

## THE INFLUENCE OF COUNTRY OF ORIGIN AND EWOM ON PURCHASE INTENTION WITH THE VARIABLE MEDIA BRAND IMAGE OF COMPUTER PRODUCTS IN JAKARTA

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**Abstract:** *The purpose of this study was to test the Influence of Country of origin, and Electronic Word of Mouth (eWOM) on Purchase Intention with Product Brand Image Mediation Variable komputer "X" in Jakarta. In this study, the population in this study was consumers who used the product komputer "X". The number of samples collected was 214 respondents, the research design was descriptive with a cross-sectional approach. This study used a non-probability sampling collection method with purposive sampling techniques through Google Forms. SEM analysis technique using smart partial least square (PLS) software. The results showed that Country of origin, and Electronic Word of Mouth (eWOM) can positively influence purchase intention, "X" computer products in Jakarta. Brand Image can positively influence the purchase intention of computer product "X" in Jakarta and Country of origin, and Electronic Word of Mouth (eWOM) can positively influence the purchase intention of computer product "X" in Jakarta through Brand Image. Brand "X" needs to pay attention to the Country of origin, Electronic Word of Mouth (eWOM) and Brand Image in increasing the purchase Intention / Intention to buy consumers.*

**Keywords:** *Country of Origin, Electronic Word of Mouth (eWOM), Purchase Intention, Brand Image*

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### 1. Introduction

The computer is now an indispensable tool for work to the daily life of consumers, especially during a pandemic like this, especially in Indonesia. According to IDC (International Data Corporation) on September 8, 2021 The Indonesian PC market (desktops, notebooks, workstations) grew by 50% in H121 year over year (YoY), with a total of 2.06 million units shipped to the country during the first six months of 2021. Notebooks continue to be a driving category for the consumer and commercial segments, taking up an 85% share of total PC shipments with an impressive 78% annual growth for 2021. The Covid-19 pandemic has become a factor in encouraging large computer purchases because all activities must be carried out in their respective homes.

With the Covid-19 virus, many workers have to carry out all activities from home which results in a strong demand for portable devices such as Notebook Computers / Laptops for private use to work, and with the increase in demand in the community, especially schools or

educational facilities, it must lead to online education so that webcams and laptops that have cameras installed. It became important to have for during school sessions and with computers now having a variety of different models for different every different need per consumer. Produce is committed to providing a wide variety of product lines that can attract the eye because people spend more time in front of the computer.

There are many factors that can affect consumers' purchasing intentions. A study made (Akbar, Yawar, and Ghafar, 2021) found that purchase intention can affect celebrity endorsement, perceived value, and brand image. On the other hand, a study (Khouaja, 2021) found that Country of Origin and product evaluation can influence purchase intention. (Dey, Swapna, and Gayathri, 2021) show that purchase intention can be influenced by brand credibility and attitude towards brand. Furthermore, a study (Rahman *et al.*, 2020) adds that trust affects purchase intention. In addition, (Evgeniy, Lee, and Roh, 2019) show evidence that electronic word-of-mouth (eWOM) and perceived quality play an important role in influencing consumer purchase intentions. And based on this reason and all previous studies this study aims to find out whether Country of Origin and electronic word-of-mouth (eWOM) can affect the Purchase Intention of Consumer Computer Products with Brand Image as a Mediation Variable in Jakarta.

## **Theoretical review**

### **Country of Origin**

Country of origin is information about the country of origin of a product. A positive image of the country of origin of a product will encourage purchase intention. Country of origin of a product that is perceived positively can give rise to purchase intention. This also applies if consumers have a negative perception of the product (Sopiyan & Gumelar, 2019). Country of origin is important to research because consumers will use it as one of the basic indicators in assessing a product (Putra & Suprpti, 2019).

### **E-WOM**

Electronic word of mouth (eWOM) is the provision of information from previous users both positive and negative about a product that occurs online. Electronic word of mouth (eWOM) is considered one of the most useful sources of information for consumers (Erkan & Evans, 2016). The results of previous studies have proven that electronic word of mouth (eWOM) can cause purchase intention (Mehyar, Saeed, & Baroom, 2020; Liew & Falahat, 2019; Hamdani & Maulani, 2018).

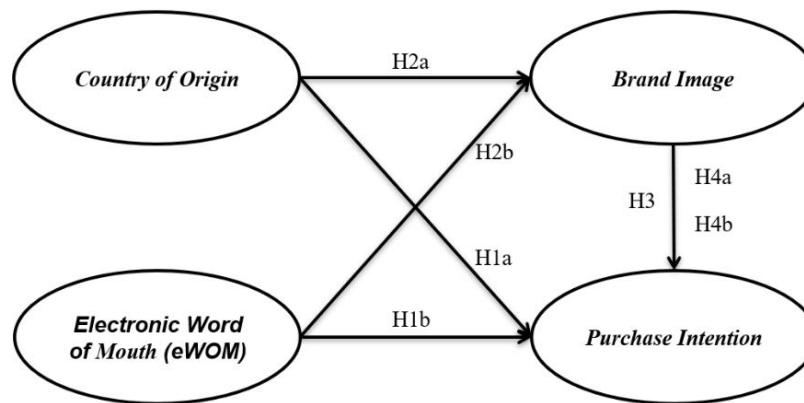
### **Brand Image**

Seo, Kim, and Nurhidayati (2020) stated that the better the Brand Image, the more likely consumers are to have purchase intention. Therefore, it is important for companies to pay attention to their brand image. Without a strong brand image, it is difficult to gain new customers and retain existing ones. (Putra & Pramudana, 2018).

### **Purchase Intention**

Purchase Intention can occur when consumers already know information about the product or service that interests them and is formed by a combination of consumer evaluations of the product or attitudes towards the brand and external factors (Tanzaretha & Rodhiah, 2022). Another driver that can increase Purchase Intention comes from the attitudes and factors

developed by the company that become a benchmark for consumer attitudes (Thio & Rodhiah, 2021). In other words, purchase intention has a role and influence for consumers so it is important for companies to know various factors that can give rise to intention in buying a product.



**Figure 1. Research Models**

### Research Hypothesis:

H1a: Country Of Origin can positively influence Purchase Intention.

H1b: E-WOM has can positively affect Purchase Intention.

H2a: Country Of Origin can positively influence Brand Image

H2b: E-WOM can positively influence Brand Image

H3: Brand Image has Purchase Intention influence

H4a: Country Of Origin can positively influence Purchase Intention through Brand Image

H4b: E-WOM can positively influence Purchase Intention through Brand Image

## 2. Research Method

The subjects of this study were computer users and those who knew the "X" Computer product. Regarding the description of the research subjects, a sample collected by 214 respondents in Jakarta, the research design was descriptive with a cross-sectional approach. This study used a non-probability sampling technique with a purposive sampling method that was shared through a Google Forms survey. Data analysis method using SmtPLS software This research uses a cross-sectional approach. This is because data collection only occurs once in a certain period of time when answering research questions. (Sekaran & Bougie, 2016).

**Table.1 Operation Variables**

Variables	Indicator	Scale
Country of Origin	The country of origin of product X is the country that produces quality products.	Interval
	It was important for me to look for information regarding the country the X product came from.	
	The country of origin became the first part I considered when I wanted to buy product X.	

	I don't want to buy product X without knowing the country of origin.	
	I compared product X with other products based on country of origin information.	
E-WOM	I rely on information from online forums regarding product X	Interval
	The information of product X in online forums I can understand	
	I found out product X from an online forum	
	I often read information about product X on online forums	
	There is a variety of information about product X online	
Brand Image	Brand X has an edge over the rest	Interval
	The X brand has a rich history	
	Brand X will not let me down	
	Purchasing Brand X products can make me happy	
	Brand X is a classy brand	
Purchase Intention	I would like to try Brand X products originating from country X which are discussed in the website/online forum	Interval
	Product X's country of origin drives my intention to make a purchase	
	I have the intention to buy product X after reading the website/forum online	
	I want to buy product X in the future	
	I would recommend product X to others	

### 3. Results and Discussion

#### 3.1. Results

##### Respondent Profile

The subjects in this study were computer users and those who knew the "X" computer product. Regarding the description of the study subjects, here is the number of samples collected with a total of 214 respondents. Based on the data received, the majority of respondents were dominated by men (56.5%), age 17-25 (54.2%), jobs as students and private employees because they had the same percentage (43%), and the last education was S1 (48.6%).

##### Data Analysis

This study used a non-probability sampling technique with a convenience sampling method that was shared through a Google Forms survey. The data analysis method uses smart partial least square (PLS) software.

##### Outer Model

Based on the analysis of the results of the measurement model (Outer Model Analysis) it is known that all indicators used to measure research variables have valid and reliable results so that the results of this study can be trusted and reliable.

**a. Convergent Validity**

**Table 2.** Results of AVE . Value

Variable	Average Variance Extracted (AVE)
Country of Origin	0,573
e-WOM	0,625
Brand Image	0,597
Purchase intention	0,613
<u>Average</u>	0,602

Table 3.7 shows the results of Average Variance Extracted (AVE) data processing. Based on the results obtained, all values in this research variable have met the predetermined criteria, namely results greater than 0.5.

**b.** The results of the discriminant validity test are obtained as follows:

**Table 3.** Discriminant Validity

	Brand Image	Country of Origin	e-WOM	Purchase Intention
Brand Image				
Country of Origin	0.685			
e-WOM	0.546	0.529		
Purchase Intention	0.842	0.861	0.702	

Discriminant Validity can be seen from the results of the Heterotrait-Monotrait Ratio (HTMT). From the results obtained, it can be said that the results of the Heterotrait-Monotrait Ratio (HTMT) in this study have met the criteria because the value of each variable is no more than 0.9. (Henseler *et al.*, 2015) states that the value of the Heterotrait-Monotrait Ratio (HTMT) is not more than 0.9.

**Composite Reliability**

**Table 4.** Reliability

	Cronbach's Alpha	Composite Reliability
Brand Image	0.829	0.880
Country of Origin	0.803	0.867
e-WOM	0.852	0.893
Purchase Intention	0.842	0.888

From the results of data processing, it can be seen that Cronbach's alpha and composite reliability on each variable has a value of more than 0.7. Thus, all variables in this study can be said to be reliable. According to (Hair *et al.*, 2014), cronbach's alpha and composite reliability must have a value greater than 0.7 although a value of 0.6 can still be allowed.

**Inner Model**

**Coefficient of Determination Test ( $R^2$ )**

### The Result of the Coefficient of Determination

The value of R-Square ( $R^2$ ) is used to determine the determinantal coefficient and measure the degree of variation of change of independent variables to dependent variables. To measure R-Square, Hair *et al.* (2011) argue that values of 0.75, 0.50, and 0.25 are described as substantial, moderate, and weak

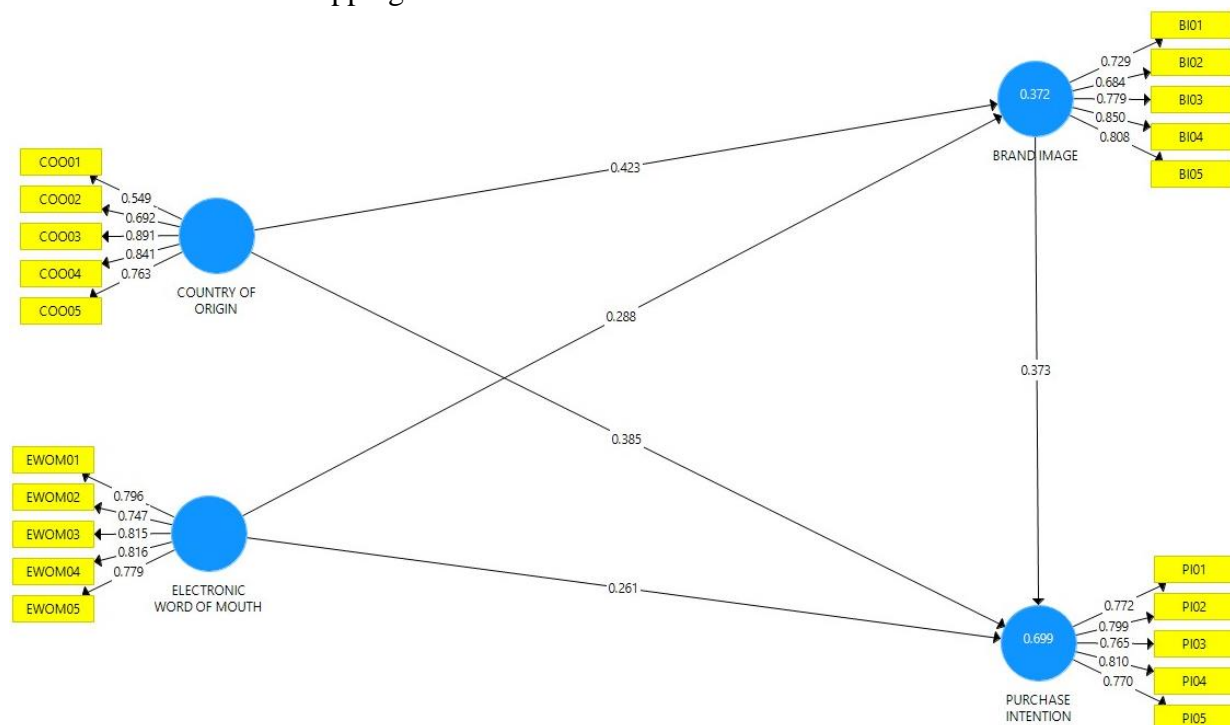
**Table 4.** Coefficient of Determination R-Square

	R Square	Adjusted R Square
Brand Image	0.372	0.366
Purchase Intention	0.699	0.695

Based on the results of the R-Square ( $R^2$ ) test analysis in Table 4.13, it can be seen that the value of R-Square adjusted in the purchase intention variable is 0.695 or 69.5%. The value can be categorized as Moderate which means that it is 69.5% while the remaining 30.5% can be explained by other variables that were not studied in this study.

### Inner Model Test

Results from the bootstrapping is:



**Figure 2.** PLS Model Specifications

**Table 5.** Result of Direct Effect Significance Test

	<b>T-Statistics</b>	<b>p-values</b>
Country of Origin -> Purchase Intention	6.928	0.000
e-WOM -> Purchase Intention	4.368	0.000
Country of Origin -> Brand Image	6.855	0.000
e-WOM -> Brand Image	3.798	0.000
Brand Image -> Purchase Intention	7.155	0.000
Country of Origin -> Brand Image -> Purchase Intention	4.968	0.000
e-WOM -> Brand Image -> Purchase Intention	3.271	0.001

Table 5 shows hypothesis testing in this study. The hypothesis is acceptable if the t-statistical value is greater than 1.96 and the p-value is below 0.05. Hypothesis is acceptable if the t-statistical value is greater than 1.96 (Garson, 2016). Hypothesis testing uses statistical values with an alpha value of 5% so that the t- statistical value used is 1.96 (Murniati *et al.*, 2013) Here is the elaboration and explanation of each hypothesis:

Based on the results of testing the hypothesis above, the following test results are obtained:

- 1) H1a: Country Of Origin can positively influence Purchase Intention.  
H1a has a t-statistical value of 6.928 and a p-value of 0.000. Therefore, because the t-statistical value is greater than 1.96 and the p-value is below 0.05, H1b is accepted and it can be interpreted that the Country of origin can positively affect the purchase intention of computer product "X".
- 2) H1b: E-WOM has been able to positively influence Purchase Intention.  
H1b has a t-value of 4.368 and a p-value of 0.000. From these results, it can be concluded that H1c is accepted because the t-statistical value is greater than 1.96 and the p-values are below 0.05. In other words, electronic word of mouth (eWOM) can positively affect the purchase intention of computer product "X".
- 3) H2a: Country Of Origin can positively influence Brand Image  
H2a has a t-statistical value of 6.855 and a p-value of 0.000. The results of these values have been qualified in accepting the hypothesis in this study, namely the t-value is greater than 1.96 and the p-values value is below 0.05. Thus, H2b accepted or Country of origin can positively affect the brand image of computer product "X" in Jakarta.
- 4) H2b: E-WOM can positively influence Brand Image  
H2b has a t-statistical value of 798 and a p-value of 0.001. This makes H2b acceptable, because it fits the predetermined criteria, namely the t-statistic value is greater than 1.96 and the p-values are below 0.05. Thus, it can be said that Electronic word of mouth (eWOM) can positively affect the brand image of computer product "X" in Jakarta. or H2c is accepted.
- 5) H3: Brand Image has Purchase Intention influence  
the t-statistical value for H3 is 7.155 with a p-values value of 0.000. From these results, it can be said that H3 is accepted because the t-statistical value is greater than 1.96 and the p-values are below 0.05. This means that brand image can positively affect the purchase intention of "X" computer products in Jakarta.
- 6) H4a: Country Of Origin can positively influence Purchase Intention through Brand Image  
the t-statistical value for H4a is 4.968 with a p-value of 0.000. Thus, H4a is accepted because the t-statistic value is greater than 1.96 and the p-values are below 0.05. This means

that Country of origin can positively influence the purchase intention of "X" computer products in Jakarta through brand image.

7) H4b: E-WOM can positively influence Purchase Intention through Brand Image

H4b has a t-statistical value of 3271 and a p-value of 0.001. This makes H4b accepted, because it complies with predetermined criteria, namely the t-statistic value is greater than 1.96 and the p-values are below 0.05. Thus, it can be concluded that Electronic word of mouth (eWOM) can positively influence the purchase intention of computer product "X" in Jakarta through brand image.

## **Discussion**

Computers are now an important product in people's daily lives, especially in this day and age where products from abroad and information from the internet are being considered, especially in Indonesia. This happens because people are starting to see and realize that the use of computers will be an important part or need that is used for daily activities, especially for those who do WFH (Work From Home) and all activities must be done online, so computers become integral to carrying out important activities. This situation creates a high-potential business opportunity for computer products in the Indonesian market because not only one computer company branched out in Indonesia causes computer manufacturers to compete to maintain a competitive position in the Indonesian market.

Strong competition and changing times / situations can result in a company having to understand what factors can give rise to purchase intention. From the results of the analysis obtained by this study, the variables used have a significant influence because the t-statistical value is greater than 1.96 and the p-value is below 0.05 based on (Garson, 2016), it can be concluded that the country of origin, and electronic word of mouth (eWOM) can affect positively purchase intention. Furthermore, country of origin and electronic word of mouth (eWOM) can positively affect brand image. In addition, brand image can also positively affect purchase intention. Finally, country of origin and electronic word of mouth (eWOM) can positively influence purchase intention through brand image.

The practical implications of this study can be an additional source of information to determine the right strategy and a potential source of evaluation for purchase intention. Furthermore, the theoretical implications of this study are expected to provide knowledge and understanding of the country of origin, and electronic word of mouth (eWOM) to influence purchase intention either directly or indirectly through brand image.

## **4. Conclusion**

Based on analysis result, it can be concluded that

- 1) Country of Origin and Electronic word of mouth (eWOM) can positively influence the Brand image of computer product " X" in Jakarta.
- 2) Brand image can positively influence the purchase intention of computer product " X" in Jakarta.
- 3) Country of Origin and Electronic word of mouth (eWOM) can positively influence the purchase intention of computer product " X" in Jakarta through Brand image.

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