

The Influence Analysis Of Electronic Word Of Mouth On Purchase Intention Mediated By Brand Image On Lazada In Bandung City

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Abstrak

Perkembangan teknologi setiap tahun mengalami peningkatan yang sangat pesat, zaman yang semakin modern ini kebanyakan orang dalam memilih atau membeli suatu produk dipengaruhi oleh kecanggihan teknologi. Seiring berjalannya waktu, dunia bisnis adalah contoh dari perkembangan teknologi ini yaitu munculnya perdagangan online atau e-commerce. Lazada merupakan toko online yang kalah populer dibandingkan Shopee yang dianggap sebagai platform e-commerce terpopuler di Indonesia. Dikarenakan Banyaknya penurunan pada Lazada, maka dalam penelitian ini permasalahan yang akan dibahas adalah Electronic Word of Mouth yang mempengaruhi dalam Minat Beli yang dimediasi oleh Citra Merek. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis deskriptif. Populasi dalam penelitian ini adalah konsumen Lazada di Kota Bandung. Teknik sampling menggunakan nonprobability sampling dengan jumlah responden sebanyak 400 orang, dan pengumpulan data pada penelitian ini dilakukan dengan menyebar kuesioner secara online melalui Google form, menggunakan skala likert. Analisis data menggunakan Structural Equation Model Partial Least Square (SEM-PLS) dengan software SmartPLS 3.0. Berdasarkan hasil penelitian, yaitu variable Electronic Word of Mouth memiliki pengaruh secara positif dan signifikan terhadap Minat Beli. Electronic Word of Mouth memiliki pengaruh secara positif dan signifikan terhadap Citra Merek. Sehingga dapat disimpulkan bahwa Electronic Word of Mouth memiliki pengaruh secara positif dan signifikan terhadap Minat Beli melalui Citra Merek.

Kata Kunci-electonic word of mouth, minat beli, citra merek

Abstract

The development of technology every year has increased very rapidly, in this increasingly modern era, most people in choosing or buying a product are influenced by technological sophistication. Over time, the business world is an example of this technological development, the emergence of online commerce or e-commerce. Lazada is an online store that is less popular than Shopee which are the most popular e-commerce platforms in Indonesia. Due to the large number of declines in Lazada, the problem to be discussed is Electronic Word of Mouth which affects Purchase Intention mediated by Brand Image. This study using quantitative approach with descriptive analysis. The population are Lazada consumers in the city of Bandung. The sampling technique used is non-probability sampling with a total 400 respondents and data collection in this study was carried out by distributing online questionnaires via Google form, using a Likert scale. Data analysis used Structural Equation Model Partial Least Square (SEM-PLS) with SmartPLS 3.0 software. Based on the results of the study, the Electronic Word of Mouth variable influences Purchases Intention. Electronic Word of Mouth influences Brand Image. So it can be concluded that Electronic Word of Mouth has an influence on Purchase Intention through Brand Image.

Keywords-electronic word of mouth, purchase intention, brand image

I. INTRODUCTION

Technology is developing very rapidly in this era, from time to time. Technological development is an era where technology has made all activities that support human life easier. Technological developments provide benefits in progress in various social aspects, especially in information technology, which influences on people's lives and behavior. Technology has also become an important part of individuals, companies, and government agencies in everyday life that cannot be separated, even though most activities involve technology. One example of technological developments can be seen in online commerce or e-commerce. Activities to carry out transactions to sell or buy goods, and services, or transmit funds or data using electronics connected to the internet are the meaning of e-commerce (Firmansyah, 2020).

The Indonesian Internet Service Providers Association survey, or APJII, was conducted in June 2020 through questionnaires and interviews with 7,000 samples. The results of the survey conducted by APJII for the period from 2019 to the second quarter of 2020 noted that there were 196.7 million internet users in Indonesia and West Java was in the lead position compared to other provinces.

Lazada is one of the online-based platforms known as e-commerce which is used to shop to meet consumer needs for goods and services. As one of the e-commerce sites in Indonesia, Lazada needs to determine the target market to be targeted so that it is right on target. Based on research conducted by an online application, Snapchat in Liputan6.com, regarding Online Shopping Behavior during Ramadan and Eid Day 2020 during the Covid-19 pandemic, 1000 respondents were divided into age and gender groups. As for the age group, namely less than 19 years who already know to use the internet and use Lazada as much as 14%, 19-24 years as much as 13%, 25-30 as much as 12%, 31-35 years as much as 11%, and 35 years and over by 9 %. The results of Lazada's research based on gender are dominated by men with a percentage of 14%, while women are 10% of 1000 respondents, and other respondents choose other e-commerce such as Tokopedia, Shopee, and Bukalapak.

Therefore, this study was used to analyze whether there is an effect between E-WOM and purchase intention through brand image as an intervening variable. Several factors must be investigated such as the effect of E-WOM on the purchase intention of Lazada in Bandung City, furthermore the effect of E-WOM on the brand image of Lazada in Bandung city, and lastly the effect of brand image on the purchase intention of Lazada in Bandung City.

II. LITERATURE REVIEW

A. Marketing

According to Kotler and Keller (2016), Marketing is an activity, an institution, and a process that entails developing, sharing, and exchanging products or services that are useful to customers or the larger social community. Marketing can be done not only through face-to-face communication or through TV and newspapers but also social media. Sudaryono's (2016) theory, describes marketing as "people or organizations that have needs or products being promoted who seem to have enough purchasing power to fulfill their requirements."

B. Marketing Management

According to Kotler & Keller (2009), Marketing thinking and strategy, making plans, implementation, and control of projects created to promote the desired exchanges with target markets to reach the organization's objectives. In Priansa (2017), marketing management is the science and art of performing management activities, such as creating, implementing, and managing the flow of goods and their values from producers to customers.

C. Marketing Strategy

According to Tjiptono (2019), A marketing strategy is an important element designed to assist a company meets its objectives by establishing a competitive advantage in the markets it accesses and the marketing programs it uses to reach the target audience. Based on Sunyoto's theory (2015), marketing strategy is the fundamental strategy employed by business units to meet their objectives, and it includes important choices on the target market, the position of the product within the market, the marketing mix, and the number of marketing expenses.

D. Marketing Communication

Kotler and Keller (2016) cite Companies use marketing communication to inform, persuade, and remind consumers about the products and services that they offer, either directly or indirectly. According to Widjojo (2017), the process by which marketers are always moving towards their goals to plan, develop, implement, and measure the success of persuasive brand communication activities can be called marketing communication.

E. Brand

Based on the theory of Kotler and Armstrong (2016), A brand is a good or service that one business is selling to another. It acts as a differentiator among competitors that can be identified through names, terms, symbols, designs, or a combination.

F. Brand Image

According to Kotler and Keller (2016), brand image is defined as the extrinsic nature of products and services. It is also a way for brands to meet customers' psychological and social needs. According to Kotler and Armstrong (2016), the brand is a very important element in the company's relationship with consumers because the brand is more than just a name, symbol, or brand. According to Tjiptono (2005), certain brands that consumers believe

and associate with them are called "brand images." A brand image is defined by what people think and say about it, as reflected, associated, or remembered by them.

G. Electronic Word of Mouth

In Priansa's theory (2017), Electronic word-of-mouth (e-WOM) is a new phenomenon in the world of communication, especially in today's marketing communications, where people can exchange information about what they are experiencing and whether they are positive or negative and have never experienced it through online media before. According to Nuseir (2019), E-WOM based on non-formal communication between customers is based on the discussion of positive and negative characteristics of the product or service and a producer or seller using various online media.

H. Purchase Intention

The theory of Schiffman and Kanuk (2007) states that purchase intention is an attitude that people have when calculating certain goods, services, and brands that they think are worth buying. Furthermore, according to Priansa (2017), when purchase intention is accompanied by attention to the item and pleasure from the item, then personal interest creates a desire so that the individual hopes to have the item by buying or exchanging it.

Based on research from Alrwashdeh et al. (2019), E-WOM plays an important role in creating a positive company image and brand. I can also influence consumer interest in buying. Consumer opinions and reviews can influence other consumers' purchasing decisions. As a result, marketers can develop platform applications to communicate with prospective customers and improve customer perception of the brand.

III. THEORETICAL FRAMEWORK

This research is about the effect of the electronic word of mouth (E-WOM) purchase intention of Lazada in Bandung city mediated by Brand Image. The framework of this research refers to (Alrwashdeh et al., 2019) Previous studies indicated that the hypotheses of each variable were interdependent. The finding reveals that popular consumers would read product suggestions immediately at the moment of purchase, which might have a substantial effect on their purchasing decisions. And establishing and implementing the most successful marketing tactics might result in a number of rewards.

Based on some of the theories above, the research framework used as a guide in this study combines of the three variables into one. The following is the framework of thought used in this research:

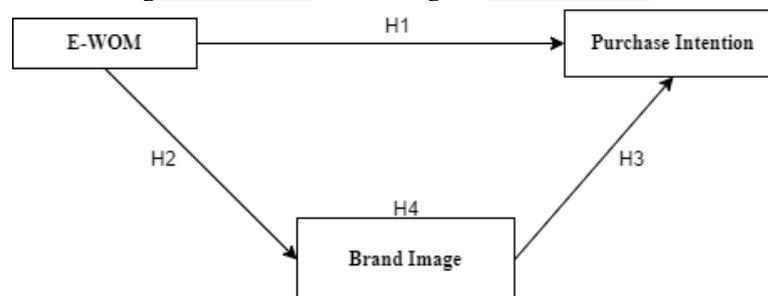


Figure 1 Research Framework

Source: Reference Journal (Alrwashdeh et al., 2019)

Based on the framework above, there are the following hypothesis:

- H1: There is an positive significant effect of Electronic Word of Mouth (X) on the Purchase Intention (Y) on Lazada.
- H2: There is an positive significant effect of Electronic Word of Mouth (X) on the Brand Image (Z) on Lazada.
- H3: There is an positive significant effect of Brand Image (Z) on the Purchase Intention (Y) on Lazada.
- H4: There is an positive significant effect of Electronic Word of Mouth on the Purchase Intention mediated by Brand Image on Lazada.

IV. METHOD

The research uses a quantitative approach method and based on purpose of this research type is descriptive. The description of the distribution of this item is used to determine the frequency and variation of respondents' answers to the question items posed in the questionnaire. The respondent population is people from 30 sub-districts in the city of Bandung who has used Lazada e-commerce applications at the age of 17 years and over.

The sampling technique used in this study is non-probability sampling. Data collection techniques through primary data and secondary data. This study collects data by providing a questionnaire in the form of a Google Form to the respondents. The questionnaire items submitted by the authors came from Alrwashdeh et al., (2019). Below is the variable operational that the author uses in this study:

Table 1 Operational Variable

No.	Variable	Statement	Items	Scale
1	Electronic Word of Mouth, Source: Alrwashdeh et al., (2019)	I often read online reviews of the Lazada brand written by other fellow members on social networks	EW1	Likert
		I often consult online reviews of the Lazada brand provided by other fellow members on social networks	EW2	Likert
		The information that I spread on social networks regarding the Lazada brand usually influences the opinion of other members	EW3	Likert
		I always publish my experiences about the Lazada brand on social networks at the request of other members	EW4	Likert
		I am willing to share my experiences with the Lazada brand with other fellow members on social networks	EW5	Likert
		I try to more effectively share my experiences about the Lazada brand with other fellow members on social networks	EW6	Likert
2.	Brand Image, Source: Alrwashdeh et al., (2019)	This brand has a high quality	BI1	Likert
		This brand has better characteristics than its competitors	BI2	Likert
		This brand has a personality that distinguishes itself from competitors	BI3	Likert
		This brand is a brand that does not disappoint its customers	BI4	Likert
		This brand is one of the best brands in the sector	BI5	Likert
		This brand is stable in the market	BI6	Likert
3.	Purchase Intention, Source: Alrwashdeh et al., (2019)	I would buy in this brand rather than any other brand	PI1	Likert
		I am willing to recommend others to buy in Lazada	PI2	Likert
		I intend to purchase in Lazada in the future	PI3	Likert
		I would rather buy in Lazada introduced by my friends on social networks than the other competitors	PI4	Likert
		I would like to recommend the Lazada product introduced by my friends on social networks to other people	PI5	Likert
		I would like to buy the products from Lazada following the introduction by my friends on social networks	PI6	Likert

The data analysis technique used in this research is descriptive and SEM analysis. Descriptive analysis is intended to determine Electronic Word of Mouth, purchase intention and brand image based on the point of view of product buyer respondents in Lazada in Bandung City. This study uses a Likert scale interval which analyze how the respondents strongly agree or disagree with the five scale choices contained in the statement. The criteria for the percentage of assessment in this study are as follows: 20%-36%, 36%-52%, 52%-68%, 68%-84%, and 84%-100% which identifies the category "very low", "low", "neutral", "high", "very high". This study uses VB-SEM and statistical software used is Smart PLS 3.0.

V. RESULT

A. Respondent Characteristics

The number of questionnaires distributed was 400 questionnaires, and the total number of questionnaires returned was 400 questionnaires. Of the number of questionnaires returned, then checked and the results of a valid questionnaire are 400 respondents who are then used as primary data.

Table 2 Respondents Characteristics

Characteristics	Respondents	Percentage (%)
Domicile		

Kec. Andir	41	10,30%
Kec. Astana Anyar	24	06,00%
Kec. Antapani	24	06,00%
Kec. Arcamanik	17	04,30%
Kec. Babakan Ciparay	17	04,20%
Kec. Bandung Kidul	19	04,70%
Kec. Bandung Kulon	18	04,50%
Kec. Bandung Wetan	17	04,20%
Kec. Batununggal	17	04,20%
Kec. Bojongloa Kaler	4	01,00%
Kec. Bojongloa Kidul	6	01,50%
Kec. Buahbatu	15	03,70%
Kec. Cibeunying Kaler	4	01,00%
Kec. Cibeunying Kidul	3	00,70%
Kec. Cibiru	2	00,50%
Kec. Cicendo	4	01,00%
Kec. Cidadap	7	01,70%
Kec. Cinambo	2	00,50%
Kec. Coblong	14	03,50%
Kec. Gedebage	7	01,70%
Kec. Kiaracondong	5	01,20%
Kec. Lengkong	11	02,70%
Kec. Mandalajati	7	01,70%
Kec. Panyileukan	8	02,00%
Kec. Rancasari	7	01,70%
Kec. Regol	5	01,20%
Kec. Sukajadi	16	04,00%
Kec. Sukasari	18	04,50%
Kec. Sumur Bandung	34	08,50%
Kec. Ujung Berung	27	06,80%
Age		
17 – 25	118	29,40%
26 – 35	116	29,20%
36 – 45	116	28,90%
>46	50	12,50%
Gender		
Male	194	48,40%
Female	206	51,60%
Job		
Student	136	34,00%
Employee	103	25,80%
Entrepreneur	141	35,20%
Others	20	05,00%
Income		
< Rp1.000.000	57	14,20%
Rp1.000.000 - Rp3.000.000	139	34,70%
Rp3.000.000 – Rp5.000.000	78	19,80%
Rp5.000.000 – Rp7.000.000	44	10,80%
>Rp7.000.000	82	20,50%

Source: Author Data Processing

B. Analysis Descriptive Results

1. Electronic Word of Mouth

The result of descriptive analysis on electronic word of mouth variables in a Good category. The electronic word of mouth item with the highest score was 81,25% and the lowest score was 76,75%.

2. Brand Image

The result of descriptive analysis on brand image variables in a Good category. The brand image item with the highest score was 80,20% and the lowest score was 78,45%.

3. Purchase Intention

The result of descriptive analysis on purchase intention variables in a Good category. The purchase intention item with the highest score was 82,05% and the lowest score was 76,25%.

C. Analysis SEM-PLS Results

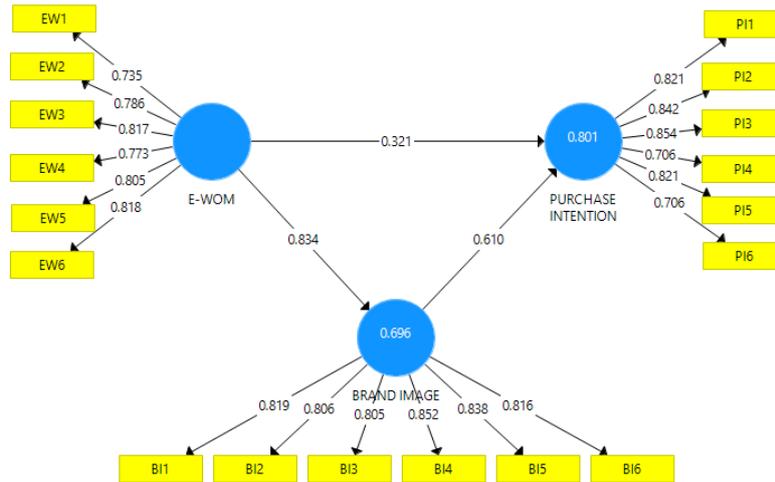


Figure 2 Assessment of the Measurement Model

1. Convergent Validity

The validity indicator is measured by the outer loading factor, if the outer loading factor value is greater than 0,7 then the measured items is considered valid (Ghozali, 2014). In this research all of the items are greater than 0,7 so then it can be concluded that all item in this research are valid. According to (Ghozali, 2014), it is recommended that the AVE value should be greater than 0.5. In this research all of the items are greater 0.5 so then it can be conclude that all of item in this research are valid

Table 3 Convergent Validity by Using Factor Loading and AVE

Variable	Item	Factor Loading	AVE	Result
E-WOM	EW1	0,735	0,623	Valid
	EW2	0,786		Valid
	EW3	0,817		Valid
	EW4	0,773		Valid
	EW5	0,805		Valid
	EW6	0,818		Valid

Brand Image	BI1	0,819	0,677	Valid
	BI2	0806		Valid
	BI3	0,805		Valid
	BI4	0,852		Valid
	BI5	0,838		Valid
	BI6	0,816		Valid
Purchase Intention	PI1	0,821	0,630	Valid
	PI2	0,842		Valid
	PI3	0,854		Valid
	PI4	0,706		Valid
	PI5	0,821		Valid
	PI6	0,706		Valid

Source: Author Data Processing

2. Discriminant Validity

According to Ghozali (2014), discriminant validity measures the size of the items used to measure other variables and measures whether the items used to measure a variable accidentally measure other variables that are not intended to be measured.

Table 4 Correlation Value Between Variables

	BRAND IMAGE	EWOM	PURCHASE INTENTION
BRAND IMAGE	0,823		
EWOM	0,834	0,789	
PURCHASE INTENTION	0,878	0,830	0,794

Source: Author Data Processing

3. Reliability Test

According to Ghozali (2014), the reliability test was carried out by looking at the composite reliability and the Cronbach's Alpha value contained in each variable. Data with a composite reliability value > 0.7 and a Cronbach's Alpha value > 0.7 are considered reliable

Table 5 Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Critical Value	Cronbach Alpha	Critical Value	Model Evaluation
E-WOM (X)	0,908	>0,7	0,879	>0,7	Reliable
Brand Image (Z)	0,926		0,905		Reliable
Purchase Intention (Y)	0,911		0,881		Reliable

Source: Author Data Processing

D. Assessment of the Structural Model

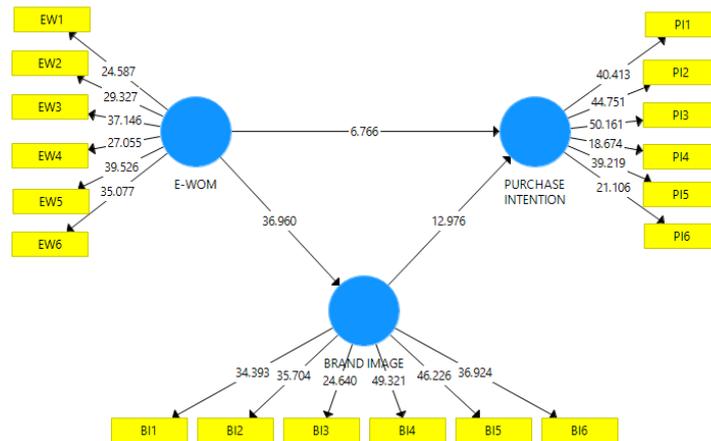


Figure 3 Assessment of the Structural Model

According to Indrawati (2015), the t-value test is used to determine whether the independent variable has a significant influences on the dependent variable, Table 6 shows the results of the t-value in this study.

Table 6 Path Coefficient and t-value

Hypothesis	Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
H1	E-Wom -> Purchase Intention	0,321	0,325	0,048	6,667	0,000	Positive and Significant
H2	E-Wom -> Brand Image	0,834	0,834	0,023	36,421	0,000	Positive and Significant
H3	Brand Image -> Purchase Intention	0,610	0,610	0,048	12,825	0,000	Positive and Significant
H4	E-Wom -> Brand Image -> Purchase Intention	0,509	0,512	0,041	12,513	0,000	Positive and Significant

Source: Author Data Processing

This study uses a significance level of 5%, with a t-value greater than 1.65 and a p-value less than 0.05, which means that there is a significant influence between the independent variable and the dependent variable. To determine the effect between the independent variable and the dependent variable, the hypothesis test of the intervening variable is also shown in Table 6.

According to Indrawati (2015), the coefficient of determination on the endogenous construct is called the R-Square value. According to Sarwono and Narimawati (2015), the value of R square is 0.67 (strong), 0.33

(moderate), and 0.19 (low). While the criteria for parameter coefficients and t-statistics value estimates for path relationships in the structural model must be significant, obtained by bootstrapping procedures (Indrawati, 2015).

Table 7 R Square Result

	R Square	Conclusion
BRAND IMAGE	0,696	Good
PURCHASE INTENTION	0,801	Good

Source: Author Data Processing

Based on table 7, the R^2 value for Brand Image is 0,696, where the percentage of Brand Image can be explained by variable Electronic Word of Mouth 69,60%. The R^2 value for Purchase Intention is 0,801, where the Purchase Intention can be explain by Electronic Word of Mouth and Brand Image of 80,01%.

VI. CONCLUSION

Based on the findings of the previous chapter's research and discussion, various conclusions may be established, and the researcher hopes to be able to provide solutions to the problems presented by this study, namely:

A. Effect of Electronic Word of Mouth on the Lazada Purchase Intention

Based on the result of this study, it can be concluded that the electronic word of mouth variable has an positive significant effect on the purchase intention variable.

B. Effect of Electronic Word of Mouth on the Lazada Brand Image

Based on the result of this study, it can be concluded that the electronic word of mouth variable has an positive significant effect on the brand image variable.

C. Effect of Brand Image on the Lazada Purchase Intention

Based on the result of this study, it can be concluded that the Brand Image variable has an positive significant effect on the Purchase Intention variable

D. Effect of Electronic Word of Mouth on the Purchase Intention mediated by Brand Image on Lazada

Based on the result of this study, it can be said that Electronic Word of Mouth has an positive significant effect on the Purchase Intention variable mediated by Brand Image variable.

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