

The Impact of Ewom, Brand Attitude, and Brand Image on Sugar Product Purchase Intentions

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Abstract

This research aims to analyze whether there is an influence between Ewom, brand attitude, and brand image on purchase intentions. The researchers collected data by observing, conducting literature studies, and distributing questionnaires to the respondents. From the results of the research that has been carried out, it was found that electronic word of mouth (eWoM) was proven to have a significant influence on the intention to purchase the product. This indicates that the influence of reviews and recommendations via electronic platforms has a positive impact on consumer purchasing interest. Second, brand attitude also has a significant influence on purchase intentions, indicating that consumers' attitudes towards the brand play a crucial role in forming the desire to purchase the product. However, the findings show that brand image does not have a significant influence on purchase intention, indicating that brand image does not directly influence consumer purchase intention. Finally, the research results show that the combination of eWoM, brand attitude, and brand image attitude together have a significant influence on purchase intention for sugar products. These findings provide an important contribution to understanding the factors that influence consumer decisions to purchase certain products in the context of the sugar industry.

Keywords: eWoM, brand attitude, brand image, purchase intention.

INTRODUCTION

The development of science and technology is currently increasingly advanced, one of which is in the field of communication. Along with the development of communication technology, two-way communication tools in the form of mobile phones have developed into smart phones (smartphones). This is because the function of mobile phones is now not only for calling and sending short messages. The various functions of smartphones attract people's interest in using them; this is proven by the increase in smartphone users from year to year. The internet is the information medium most widely used by Indonesian people. The internet

is the most frequently used information medium because it is easy to access. In addition, the internet offers a wider range of information compared to other information media. This is different from the information available in other information media, which only provide information from product providers. The internet provides information from various sources, both from service providers and users of other products. Currently, there are quite a lot of internet users in Indonesia. In 2017, there were 96.1 million internet users.

Access to information via internet media is better known as electronic word of mouth (eWOM). Thurauf et al. (2004), in their research discussing consumer motivation for eWOM communication, explain that eWOM is a positive or negative statement made by potential consumers, real consumers, or consumers who have previously used a product or company that can be accessed by many people or institutions via the internet. The advancement of the internet gives consumers a new world where they can communicate and influence each other. The better a person's review on a blog or website, the higher the purchase intention will be. The results of previously conducted research analysis define eWOM as any positive or negative statement made by potential, actual, or former customers about a product or company that is available to many people and institutions via the Internet.

Consumers have certain expectations for the services they will receive. When the service meets the brand attitude expectations that a product has for that brand. For this reason, the brand attitude obtained by consumers has an impact on trust because the brand is able to create a sense of trust in the services expected by consumers through the brand attitude they have (Semuel and Lianto, 2014). A good brand attitude will give rise to consumer trust in the brand. Consumers' willingness to believe in a brand even though it is at risk is because there is an expectation that the brand will provide positive results. Consumers have the hope of getting a guarantee of satisfaction when using a product, even though there are possible risks they accept. Having a good brand attitude towards a product will increase consumer purchase intention.

Increased online customer articulation presents both threats and business opportunities. A recent survey found that most consumers consider online opinions to be trustworthy on brand websites (ACNielsen, 2007). Rowley (2001) also proposed that commercial companies should try to organize online communities rather than simply advertising on the internet. This step was intensively carried out by bringing in many experts to research new recipes for food, or at least ones that use sugar, which were then uploaded via the internet for consumers to read and use. Apart from that, we also hold meetings, open houses, and demos, all of which are uploaded via the internet for consumers to watch. This requires large costs, time, and energy for the company.

METHOD

A population of 1000 customers was used for this research, from which 100 respondents were selected as samples using certain procedures to ensure representativeness of the entire population. The researcher collected data by observing, conducting literature studies, and distributing questionnaires to the respondents. The author chose to use SPSS version 20 as a

tool to facilitate calculations of data validity and reliability. After ensuring valid and reliable results, the next stage involves analyzing the questionnaire data using a Likert scale. Within the framework of this research, multiple linear regression analyses were carried out to understand the relationship and impact of the variables studied.

RESULT AND DISCUSSION

The test results show that eWoM has a significant effect on purchase intentions. The limitations and implications of this research outline ways to effectively promote brands through online customer communities, as well as general tips for website and forum moderators to facilitate such presentations in a way that is useful to members of their online communities. Despite a substantial stream of research examining consumer goods branding and a growing body of literature on product branding, little is known about brand image in the context of online communications. This research extends existing brand image measurements to a new environment, namely e-WoM. The equation for this research is that it both uses eWoM variables and purchase intentions and uses the same sampling technique, the Slovin sampling technique. The difference in this research is that it does not use the SEM analysis method but uses multiple regression analysis.

The test results show that brand attitude has a significant influence on purchase intention. The data set used in this study limits the generalizability of the results, as the data does not represent the entire industry or all social media applications. This study provides useful and interesting insights into eWoM theory and practice. This shows how social eWoM, an emerging communication tool, not only helps twenty-first century marketers reach customers but also plays an important role in influencing brand attitudes and product purchase intentions. This originality and value provide useful and valuable insight into the relationship between social eWoM, brand attitudes, and consumer electronics purchase intentions, an area that remains largely unexplored. This research can also be replicated for other products or services for future research.

The test results show that there is no influence between brand image and purchase intention. The limitations and implications of this research outline ways to effectively promote brands through online customer communities, as well as general tips for website and forum moderators to facilitate such presentations in a way that is useful to members of their online communities. Despite a substantial stream of research examining consumer goods branding and a growing body of literature on product branding, little is known about brand image in the context of online communications. This research extends existing brand image measurements to a new environment, namely e-WoM.

The test results show that eWoM brand image and brand behavior have a significant effect on purchase interest. The limitations and implications of this research outline ways to effectively promote brands through online customer communities, as well as general tips for website and forum moderators to facilitate such presentations in a way that is useful to members of their online communities. Despite a substantial stream of research examining consumer goods branding and a growing body of literature on product branding, little is known about brand image in the context of online communications.

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CONCLUSION

The research results indicate that several important aspects are related to purchase intention for sugar products. First, electronic word of mouth (eWoM) is proven to have a significant influence on product purchase intentions. This indicates that the influence of reviews and recommendations via electronic platforms has a positive impact on consumer purchasing interest. Second, brand attitude also has a significant influence on purchase intentions, indicating that consumers' attitudes towards the brand play a crucial role in forming the desire to purchase the product. However, the findings show that brand image does not have a significant influence on purchase intention, indicating that brand image does not directly influence consumer purchase intention. Finally, the research results show that the combination of eWoM, brand attitude, and brand image attitude together have a significant influence on purchase intention for sugar products. These findings provide an important contribution to understanding the factors that influence consumer decisions to purchase certain products in the context of the liquid sugar industry.

Based on the conclusions resulting from this research, the researcher provides several suggestions that can be taken into consideration for improving company performance and overcoming the identified problems. First, it is recommended that the implementation of electronic word of mouth (eWoM) be increased by involving more optimal activities, such as increasing the frequency of posting about company activities and regularly highlighting product advantages. Second, companies should focus more intensively on implementing product branding strategies to establish a stronger brand identity in the eyes of consumers. Third, improving brand attitude is key, considering that there are still a number of customers who provide responses that disagree with the indicators that Sugar products are reliable and have good appeal. Fourth, maximizing these three variable components is expected to increase consumer purchase intention towards the product. Companies can optimize their marketing potential and business growth by implementing these suggestions, which are expected to improve brand image and increase consumer purchasing interest.

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