THE INFLUENCE OF ELECTRONICT WORD OF MOUTH , BRAND ATTITUDE AND BRAND IMAGE AND IMPACT ON PURCHASE INTENTION. XIAOMI SMARTPHONE PRODUCT".

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ABSTRACT

Aims of This Study Find Out enlarge Influence EWOM On Brand Attitude And Brand Image And Its Impact On Purchase Intention On Xiaomi Products. The Type Of This Research Is Descriptive And Causal Research. Sampling Technique In This Research Is Purposive Sampling. The Number Of Samples In This Study As Many As 230 People. Instrument Of This Research Use Questioner. This Research Uses Statistical SAM Analysis Tools. The Results Showed That EWOM Positively Influence The Brand Attitude. EWOM Has A Strong And Positive Relationship To The Brand Image. Brand Attitude Is Very Influential On Purchse Intention. Brand Attitude Has A Close Relationship To Purchase Intention While The Brand Image Variable Does Not Have A Positive Effect On Purchase Intention. For EWOM Variables Have A Positive Effect On Purchase Intention. Suggestions For Xiomi Are To Maintain And Improve The Product Image On The Quality And Safety Parts Used For All Xiaomi Products. In Addition, This Research Is Only Focused On Xiaomi Smartphone Products Suggested For Further Research Can Be Researched With Other Smartphone Products Or Other Industries.
Keyword: Electronict Word Of Mouth, Brand Attitude, Brand Image And Purchase Intention.

I.   INTRODUCTION.

The development of science and technology is now increasingly advanced, one of which is in the field of communication. Along with the development of communication technology, a two-way communication device in the form of a mobile telephone has developed into a smartphone. This is because the function of mobile phones is now not only for telephone and sending short messages (SMS). The function of a diverse smartphone attracts the public's interest in using it, this is evident with smartphone users experiencing an increase from year to year.

According to the EMARKETER survey data for 2017, registered smartphone users in Indonesia have reached 103%. These improvements are explained in the following Figure1 .

Figure 1. Smartphone Users in Indonesia

Figures 2. User brands cell phone xiaomi indonesia

According to the research report of Global International Data (IDC) there are five of the top smartphone manufacturers in Indonesia in the second quarter of this year namely Samsung 32%, Oppo 24%, Advan 9%, Asus 7% and Xiaomi 3%.

Table 1. Smartphone Sales Data in Indonesia 2017

Rank	Product	2017
1	Samsung	32%
2	Oppo	24%
3	Advan	9%
4	Asus	7%
5	Xiaomi	3%

The increasing need for smartphones has led to competition between smartphone companies. According to Goldsmith, 2008 in Majid (2014) the opinions of other users or people who are experts in certain fields are word of mouth (WOM). This new form of WOM has become an important factor in shaping consumer behavior. Through reviews from other consumers in sharing review platforms can affect consumer purchase intention (Jalilvand, 2012 in Semuel and Lianto, 2014).

II.   THEORY.

2.1.Electronic Word of Mouth

With the existence of the internet, a new paradigm in Word of Mouth communication emerged which later became the beginning of the term Electronic Word of Mouth (eWOM). According to Henning-Thurau et al. (in Julilvand and Samiei, 2012) say Electronic Word of Mouth as "a negative or positive statement made by actual, potential or consumer consumers regarding a product or company where this information is available to people or institutions via the internet".

2.2. Indicators *Electronic Word of Mouth*

Based on the research of Jalilvand and Samiei (2012), Electronic Word of Mouth indicators are as follows:
1. Read online reviews of other consumer products
2. Gather information from consumer product reviews via the internet
3. Consult online
4. Feeling worried if someone does not read reviews online before purchasing Increased confidence after reading online reviews.

2.3. Brand Attitude

Attitudes are evaluations, emotional feelings, and tendencies of actions that are beneficial or unfavorable and long lasting from someone to an object or idea (Kotler, 2000). According to Schiffman and Kanuk (2004), there are four functions of attitudes, namely:
1. Utilitarian function The attitude serves to direct behavior to get positive reinforcement or avoid risk, because of that the role of operant conditioning. The benefits of products from consumers are what cause someone to like the product.
2. Function of maintaining ego This attitude serves to increase the sense of security from the threat that comes and eliminate the doubts that exist in the consumer.

Attitudes will lead to strong self-confidence, improve self-image, and overcome external threats.

3. Function of value expression The attitude serves to express the values, lifestyle and social identity of a person. Attitude will describe interests, hobbies, activities and opinions of a consumer.

4. Function of knowledge Curiosity is an important consumer character. Consumers always want to know many things, are consumer needs. Often consumers need to know the product before consumers like and then buy the product.

III.   METHOD OF INDICATORS BRAND ATTITUDE.

According to Keller (1998), attitudes toward the brand are defined as the overall evaluation of the brand carried out by consumers and reflects the consumer response to the brand. Furthermore Chaudhuri (1999) added that an increase in market share occurs when attitudes toward brands are increasingly positive. Keller (1998) states that attitudes toward brands can be related to trust in related attributes such as function and experience. In general, attitudes toward a brand can be measured through the strength and direction of associations with certain brands.

According to Till & Back (2005) attitudes toward brands can be measured through the following indicators:

1. Brands are remembered
2. Brand preferred
3. Brand chosen

3.1. Brand Image.

A brand is a series of associations perceived by individuals at all times, as a result of direct or indirect experience of a particular brand. A brand is anything that is described by consumers' perceptions and feelings about the product and its performance and everything else that matters to consumers. (Kotler., Armstorng, 2012, p243). A number of qualitative and quantitative techniques have been developed to help express consumer perceptions and associations with a particular brand. Since formally introduced in marketing discipline by Gardner and Levy (1955), Brand Image communication to target segments has become an important marketing activity. And even this has become something common in consumer behavior research from the 1980s.
According to Joe Kent Kerby, there are several elements contained in the brand image of a product, namely:
1. Resilience
2. Conformity
3. Equity
4. Konotas

3.2.Purchase itention

According to Schiffman & Kanuk (2010: 36) the process of consumer decision making can be seen as three different stages but mutually reinforcing. These stages are: input stage, process stage, and output stage

The five stages in the process of purchasing a product according to Kotler & Armstrong (2008: 179) are illustrated in Figure 3 above and explained as follows:

1. Introduction of need recognition
   The buyer is aware of a problem or need. Needs can be triggered by internal or external stimuli that are high enough to be a boost.
2. Information search (information search)
   Consumers who are interested in looking for more consumer information may only increase attention or actively seek information. Consumers can obtain information from several sources including personal sources.
3. Alternative evaluation (alternative evaluation)
   The process by which consumers use information to evaluate alternative brands in a group of brand choices. Determine brand rank and shape the intention of the buyer.
4. Purchase itention (purchase decision)
   Consumers buy the most preferred brand, but are influenced by two factors, namely the attitude of others and unexpected situational factors.
5. Post-Purchase Behavior (postpurcase behavior)
   The consortium takes further action after buying based on their satisfaction or dissatisfaction.
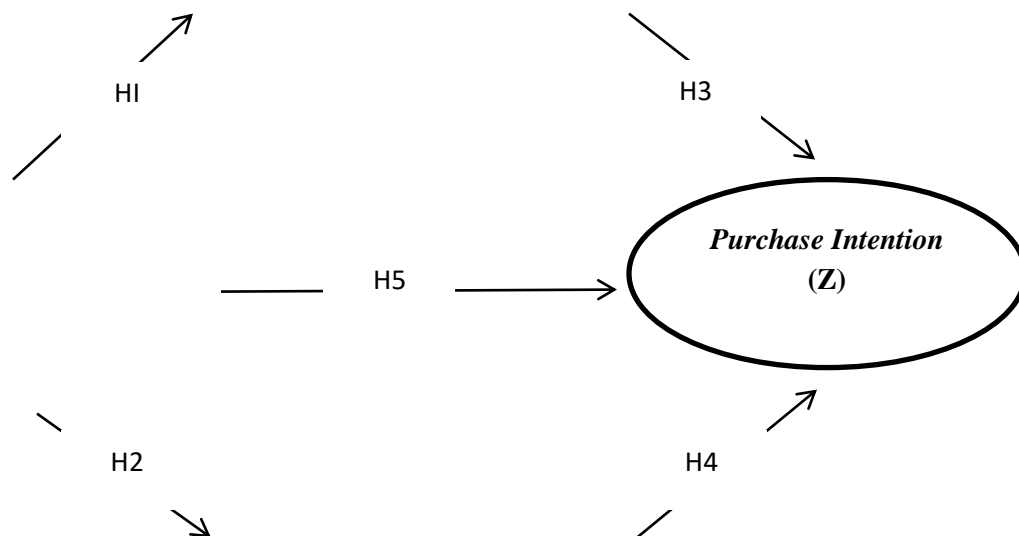
Figures 3. System Flow of consumer of brand

This research refers to the research conducted by Chetna Kudeshia, Amresh Kumar, (2017) and Mohammad Reza Jalilvand, Neda Samiei, (2012), namely survey research which aims to test hypotheses about eWOM's influence on Brand Attitude and Brand Image to purchase intention. The method used in this study is a hypothesis test which aims to detect the extent to which variations in a factor are related to variations in one or more other factors based on correlation coefficient

In this study, data processing with AMOS 20 was used as software from the Structural equation model using the confirmatory factor analysis method. Data analysis techniques using Structural Equation Modeling (SEM), carried out to explain thoroughly the relationships between variables in the study

Figures 4. influence on Brand Attitude and Brand Image to purchase intention.

VI. RESULT AND CONCLUSION

Case 1
Ha Hypothesis: EWOM has a positive influence on brand attitude
Based on table 6 above, it is found that the estimate value in hypothesis 1 is 7.27 and the value is greater than t count 1.96 so it is concluded that H0 is rejected and H1 is accepted. This shows that there is a positive influence between EWOM on brand attitude.
Hypothesis H0: No There is a positive effect on EWOM on brand attitude
Case 2
Ha Hypothesis: There is a positive influence on EWOM on brand image
Based on table 6 above, it is found that the estimate value in hypothesis 2 is 3.56 and that value is greater than t count 1.96 so it is concluded that H0 is rejected and H1 is accepted. This shows that there is a positive influence between EWOM on the image
Hypothesis H0: No EWOM has a positive influence on brand image

Case 3
Ha Hypothesis: There is a positive influence of brand attitude on purchase intention
Based on table 6 above, it is found that the estimate value in hypothesis 3 is 4.67 and the value is greater than t count 1.96 so it is concluded that H0 is rejected and H1 is accepted. This shows that there is a positive influence between Brand attitude on purchase intention
Hypothesis H0: There is no positive influence on brand attitude on purchase intention
Case 4
Hypothesis H0: There is no positive influence on the brand image of purchase intention
Based on table 6 above, it is found that the estimate value in hypothesis 4 is 1.34 and the value is smaller than t count 1.96 so it is concluded that H0 is accepted and H1 is rejected. This shows that there is no positive influence between Brand image and purchase intention
Ha hypothesis: there is a positive influence on the brand image of purchase intention

Case 5
Ha Hypothesis: There is a positive influence on EWOM on purchase intention
Based on table 6 above, it is found that the estimate value in hypothesis 5 is 10.64 and that value is greater than t count 1.96 so it is concluded that H0 is rejected and H1 is accepted. This shows that there is a positive influence between EWOM on purchase intention
H0 Hypothesis: No There is a positive effect on EWOM on purchase intention

Tables 2. Value of Case

No	Variables	Estimate	t calculated	Decision
1	*Ewom* → Brand Attitude	0.58	7.27	H0 Rejected
2	*Ewom* → Brand Image	0.27	3.56	H0 Rejected
3	Brand Attitude → Purchase Intension	0.27	4.67	H0 Rejected
4	Brand Image → Purchase Intension	0.054	1.34	H0 Accept
5	*Ewom* → Purchase Intension	0.81	10.64	H0 Rejected

V. REFRENCE

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