

IS STRENGTHENING BRAND IMAGE, PROMOTION AND ELECTRONIC WORD OF MOUTH DURING COVID-19 PANDEMIC EFFECTIVE IN BOOSTING CUSTOMER PURCHASE DECISION?

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Abstract

The main purpose of this research is to identify whether strengthening Brand Image, Promotion and Electronic Word of Mouth is effective to boost Customer Purchase Decision of Bukalapak Marketplace. Research method that is used is quantitative method. Total samples that are used for this research are 85 respondents, in the region of Jakarta, Bogor, Tangerang, and Bekasi, who had the experienced in using Bukalapak Marketplace. This research uses primary data which are collected through questionnaire. There are 3 test methods that were used to analyse the data gathered, which are classical assumption test, multiple regression analysis and goodness of fit test. Through all the test method that are used, the result for this research shows that Brand Image, Promotion and Electronic Word of Mouth are partially and simultaneously influenced the purchase decision.

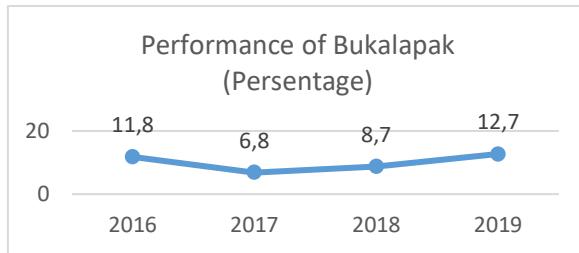
Keyword: Brand Image; Promotion; Electronic Word of Mouth; Purchase Decision

The presence of the internet in people's lives today has made it easier to interact and access information widely. According to We Are Social and Hootsuite data in 2018, internet users in the world have experienced a fairly rapid increase, in 2014 the number of new internet users reached 2.5 billion users and over time the number continued to increase until in 2018 the number of internet users in the world has reached 4 billion users, or equivalent to 52% of the world's total population of 7.6 billion people. The growth of internet users in Indonesia has also increased quite rapidly, through the research results of the Indonesian Internet Service Providers Association (APJII) in May 2019, it was recorded that until 2018 the number of internet users in Indonesia had reached 171 million people or around 64.8% of the total number of internet users in Indonesia. The total population of Indonesia is 264 million people.

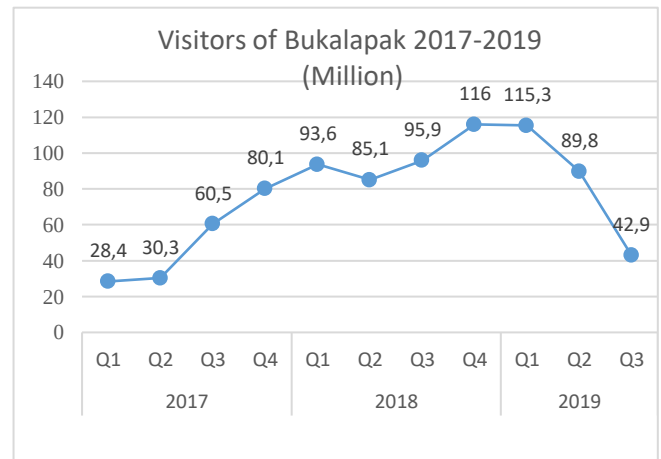
Nowadays, the internet is not only used to find information or as a medium of communication, but is also used as a medium for online transactions, such as shopping online through E-Commerce/Market Place. E-Commerce or Electronic Commerce is a business process using electronic technology that connects companies, consumers, and the public in the form of electronic transactions. The presence of E-Commerce today has changed people's habits in doing transaction.

Until 2019, Indonesia's E-Commerce sector has experienced considerable growth. The results of research conducted by Google and Temasek show that the value of digital electronic commerce transactions in Indonesia in October 2019 has reached US\$ 21 billion. In Indonesia, currently there are various types of E-Commerce that consumers can choose, ranging from foreign e-commerce such as Shopee, Lazada, JD ID, to local e-commerce, such as Tokopedia, and Bukalapak. Through IPrice's 2019 data in the third quarter, the top 3 E-Commerce which has the highest number of visitors are (1) Tokopedia with 66 million visitors, (2) Shopee 56 million visitors and (3) Bukalapak with 42.9 million visitors. The number of visitors to Tokopedia and Bukalapak is a proof that Indonesia's E-Commerce can be on par with other foreign E-Commerce.

However, since the beginning of 2019, Bukalapak's E-Commerce visitors have experienced a significant decline, in contrast to the performance assessment of Bukalapak which continues to increase.



Source: www.topbrand-award.com (2019)



Source: iprice.co.id/insights/mapofecommerce/

From the two graphs above, it can be seen that E-Commerce Buklapak experienced a significant decrease in the number of visitors in 2019 while in the same year the performance level of Bukalapak continued to increase. Just like offline stores will experience a decrease in purchases when there is a decrease in visitors, the same thing can happen on E-Commerce platforms. Brand Image, Promotion and Electronic Word of Mouth, are several factors that can influence the process of making purchase decisions by consumers. Brand Image according to (Schiffman, & Kanuk, 2017) is a set of associations about a brand that is stored in the minds or memories of consumers. Promotion according to (Tjiptono, 2002) is a form of marketing communication. This means marketing activities that seek to disseminate information, influence/persuade and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company. Electronic Word of Mouth (E-WOM) is one of the marketing techniques that developed due to the digitalization era, basically E-WOM has only begun to develop since technology and the internet began to develop rapidly, previously this method was better known as Word Of Mouth (WOM. WOM or word of mouth marketing is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information (Kotler & Keller, 2012). This method is said to be more effective in attracting consumers, because the product/service information obtained does not come from producers but from fellow consumers so that it further increases the sense of trust.

Theoretical Framework

Brand Image

For a product or company, a brand is an identity that distinguishes a company or product from its competitors. Simamora (2001) explains that a brand is a name, sign, term, symbol, design or a combination thereof which is intended to identify and differentiate the goods or services of one seller from the goods or services of another seller. Brand and Brand Image have a fairly close relationship because they are interrelated. Kotler (2003) states that a strong brand requirement is Brand Image. Brand Image can be interpreted as a result of consumer views of a product or service obtained based on their personal experience. Aaker & Biel (1993) defines brand image as a consumer's assessment of the brand in a market, the creation can be created based on personal experience or hearing its reputation from other people or the media. Schiffman, & Kanuk (2017) adds that brand image is a collection of

associations about a brand that are stored in the minds or memories of consumers. Moreover, Kotler (2003) defines that Brand Image is a set of beliefs, ideas, and impressions that a person has of a brand. In essence, consumer attitudes and actions towards a brand are determined from the brand image of the product. Image formation takes a long time and process and to change or remove it requires a long process.

Promotion

Promotion is the key to the success of a company. Without promotion, even the best quality products cannot generate large profits. Promotion as a one-way flow of information or persuasion made to influence a person or organization to action that creates exchanges in marketing (Swastha & Handoko, 2000). A product needs to be known before it can finally be purchased by consumers. In simple terms, promotion is an activity aimed at influencing consumers so that they can become acquainted with the products offered by the company to them and then they become happy and then buy the product (Gitosudarmo, 2014). In line with Gitosudarmo, (Kotler & Armstrong, 2012) also added that promotion is a part and process of marketing as a way to communicate with the market using a promotional mix. It can be concluded that the essence of promotion is to persuade consumers to make purchases of a product, the persuasion is done by providing information or messages repeatedly through a promotional mix such as advertising, personal selling, direct marketing, sales promotion, and public relations.

Electronic Word of Mouth

E-WOM can be said as a result of the development of Word Of Mouth (WOM). In Indonesian, the term WOM is also known as word-of-mouth marketing, which means that the marketing of a product is carried out through the experience of one consumer to another. Along with the development of technology and the advent of the internet, which began to give rise to various platforms for expressing opinions such as websites and market places, E-WOM began to grow, consumers who did not know each other could exchange experiences and give positive or negative opinions regarding their experiences when using a product. Jalilvand, Reza, & Samiei (2012) state that Electronic Word of Mouth is a very important venue or place for consumers to give their opinions and is considered more effective than WOM because of its accessibility and wider reach than traditional WOM which uses offline media. They also said that Electronic Word of Mouth is a negative or positive statement made by actual, potential or previous consumers about products or companies where this information is available to people or institutions through the internet.

1. Keputusan Pembelian

Purchase decision is the stage in the buying decision-making process where consumers actually buy. (Kotler & Armstrong, 2012). According to Schiffman, & Kanuk (2017) purchase decision is defined as a choice of two or more alternatives. Meanwhile, (Tjiptono, 2012) argues that purchasing decisions are a process where consumers recognize the problem, seek information about a particular product or brand and evaluate each alternative properly so that it can solve the problem, which then leads to a purchase decision.

From the above explanation, it can be concluded that the purchase decision is a process carried out by consumers before making a purchase of a product. In this process, consumers will consider various factors ranging from comparing products with each other, to conducting in-depth product or brand introductions before finally making a purchase.

2. Previous Research

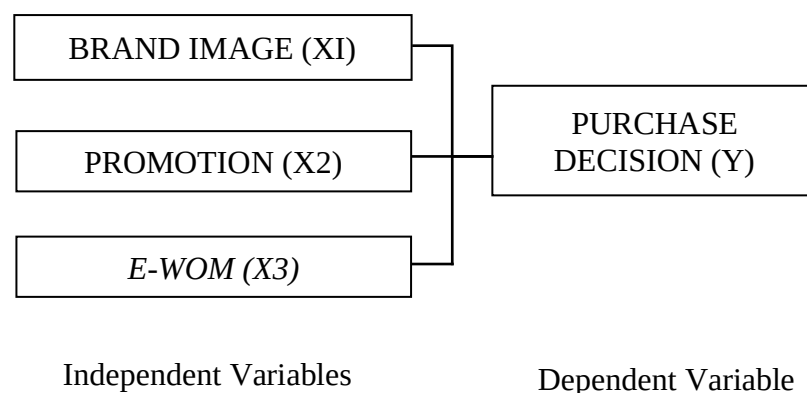
A study entitled Analysis of the Effect of Brand Image and Celebrity Endorsment on the Purchase Decision of Head and Shoulders Shampoo Products at 24 Mart Manado, which was studied by Parengkuan, Tumbel, & Wenas, (2014), showed that partially the Brand image variable had no significant effect on the decision. purchase. The results of this study are different from studies conducted by several other researchers. Other study conducted by Fure, Lopian, & Taroreh, (2015) concluded that the brand image variable has a significant positive effect on purchase decisions. Oladepo & Abimbola, (2015) also conclude similar results, which is the brand image variable significantly has an influence on purchase decisions. The existence of different research results related to the influence of brand image shows that there is a research gap from previous studies.

Jamaludin, Arifin, & Hidayat, (2015) conducted a research on the Effect of Online Promotion and Price Perception on Purchase Decisions. The results of this study shows that online promotion variables had an effect on purchasing decisions. (Nurhayati, 2017) also conducted a similar study, regarding the Effect of Brand Image, Price, and Promotion on Purchase Decisions for Samsung Mobile Phones in Yogyakarta. The results of the study concluded that promotion has a significant influence on purchasing decisions. In addition, A.Khanfar (2016) in his research related to The Effect of Promotion Mix Elements on Consumers Buying Decisions of Mobile Service, also concluded something similar to some previous researchers that the promotion mix variable has an influence on purchasing decisions.

Priansa (2016) examined the Effect of E-Wom and Perceived Value on Consumer Decisions to Shop Online at Lazada and concluded that E-WOM has an effect on consumer shopping decisions. Sa'ait, Kanyan, & Nazrin, (2016) examined the same thing in their research entitled The Effect of E-WOM on Customer Purchase Intention, through this study it was concluded that the E-WOM variable had an influence on consumer shopping interest. Furthermore, a research conducted by Almana & Mirza (2013) related to The Impact of Electronic Word of Mouth on Consumers' Purchasing Decisions, also support the results of previous studies which show that E-WOM is an important factor that can help consumers in the purchasing decision process.

Research Framework

In this study there are 3 independent variables and 1 dependent variable. In connection with the data obtained through the business phenomenon and research gap above, there are several factors that influence consumer purchasing decisions. Some of them are Brand Image, Promotion and Electronic Word of Mouth. Therefore, the analysis that will be carried out in this study is about the influence of Brand Image, Promotion and E-WOM on Purchase Decisions.



The Relationship among Variables

The Influence of Brand Image on Purchase Decision

A study conducted by Fure, Lopian, & Taroreh, (2015), shows that brand image has positive significant influence on purchase decision. Similar results of studies are also stated Oladepo & Abimbola, (2015), (Foster, 2016), (Amron, 2018), which proved that brand image has significant influence on purchase decision. Therefore, the first hypothesis in this study is as follows.

H1: There is influence of Brand Image on Purchase Decision.

The Influence of Promotion on Purchase Decision

In a study conducted by Jamaludin, Arifin, & Hidayat, (2015), it is proved that online promotion has positive significant influence on purchase decision. Similar results of studies are also stated by (Nurhayati, (2017), (A.Khanfar, 2016), (Nangoy & Tumbuan, 2018), (Andreti, Zhafira, Akmal, & Kumar, 2013). Therefore, the second hypothesis of this study is as follows.

H2: There is influence of Promotion on Purchase Decision.

Pengaruh Electronic Word of Mouth terhadap Keputusan Pembelian

Dalam jurnal penelitian Priansa, (2016) variabel *E-WOM* dinyatakan memiliki pengaruh yang signifikan terhadap keputusan pembelian konsumen. Sa'ait, Kanyan, & Nazrin, (2016), (Almana & Mirza, 2013), (Maria, Kindangen, & Rumokoy, 2016), (Devedi, Sujatha, & Pathak, 2017), juga menyatakan hal serupa, dimana *E-WOM* memiliki pengaruh terhadap keputusan pembelian. Dengan adanya hasil penelitian ini maka dapat ditarik sebuah hipotesa yaitu

H3: Terhadap Pengaruh *E-WOM* terhadap Keputusan Pembelian

METHOD

Research Design

This method that is used in this study is quantitative method. The type of data used in this study is primary data. The program used for processing research data is SPSS and all research instruments are tested using validity and reliability tests, the aim is to create accurate and actual research results.

Population and Sample

The population in this study are people who work or live in the area of Jakarta, Bogor, Tangerang, and Bekasi, who have used and made purchases through Bukalapak E-Commerce. The number of samples used in this study were 85 respondents, the determination of this number was in accordance with the criteria for determining the number of samples described by Roscoe quoted by Invalid source specified is between 30 to 500.

Data

The data source of this research is primary data. In this study, data collection was obtained through distributing questionnaires through the google form platform, during the period of March to May 2020.

Data Collection Technique

In selecting the sample, this research used purposive sampling method. Purposive sampling is the selection of samples by taking samples from the population based on certain criteria, Invalid source specified.

Variables

Measurement of research variables is carried out based on indicators on these variables. Besides that, the indicator also aims to limit the researcher's analysis so that it does not spread to a wider area.

Research Variables

No	Variable	Concept	Indicator	Scale
1	Brand Image (X1)	Description of associations and consumer beliefs about certain brands (Tjiptono, 2011:112)	1. Image of product 2. Image of company 3. Image of Service (Parengkuan et al., 2014)	Likert
2	Promotion (X2)	The part and process of marketing strategy as a way to communicate with the market by using the composition of the promotion mix (Kotler, 2000:119)	1. Advertising 2. Sales promotion 3. Personal selling 4. Direct marketing 5. Public relation Kotler & Keller 2012:202)	Likert
3	E-WOM (X3)	Negative or positive statements made by actual, potential or previous consumers about products or companies where this information is available to people or institutions via the internet (Julilvand and Samiei, 2012)	1. Intensity. 2. Valence of Opinion. 3. Content. (Priansa, 2016) Goyette & Richard (2010)	Likert
4	Purchase Decision (Y)	The stage in the buyer decision-making process where the consumer actually buys (Kotler & Armstrong, 2014)	1. introduction of requirements 2. Search for information 3. Evaluation of alternatives 4. Purchase Decision 5. Post-purchase decision (Kotler & Armstrong 2012)	Likert

Findings and Discussion

Validity and Reliability Test

The validity test in this study was used to see the suitability of the statements in the questionnaire to represent the independent variables of Brand Image, Promotion and E-WOM and the dependent variable of Purchase Decision. The validity test was carried out by comparing the significance value between the calculated r value and the r table value. Invalid source specified. The basis of decision making used to test the validity of the questionnaire items are: (1) If r count is positive and r count > r table then the variable is valid (2) If r count is not positive and r count < r table then the variable is invalid. In this study, the significance value used is 5%. The results of testing all independent and dependent variables are declared valid, because all of them have a calculated r value that is greater than r table.

Meanwhile, the reliability test is needed to show the consistency of the questionnaire used in this study if it is used repeatedly to examine the same variables. Invalid source specified. states that a variable is considered reliable if the value of Crombach's Alpha on

each variable studied is greater than 0.6. The test results of all variables show that the brand image variable has a value of 0.832, the promotion variable has a value of 0.871, the E-WOM variable has a value of 0.900 and the Purchase Decision variable has a value of 0.889. Thus, all variables are declared reliable.

Multiple Linear Regression Test

Coefficients ^a			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	6.574	3.697
	Brand Image	.503	.140
	Promotion	.169	.079
	E-WOM	.341	.086

a. Dependent Variable: Purchase Decision

Source: Primary data processed by SPSS 25 IBM (2021)

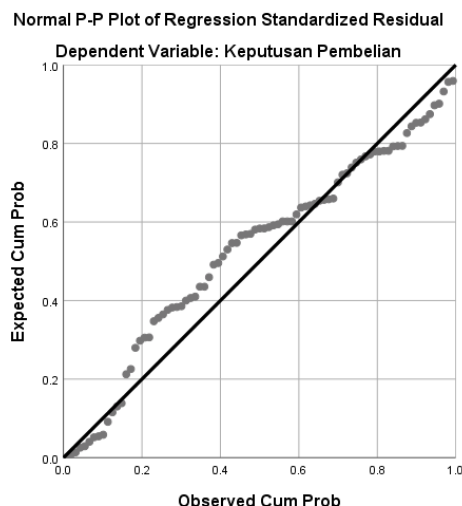
From the table, multiple linear regression is $Y = 6.574 + 0.503x_1 + 0.169x_2 + 0.341x_3$.

Classical Assumption Test

Normality Test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. A regression model can be said to be good if it has a normal data distribution or close to normal. In this study, there are 2 normality testing methods used, namely Kolmogorov Smirnov with the Monte Carlo approach and the Normal Probability Pllot.

Normality Test Result



Source: Primary data processed by SPSS 25 IBM (2021)

A data is said to be normally distributed in a normal probability plot test, if the spread of data (points) follows the diagonal line on the graph. Seen in the graph above, the spread of data (dots) follows the existing diagonal line so that it can be said that the data has a normal distribution.

The normality test using the Kolmogorox Smirnov method is said to be normally distributed if the value of the residual significance is > 0.05 . The results of the normality test data processing using the Kolmogorov Smirnov method with the Monte Carlo approach, show that the significance value of Monte Carlo (2 tailed) has a value of 0.135, which means

it is greater than 0.05. Thus, the research data can be said to be normally distributed and pass the normality test.

Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. A good regression model should not have a correlation between the independent variables. The detection of the presence or absence of multicollinearity is done by looking at the VIF value and the tolerance value. If the VIF value is < 10 and the tolerance value is > 0.05 , then the regression model is said to be free from multicollinearity.

Multicollinearity Test Result

Coefficients^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	.533	1.877
	Promotion	.475	2.107
	E-WOM	.527	1.899

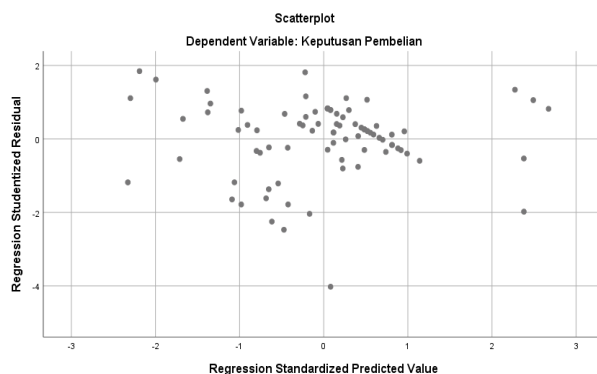
Source : Primary data processed by SPSS 25 IBM (2021)

The table above is the result of multicollinearity testing. The results of the test reveal that all independent variables can be declared free from multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. In this study, the heteroscedasticity test was carried out using a scatter plot.

Heteroscedasticity Test Result



The graph above is the result of heteroscedasticity testing. The scatterplot explained that, there is no heteroscedasticity if there is no clear pattern (wavy, widening and then

narrowing) in the scatterplot image, and the points spread above and below the number 0 on the Y axis. Thus, all research variables are free from heteroscedasticity.

T Test

The t test is used to prove or find out whether the independent variable partially affects the dependent variable. The basis for decision making for the t test is based on the significance value, if the significance value is < 0.05 , it means that the X variable partially affects the Y variable. E-WOM has a value of 0.000. Thus, all independent variables (X) are declared to have a partial influence on the dependent variable (Y).

F Test

The F test was conducted to test whether or not the effect of the independent variables as a whole on the dependent variable was significant. The basis for making the test decision is seen from the significance value of each independent variable. If the significance value is < 0.05 , then all independent variables can be said to have a significant influence on the dependent variable. The results of the F test in this study indicate that the significance value of all independent variables is 0.000, so it can be stated that all independent variables have a significant influence on the dependent variable.

Determination Test (R^2)

The determination test aims to see how big the contribution of the influence given by the independent variable simultaneously to the dependent variable. The magnitude of the coefficient of determination (R^2) is generally between 0-1, if the result of R^2 has a negative value (-) it means that the X variable has no effect on the Y variable, then if the result of R^2 is getting smaller or away from the number 1, it means that the influence given by the variable X on variable Y is weak, and if the result increases to 1, it means that the influence given by variable X is getting stronger. In this study, the R^2 value of 0.630 (63%), so that it can be said that the influence given to the three dependent variables is relatively weak.

The Influence of Brand Image on Purchase Decision

Through the results of the t test and F test, the Brand Image variable, partially, is stated to have a positive and significant influence on the purchasing decision variable. The results of the multiple linear regression equation show that if there is a 1% increase in brand image, there will be an increase of 0.503 in the purchasing decision variable. Thus, if there is an increase in brand image, there will be an increase in purchasing decisions. Meanwhile, the influence given by the brand image variable on individual purchase decision is 22.08%.

The Influence of promotion on Purchase Decision

Through the results of the t test and F test, the Promotion variable partially has a positive and significant influence on the purchasing decision variable. The results of the multiple linear regression equation show that if there is a 1% increase in the promotion, there will be an increase of 0.169 in the purchasing decision variable. Thus, if there is an increase in promotions, there will be an increase in purchasing decisions. Meanwhile, the effect given by the Promotion variable to the Purchase Decision variable is 13.96%.

The Influence of E-WOM on Purchase Decision

Through the results of the t test and F test, the E-WOM variable is stated partially and has a significant influence on the purchase decision variable. The results of the multiple linear regression equation show that if there is a 1% increase in E-WOM, there will be an

increase of 0.341 in the purchase decision variable. Thus, if there is an increase in E-WOM, there will be an increase in purchase decisions. Meanwhile, the influence given by the individual E-WOM variable on purchase decisions is 26.11%.

Conclusion and Suggestion

Through a series of studies from previous researchers, as well as various tests that have been carried out in this study, referring to the hypotheses that have been made in this study, it can be concluded as follow.

- a) The higher the Brand Image, the higher the impact on the Purchase Decision at Bukalapak.
 - b) The higher the Promotion, the higher the impact on the Purchase Decision at Bukalapak.
 - c) The higher the E-WOM, the higher the impact on the Purchase Decision in Bukalapak.
- Since the result of this study reveals that the level of influence given by the Promotion variable to the Purchase Decision variable is quite small, compared to other independent variables, as an input for Bukalapak E-Commerce, it would be better if Bukalapak E-Commerce promotional activities could be further improved so that it can attract more interest of consumers to shop at Bukalapak E-Commerce.

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