ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION WITH ATTITUDE TOWARD PRODUCT USED AND BRAND IMAGE AS MEDIATION VARIABLES

Ghassani Ghina Amirah[1*)], Andriyansah [2)], Lalu Edy Herman[3)].
[1,2,]Universitas Terbuka, Jakarta, Indonesia
[3]Universitas Mataram, Indonesia
email: [1]ghasssanighina93@gmail.com*,[2]andri@ecampus.ut.ac.id, [3]ehlalu@gmail.com.

Abstract

This study aims to determine the role of electronic word-of-mouth on Purchase Intention mediated Attitude toward Product Used and Brand Image. The sample used is the consumer of Proargi-9+ Products from Synergy WorldWide Indonesia. The technique is proportional sample by using SEM, SmartPLS. The results of the research are: Electronic word of has positive and significant effect on attitudes toward product used which answer the research objectives and the first hypothesis. Electronic word of mouth has a positive and significant effect on Brand Image which answer the research objectives and the second hypothesis. Electronic word of mouth has significant positive effect on purchase intention which answer the third hypothesis. Attitude toward product used has a positive effect on Brand Image, which answer the fourth hypothesis. Attitude toward product used has a positive and significant effect on purchase intention, which answer the fifth hypothesis. Brand Image has positive but not significant effect on Purchase Intention, which answer the sixth hypothesis. Attitude toward product used directly mediates the relationship between electronic word of mouth and purchase intention, which answer the seventh hypothesis. Brand image directly mediates the relationship between electronic word of mouth and purchase intention, which answers the eighth hypothesis.

Keywords: Attitude toward Product Used, Electronic Word Of Mouth, Purchase Intention, SmartPLS 3.0.

Absrtrak

Penelitian ini untuk mengetahui peran electronic word-of-mouth terhadap Purchase Intention dimediasi Attitude toward Product Used dan Brand Image. Sampel yang digunakan adalah konsumen Produk Proargi-9+ Dari Synergy Worldwide Indonesia. Teknik yang digunakan proporsional sampel dengan SEM melalui SmartPLS 3.0. Hasil penelitian sebagai berikut: Electronic word of mouth berpengaruh positif dan signifikan terhadap attitude toward product used, menjawab tujuan penelitian dan hipotesis pertama. Electronic word of mouth berpengaruh positif dan signifikan terhadap Brand Image, menjawab tujuan penelitian dan hipotesis kedua. Electronic word of mouth berpengaruh positif dan signifikan terhadap purchase intention, menjawab hipotesi ketiga. Attitude toward product used berpengaruh positif dan signifikans terhadap Brand Image, menjawab hipotesis keempat. Attitude toward product used berpengaruh positif dan signifikan terhadap purchase intention, menjawab hipotesi penelitian kelima. Brand Image berpengaruh tetapi tidak signifikan terhadap Purchase Intention, menjawab hipotesi penelitian keenam. Attitude toward product used secara langsung memediasi hubungan antara electronic word of mouth terhadap purchase intention, menjawab hipotesi penelitian ketujuh. Brand image secara langsung memediasi hubungan antara electronic word of mouth terhadap purchase intention, menjawab hipotesis kedelapan.

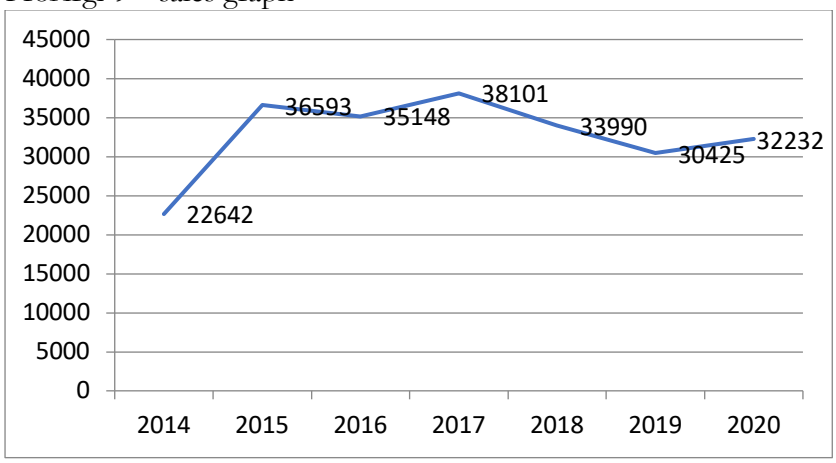
Kata Kunci: Electronic Word Of Mouth Sikap terhadap Produk yang Digunakan,Niat Membeli, Sikap terhadap Produk yang Digunakan, SmartPLS 3.0.

INTRODUCTION

Quoted from the wordometer.info website, a digital media company based in the United States, as of January 2021 the population of Indonesia reached 274.9 million people. Along with the increasing population of Indonesia and the development of a modern world, this has had an impact on the high need for internet access. Seeing the large number of social media users and the high potential for growth in the number of new users in Indonesia, many companies today have switched to using social media as marketing companies and reducing environmental pollution such as paper disposal, plastic disposal, banner disposal and so on. Apart from being more efficient, this method is also considered more effective in production activities and has also given rise to new phenomena in the world of marketing, one of which is through the application

of green marketing, namely as a marketing strategy which is considered environmentally friendly marketing management.

Figure 1.
ProArgi-9+ sales graph



Source: Database PT. Synergy WorldWide di Indonesia

PT Synergy WorldWide Indonesia is a company operating in the health and beauty sector. Of the many products available, there is a product that is very popular with consumers, namely Proagi-9+. From the results of data collection, from 2014 to 2020 there have been fluctuations in sales of the ProArgi-9+ product. If we observe the sales data graph from 2014 to 2015, there was an increase in sales of 61.1%, from 2015 to 2016 a decrease in sales of 3.9%, then there was another increase in sales of 8.4% in 2017 and again a decrease in sales of 10.8%. % in 2018, then there was another decline in 2019, namely 10.3%, while in 2020 there was another increase in sales of 4.0%. So, sales in 2020 were 40.5% greater than in 2014. The high increase in sales from 2014 to 2015 could be triggered by the inclusion of ProArgi-9+ in the PDR (The Physicians' Desk Reference), a trusted source of information in These medicines are made from trusted ingredients prescribed by medical experts around the world for more than 65 years.

Apart from that, there are several scientific studies that have been published on the benefits of l-arginine for health, including Circulation, International Journal of Clinical Laborator Research, Lancet, Journal of the American Medical Association, Journal of Nutrition, Archives of Pharmacology, Journal of the American College of Cardiology, Journal of Urology, Harvard Health Letters, Annals of the New York Academy of Sciences, Hypertension, International Journal of Cardiology, Pharmacology Research, American Journal of Physiology, British Journal Surgery. This means that consumers will increasingly have confidence in consuming ProArgi-9+ products. The new form of online WOM communication is currently known as electronic word-of-mouth or eWOM (Yang, 2017). One of the reasons for the widespread use of social media marketing is because social media marketing is considered to have an influence on consumer purchase intention. This refers to the conclusions of previous research, such as the findings of research by Moslehpour et al. (2020), Alfeel & Ansari (2019), and Laksamana (2018).

Starting from the existence of several inconsistencies in previous research regarding the relationship between Electronic Word of Mouth and Purchase Intention which has been carried out previously, including research gaps, among others, in research (Nuseir 2019), Electronic Word of Mouth has a significant positive effect on Purchase Intention (Tien, Amaya Rivas, and Liao 2019). Electronic Word of Mouth has a negative effect on Purchase Intention (Devkant Kala & D.S. Chaubey 2018)

Then, the inconsistency of previous research regarding the relationship between Attitude toward Product Used and Purchase Intention has a significant positive effect on Purchase

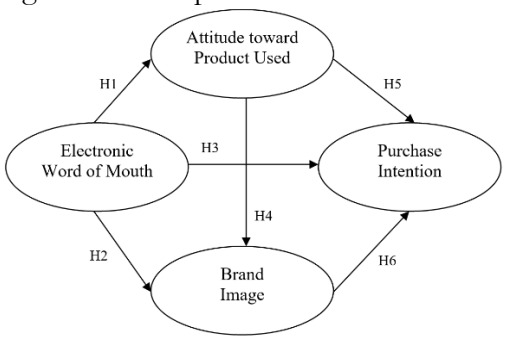
Intention (Johari and Keni 2022) and (Ramadhani et al. 2020) in research (Jayanegara, K.W., & Najib 2020) suggests that Attitude toward Product Used has a negative effect on Purchase Intention.

The research gap regarding the relationship between Brand Image and Purchase Intention that has been carried out includes research (Manorek, Pangemanan, and Rumokoy 2016), Brand Image has a significant positive effect on Purchase Intention (Ai Chin Nur Ain Nasyazwanie Salimi Zuraidah Sulaiman, Yoke Lai, and Hon Tat 2018). Brand Image has a negative effect on Purchase Intention (Kim, Chun, and Ko 2017). Based on the explanation above, because there is still a gap in the results of previous research which is used as a reference and basis for developing variables in this research so that novelty research can be formed through mediating media variables, the researcher is interested in conducting research related to the influence of electronic word-of-mouth. -mouth on Purchase Intention, Attitude toward Product Used and Brand image on Proargi-9+ Products with the title "The Influence of Electronic Word of Mouth on Purchase Intention with Attitude toward Product Used and Brand Image as Mediating Variables." (Study on Proargi-9+ Products from Synergy Worldwide)".

METHOD

This type of research is quantitative research that focuses on experimental hypotheses using numerical values to measure research variables that focus on experimental hypotheses. Quantitative research is concerned with measuring and analyzing variables to obtain results which involves the utilization and analysis of numerical data using statistical techniques (Ferdinan, 2014). This research was designed using the causality method. The aim of the law of causality is to explain the existence of a causal relationship or a relationship that is influenced by the many concepts and variables studied. (Ferdinand, 2014). This research is based on the pattern of causal relationships which is the focus of the research, namely the independent variable, namely electronic word of mouth (X), then the Attitude towards Products Used (Z1) and Brand Image (Z2) variables act as mediating variables. Meanwhile the dependent variable (Y) is purchase intention.

Figure 2. Conceptual Framework



Source: developed for this research (2021)

The population in this study are consumers who want to buy and consume Proagi-9+ products. The research sample used in this research is by conducting a survey sample which is actually part of a group or individual who controls the population (Ferdinand, 2014). Considering the limited time and it is not possible for researchers to use the entire population, the determination of the number of samples in this study is based on Hair (1995) where the minimum sample size that must be met is a minimum of between 100 to 200 samples, and if using a comparison of 5 (five) observation scales (linkert) for each estimated parameter item of the research questionnaire statement, it is known that the recommended sample size is = 5 x 37 parameters of research questionnaire items, namely 185 research samples.

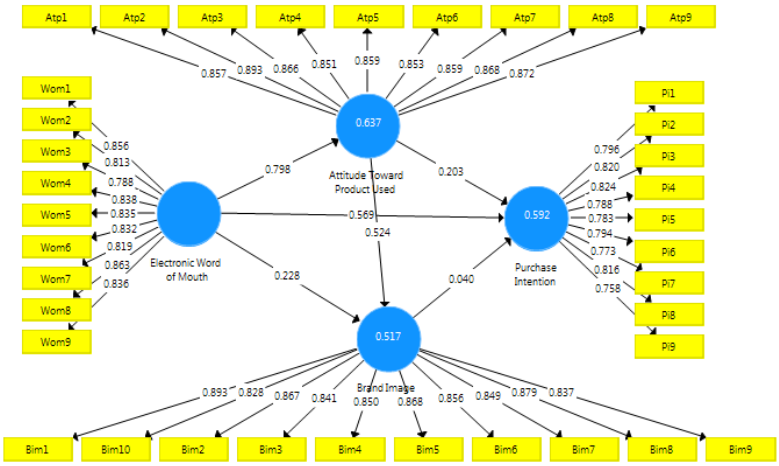
The data collection method in this research is by using field research methods, observation, interviews, questionnaires, and literature. Data analysis techniques are used to answer various questions and test hypotheses. SmartPLS 3.0 software was used for data management in this research. Structural equation modeling (SEM) is a technique used to hide weaknesses in a regression model. According to experts, the structural equation modeling (SEM) analysis method can be divided into two methods: covariance-based SEM (CBSEM) and variance-based SEM or partial least squares (PLS). The small sample size method is a powerful method of investigation that does not rely on many assumptions.

RESULTS AND DISCUSSION

Outer Model Testing

The measurement model testing stage includes convergent validity, discriminant validity and composite reliability tests. The results of the PLS analysis can be used to test the research hypothesis if all PLS model indicators meet the requirements for convergent value, discriminant value and composite reliability. Checking convergence validity is carried out by checking the load factor value of each index for the structure. For confirmatory research a load factor limit of 0.7 is used, while for exploratory research a load factor limit of 0.6 is used, and for development research a load factor limit of 0.7 is used. The load used is 0.5. This research is confirmatory research, the limit load factor used is 0.7. The following are the estimation results of the PLS model:

Figure 3



Based on the PLS model estimation results shown in the figure above, all indicators have a load factor value greater than 0.7, so all indicators are declared valid for measuring bamboo structure. Apart from checking the load factor value of each index, convergence validity is also evaluated from the AVE value of each structure. The PLS model is said to meet convergence validity if the AVE value of each structure is > 0.5. The load factor value for each indicator and the complete AVE value for each structure can be seen in the following table:

Loading Factor and AVE values

Variabel	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Attitude Toward_Product Used		0.958	0.964	0.747
Atp1	0.857			
Atp2	0.893			

Variabel	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Atp3	0.866			
Atp4	0.851			
Atp5	0.859			
Atp6	0.853			
Atp7	0.859			
Atp8	0.868			
Atp9	0.872			
Brand Image		0.960	0.965	0.735
Bim1	0.893			
Bim2	0.867			
Bim3	0.841			
Bim4	0.850			
Bim5	0.868			
Bim6	0.856			
Bim7	0.849			
Bim8	0.879			
Bim9	0.837			
Bim10	0.828			
Purchase_Intention		0.927	0.939	0.632
Pi1	0.796			
Pi2	0.820			
Pi3	0.824			
Pi4	0.788			
Pi5	0.783			
Pi6	0.794			
Pi7	0.773			
Pi8	0.816			
Pi9	0.758			
Electronic Word_of Mouth		0.944	0.953	0.691
Wom1	0.856			
Wom2	0.813			
Wom3	0.788			
Wom4	0.838			
Wom5	0.835			
Wom6	0.832			
Wom7	0.819			
Wom8	0.863			
Wom9	0.836			

Source: Processed Primary Data (2021).

Based on the PLS analysis results in the table above, the load factor values for all indices are > 0.7 and the AVE values for all concepts are above 0.5, indicating that all indices for each building meet the required convergence validity criteria. Discriminant validity is carried out to ensure that the concept of each latent variable is different from other variables. The model has good discriminant validity if the square value of the AVE of each exogenous construct (values above the diagonal) exceeds the correlation between the structure and other constructs (values below the diagonal).

The results of discriminant validity testing were obtained as follows:

Results of Discriminant Validity Testing with the Fornell-Larcker Criterion

	Atpu	Bim	Ewom	Pi
Attitude Toward_Product Used (Atpu)	0.864			
Brand Image (Bim)	0.706	0.857		
Electronic Word_of Mouth (Ewom)	0.798	0.646	0.831	
Purchase_Intention (Pi)	0.685	0.551	0.757	0.795

Source: Processed Primary Data (2021)

Discriminant Validity Test Results with Cross Loadings

	Attitude Toward Product Used	Brand Image	Electronic Word of Mouth	Purchase Intention
Atp1	0.857	0.565	0.683	0.632
Atp2	0.893	0.602	0.707	0.635
Atp3	0.866	0.620	0.687	0.587
Atp4	0.851	0.580	0.685	0.570
Atp5	0.859	0.551	0.721	0.586
Atp6	0.853	0.654	0.699	0.628
Atp7	0.859	0.599	0.638	0.575
Atp8	0.868	0.624	0.685	0.556
Atp9	0.872	0.692	0.700	0.558
Bim1	0.652	0.893	0.578	0.521
Bim10	0.539	0.828	0.561	0.470
Bim2	0.615	0.867	0.553	0.454
Bim3	0.589	0.841	0.542	0.478
Bim4	0.610	0.850	0.549	0.473
Bim5	0.637	0.868	0.544	0.479
Bim6	0.577	0.856	0.544	0.450
Bim7	0.631	0.849	0.589	0.502
Bim8	0.600	0.879	0.558	0.450
Bim9	0.592	0.837	0.518	0.438
Pi1	0.519	0.416	0.618	0.796
Pi2	0.491	0.438	0.593	0.820
Pi3	0.560	0.450	0.586	0.824
Pi4	0.547	0.485	0.593	0.788
Pi5	0.574	0.450	0.652	0.783
Pi6	0.517	0.431	0.537	0.794
Pi7	0.592	0.411	0.597	0.773
Pi8	0.504	0.410	0.589	0.816
Pi9	0.584	0.445	0.635	0.758
Wom1	0.680	0.540	0.856	0.613
Wom2	0.648	0.564	0.813	0.622
Wom3	0.603	0.461	0.788	0.605
Wom4	0.639	0.545	0.838	0.635
Wom5	0.684	0.552	0.835	0.621
Wom6	0.694	0.572	0.832	0.639
Wom7	0.664	0.544	0.819	0.643
Wom8	0.682	0.535	0.863	0.625
Wom9	0.671	0.517	0.836	0.660

Source: Processed Primary Data (2021)

The results of the discriminant validity test in the table above show that all constructs with AVE square root values above this value are correlated with other latent constructs, so it can be concluded that the model has passed the discriminant value. The reliability of the work can be assessed from the Cronbach's alpha value and the combined reliability value of each work. The recommended value of the combination of reliability and Cronbach's Alpha is greater than 0.7, but in development research, because the load factor limit used is low (0.5), low values of synthesis reliability and Cronbach's Alpha are still acceptable as long as the requirements for convergence are met. and discriminant validity is met. According to Chin, Gopal, & Salinsbury in Jogiyanto (2011:71) in Hamid, R. S. & Anwar, S. M. (2019:42), the model has sufficient discriminant validity if the AVE root for each construct is greater than the correlation between the construct and other constructs in model.

Reliability Test Results

Variabel	Cronbach's Alpha	Composite Reliability
Attitude Toward_Product Used	0.958	0.964
Brand Image	0.960	0.965
Purchase_Intention	0.927	0.939
Electronic Word_of Mouth	0.944	0.953

Source: Processed Primary Data (2021)

After fulfilling the validity and reliability of the construct at the outer model testing stage, testing continues with testing the goodness of fit model. The fit of the PLS model can be seen from the SMRM model value. The PLS model is declared to have met the goodness of fit model criteria if the SRMR value is <0.10 and the model is declared perfect fit if the SRMR value is <0.08.

Table of Goodness of fit model test results

	Saturated Model	Estimated Model
SRMR	0.043	0.043
d_ULS	1.309	1.309
d_G	1.180	1.180
Chi-Square	1,044.054	1,044.054
NFI	0.844	0.844

Source: Processed Primary Data (2021).

The results of testing the relevance of the PLS model in Table 4.12 below show that the SRMR value of the saturated model is 0.043 and the SRMR value of the predictive model (estimation model) with an SRMR of 0.043. Because the SRMR value of the saturation model and the estimation model is less than 0.10, this PLS model is declared fit, so it needs to be used to test the research hypothesis.

Inner Model Testing

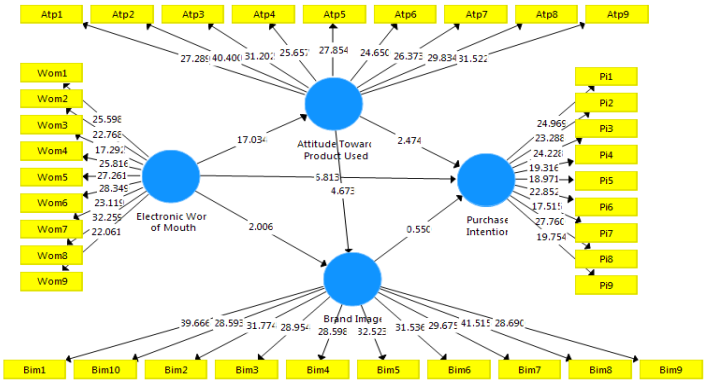
Ho: exogenous variables have no significant effect on endogenous variables

Ha: exogenous variables have a significant effect on endogenous variables

Based on the test results, if the P value < 0.05 and t count > 1.96, then discard Ho and it is concluded that the exogenous variable has a significant effect on the endogenous variable, conversely if the p value > 0.05 is not rejected and it is concluded that the exogenous variable

does not influence endogenous variables. The results of the model estimation as a standard for testing the hypothesis in this research can be seen in the following picture:

Figure 2 Estimasi Model PLS



Direct Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Electronic Word_of Mouth -> Attitude Toward_Product Used	0.798	0.791	0.047	17.034	0.000
Electronic Word_of Mouth -> Brand Image	0.228	0.233	0.114	2.006	0.045
Electronic Word_of Mouth -> Purchase_Intention	0.569	0.567	0.084	6.813	0.000
Attitude Toward_Product Used -> Brand Image	0.524	0.525	0.112	4.673	0.000
Attitude Toward_Product Used -> Purchase_Intention	0.203	0.198	0.082	2.474	0.014
Brand Image -> Purchase_Intention	0.021	0.023	0.038	0.545	0.586
Attitude Toward_Product Used -> Electronic Word_of Mouth -> Purchase_Intention	0.188	0.185	0.064	2.948	0.003
Brand Image -> Electronic Word_of Mouth -> Purchase_Intention	0.418	0.416	0.097	4.309	0.000

Source: Processed Primary Data (2021).

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

Hypothesis 1, There is a positive and significant influence between Electronic Word of Mouth on Attitude Toward Product Used. The p value of Electronic Word of Mouth on Attitude Toward Product Used (Electronic Word of Mouth -> Attitude Toward Product Used) is 0.000 with a T statistic of 17.034 and the path coefficient is positive. With the p value < 0.05 and T statistic > 1.96 and the path coefficient being positive, Ho is rejected and it is concluded that Electronic Word of Mouth has a positive and significant effect on Attitude Toward Product Used.

Hypothesis 2, There is a positive and significant influence between Electronic Word of Mouth on Brand Image. The p value between Electronic Word of Mouth and Brand Image (Electronic Word of Mouth -> Brand Image) is 0.045 with a T statistic of 2.006 and the path coefficient is positive. By the p value < 0.05 and T statistic > 1.96 and the path coefficient with a positive sign Ho is rejected and it is concluded that Electronic Word of Mouth has a positive and significant effect on Brand Image.

Hypothesis 3, There is a positive and significant influence between Electronic Word of Mouth on Purchase Intention. The p value between Electronic Word of Mouth and Purchase Intention (Electronic Word of Mouth -> Purchase Intention) is 0.000 with a T statistic of 6.813 and the path coefficient is positive. With the p value > 0.05 and T statistic < 1.96 and the path coefficient being positive, Ho is rejected and it is concluded that Electronic Word of Mouth has a positive and significant effect on Purchase Intention.

Hypothesis 4, There is a positive and significant influence between Attitude Toward Product Used and Brand Image. The p value between Attitude Toward Product Used and Brand Image (Attitude Toward Product Used -> Brand Image) is 0.000 with a T statistic of 4.673 and the path coefficient is positive. With the p value < 0.05 and T statistic > 1.96 and the path coefficient being positive, Ho is rejected and it is concluded that Attitude Toward Product Used has a positive and significant effect on Brand Image.

Hypothesis 5, There is a positive and significant influence between Attitude Toward Product Used on Purchase Intention. The p value between Attitude Toward Product Used and Purchase Intention (Attitude Toward Product Used -> Purchase Intention) is 0.014 with a T statistic of 2.474 and the path coefficient is positive. With the p value > 0.05 and the T statistic < 1.96 and the path coefficient being positive, Ho is rejected and it is concluded that Attitude Toward Product Used has a positive and significant effect on Purchase Intention..

Hypothesis 6, There is an insignificant influence between Brand Image and Purchase Intention. The p value between Brand Image and Purchase Intention (Brand Image -> Purchase Intention) is 0.586 with a T statistic of 0.545 and the path coefficient is positive. With the p value < 0.05 and T statistic > 1.96 and the path coefficient being positive, Ho is rejected and it is concluded that Brand Image has a positive but not significant effect on Purchase Intention.

Hypothesis 7, Attitude toward product used mediates the relationship between electronic word of mouth and purchase intention. The p value between Attitude toward product used in mediating the relationship between Electronic Word of Mouth and Purchase Intention (Attitude toward product used -> Electronic Word of Mouth -> Purchase Intention) is 0.003 with a T statistic of 2.948 and the path coefficient is positive. p value < 0.05 and T statistic > 1.96 and the path coefficient is positive, then Ho is rejected and it is concluded that Attitude toward product used is proven to be able to predict positively in mediating the relationship between Electronic Word of Mouth and Purchase Intention.

Hypothesis 8, Brand image mediates the relationship between electronic word of mouth and purchase intention. The p value between Brand image in mediating the relationship between Electronic Word of Mouth and Purchase Intention (Brand image -> Electronic Word of Mouth -> Purchase Intention) is 0.000 with a T statistic of 4.309 and the path coefficient is positive with a p value < 0 .05 and T statistics > 1.96 and the path coefficient is positive, then Ho is rejected and it is concluded that Brand image is proven to be able to predict positively in mediating the relationship between Electronic Word of Mouth and Purchase Intention.

CONCLUSION

Based on the background description, literature review and observations of previous research results, several conclusions can be drawn to answer the research objectives and hypotheses as follows: Electronic word of mouth has a positive and significant effect on attitude toward product used for Proagi-9+ products. Electronic word of mouth has a positive and

significant effect on the Brand Image of Proagi-9+ products. Electronic word of mouth has a positive and insignificant effect on purchase intention for Proagi-9+ products. Attitude toward product used has a positive effect on the Brand Image of the Proagi-9+ product. Attitude toward product used has a positive and significant effect on purchase intention for Proagi-9+ products. Brand Image does not have a significant effect on Purchase Intention for Proagi-9+ products. Attitude toward product used mediates the relationship between electronic word of mouth and purchase intention for Proagi-9+ products. Brand image mediates the relationship between electronic word of mouth and purchase intention for Proagi-9+ products.

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