. The measurement scale in this study is an interval scale. The data processing method is carried out by conducting the Convergent Validity Test, Discriminant Validity Test, Reliability test using Cronbach's Alpha and Composite Reliability, Path Coefficient, R-Square, F-Square and Sobel Test which is processed using Partial Least Square (PLS)

4. Data Analysis and Discussion

Description of respondent's profile

Respondents in this study were people who had used Tokopedia which was divided into 5 cities in Indonesia, namely Jakarta, Surabaya, Yogyakarta, Makassar, and Semarang. The gender of the research respondents was 34 people (34%) were men and 66 people (66%) were women. It can be said that most research respondents are women. The ages of the respondents were 16 people aged 15 – 20 years (16%), 77 people aged 21-30 years (77%), 3 people aged 30-40 years (3%), and 4 people aged over 40 years (4%). It can be concluded that the highest number of respondents is aged 21 to 30 years. Most research respondents have used the Tokopedia application in shopping for more than 3 times, namely 79 people

4.1. Validity test and Reliability Test

Table 1. Average Variance Extracted, Compose Reliability and Cronbach's Alpha

Result			
Variable	Average Variance Extracted	Compose Reliability	Cronbach's Alpha
Brand Image	0.692	0.870	0.775
EWOM	0.620	0.955	0.949
Purchase Intention	0.667	0.889	0.835

Source: Processed Data (2020)

From the results of the Average Variance Extracted test in Table 1, it shows that the Brand Image variable, EWOM variable, and Purchase Interest variable have an average variance extracted value above 0.5 meaning that it has met the requirements of the convergent validity test. Value of compose reliability and Cronbach's alpha is above 0.7. The results of the table can be concluded that the research results of all these variables are reliable. Discussion

The discussion section describes the results of data processing, interpreting the findings logically, linking with relevant reference sources.

4.2. Path Coefficient

Table 2. Path Coefficient

Path Coefficient					
Variable	Sample Asli	Rata-Rata Sample	Standard Deviation	t-Statistic	P - Values
EWOM -> Purchase Intention	0.567	0.564	0.097	3.057	0.002
EWOM -> Brand Image	0.500	0.508	0.085	5.848	0.000
Brand Image -> Purchase Intention	0.298	0.300	0.093	5.128	0.000
EWOM -> Brand Image -> Purchase Intention	0.284	0.284	0.059	4.843	0.000

Source: Processed Data (2020)

Table 2 shows that in testing the EWOM variable with buying interest with the results of t-statistics > 1.96 and P Values <0.05 so that it is declared significant. Furthermore, the EWOM variable with Brand Image with the results of T Statistic > 1.96 and P Values < 0.05 so that it is declared significant. For testing the EWOM variable on buying interest with the results of t-Statistic > 1.96 and P Values <0.05 so that it is declared significant and the last test the Brand Image variable mediates EWOM with Buying Interest with the results of t-Statistic > 1.96 and P Values <0.05 so it is stated significant.

4.3. R-Square and F Square

Table 3 R- Square and F Square

R Square			F Square		
Variable	R Square	Adjusted R Square	Brand Image	E-WOM	Purchase Intention
Brand Image	0.250	0.242			0.578
E-WOM			0.333		0.158
Purchase Intention	0.579	0.570			

Source: Processed Data (2020)

Based on Table 3, the R-Square of the Brand Image variable is 0.250 and the R-Square of the Purchase Interest variable is 0.579 which indicates that the model is moderate or moderate. The F-Square value is that EWOM on brand image has a moderate effect with the result of 0.333, while the F-Square value of the EWOM variable on the buying interest variable has a moderate effect with the result (0.158) and the F-Square value of the Brand Image variable on buying interest has an effect. large (0.578).

4.4. The Effect of EWOM on Buying Intention

Electronic Word of Mouth has a positive and significant effect on buying interest, this is shown based on T Statistic > 1.96 and P Values < 0.05 so that it is declared significant which

has been tested. In addition, the results of the F-Square measurement stated that the Electronic Word of Mouth effect on the buying interest variable had a moderate effect. This also shows that electronic word of mouth has an influence on consumer buying intention.

The results of this study are supported by the results of research conducted by (Koubova & Buchko, 2017) which states that EWOM has a significant relationship with consumer buying interest. Through references to products, both positive and negative, it can influence one's thinking in having buying interest. In addition, online ratings, and online reviews which are forms of electronic word of mouth can influence consumers' perceptions. So, in this study it shows that electronic word of mouth has an influence on consumer buying interest. This statement is supported by (Nuseir, 2019) that EWOM is also one of the factors that encourage buying interest in someone.

4.5. The Effect of EWOM on Brand Image

Electronic Word of Mouth has a positive and significant effect on Brand Image, this is shown based on T Statistic > 1.96 and P Values < 0.05 so that it is declared significant which has been tested. In addition, the results of the F-Square measurement stated that the Electronic Word of Mouth effect on the brand image variable had a moderate effect. This also shows that electronic word of mouth has an influence on Brand Image.

The results of this study are supported by research results (Yusuf et al., 2018) that there is a significant influence between electronic word of mouth on brand image. Electronic Word of Mouth communication becomes information that has influence or is important to consumers as a form of trust in the brand. EWOM has a tremendous influence that can build or destroy a brand image. So, in this study it shows that electronic word of mouth has one factor in forming a brand image or brand image. This statement is supported by (Kala & Chaubey, 2018) who stated that the presence of electronic word of mouth experience can build a positive impression on the brand by potential consumers. With a positive impression or positive experience, it can be a driving force for brand image.

4.6. The Influence of Brand Image on Buying Interest

Brand Image has a positive and significant effect on buying interest, this is shown based on t-Statistic > 1.96 and P Values < 0.05 so that it is declared significant that has been tested. In addition, the results of the F-Square measurement stated that the brand image on the buying interest variable has a large effect. This also shows that Brand Image has a high influence on a consumer's buying interest.

The results of this study are supported by research conducted (Lee et al., 2018) which found that brand image has a direct influence on a consumer's purchase intention. Brand image is a brand association decision that is formed and attached to the minds or minds of consumers. Positive impressions of a brand will be able to create consumer buying interest which can give consumers confidence. So, in this study, it shows that Brand Image is one of the supporting factors for a consumer's buying interest. This question is also supported by a study (Wijaya & Oktavianti, 2019) which states that these impressions or experiences are ultimately able to encourage consumer buying interest or potential followers of the brand.

4.7. The Influence of Brand Image in Mediating EWOM with Buying Interest

Brand Image has a positive and significant effect on mediating EWOM with buying interest, this is shown based on T Statistic > 1.96 and P Values < 0.05 so that it is declared significant that has been tested. This also shows that Brand Image has the effect of mediating EWOM with a consumer's buying interest.

The results of this study are supported by research conducted by (Semuel & Lianto, 2014) which says that Brand image has an effect in mediating EWOM with Buying Interest. A good brand image of a company will have a positive influence on electronic word of mouth communication so that in the end it will affect the purchase intention of consumers.

5. Conclusion and Suggestions

Based on the research that has been done, it can be concluded that all hypotheses have a significant effect.

5.1. Suggestions for Tokopedia

Based on the results of the study, it is better if the Tokopedia company in the future is the management of the company to pay more attention to increasing promotions on social media because good promotions will lead to consumer buying intentions or intentions. Promotions carried out can involve several influencers who have good achievements or good reputations so as to increase the company's brand name. In addition, it can be done such as by including online reviews from consumers who have used Tokopedia, so that potential consumers can get information to make a purchase after reading the review. In addition, it can maintain and improve the brand image of the company. A good brand image from Tokopedia will create a trust in the minds of consumers to the brand. Products sold must be in accordance with the goods that will come to consumers or in accordance with existing images. To increase trust for potential consumers, it can be done with testimonials that are used using video so that it looks clear and in accordance with reality. If they have a sense of trust in the brand so that the public or potential consumers who see testimonials through internet media can increase people's buying interest.

5.2. Suggestions for Further Research

Based on the results of the study, further researchers should be able to develop this research with variables such as Brand Awareness, Brand Switching, Trust which can affect consumer buying interest in the company and as a reference for further researchers. In addition, researchers can use other companies as objects in further research.

5.3. Research Limitations

This study has several limitations, namely that this study only applies a survey method with an online questionnaire instrument, namely the google form, so that the conclusions drawn are only based on the data collected through the questionnaire instrument.

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