

The Role of Brand Image Mediating The Effect of E-WOM on The Purchase Intention of Yamaha N-MAX in Denpasar City

Ni PutuAyuThresia Dewi¹, Ni Made Rastini²

Fakultas Ekonomidan Bisnis, Universitas Udayana (Unud), Bali, Indonesia

ABSTRACT: Purchase intentions is one important step that must be considered by marketers because the intention is a condition that started someone when considering or making decisions in choosing a product or service. In order for purchase intention Yamaha N-MAX grow it is necessary to pay attention to the E-WOM and brand image. This study aims to analyze the role of brand image in mediating the effect of E-WOM on purchase intention Yamaha N-MAX in Denpasar. Research was conducted on prospective customers Yamaha N-MAX in Denpasar. The number of samples in this study were 60 respondents. A sampling technique that purposive sampling, The collection of data obtained from questionnaires circulated prospective customers. Analysis of the data in this study menggunakan path analysis (path analysis), result indicate that the E-WOM positive and significant impact on the brand image, E-WOM positive and significant impact on purchase intentions, brand image positive and significant effect in mediating the effect of E-WOM on purchase intentions, Marketer Yamaha N-MAX in Denpasar advised to provide interesting promo or discount that respondents in Denpasar wanted to buy Yamaha N-MAX.

Keywords: purchase intention, E-WOM, brand image

I. INTRODUCTION

Transportation can be regarded as a very important requirement for the community. The congestion level in Indonesia is relatively high, resulting in people from various backgrounds and different income levels still choose a motorbike. Motorcycles chosen because it is considered the most effective and efficient (Lidya, 2016). Demand for vehicle type of motor is always increasing lead manufacturers of motorcycle racing to offer products of motorcycle owned. One of the motors of competing brands is Yamaha.

Table 1: Brand Market Share Data Motorcycles Year 2016-2019

Year	Market Share (%)			
	2016	2017	2018	2019
Honda	73.86	74.28	74.46	77.51
Yamaha	23,50	22.77	23.01	19.34
Kawasaki	1.65	1.49	1.38	1.60
Suzuki	0.96	1.43	1.15	1.50
TVS	0.03	0.03	0,00	0.02
amount	100.00	100.00	100.00	100.00

Source: Indonesian Motorcycle Industry Association (AISI), 2019

Based on data from market share motorcycle brand that was launched by the Indonesian Motorcycle Industry Association (AISI), shows that there is a decline in the market share of Yamaha became 22.77 per cent in 2017 which was initially 23.50 percent in 2016. Market share of Yamaha experienced a tiny fraction of the increase in in 2018 then decreased quite a lot back in the year 2019 to 19.34 per cent. The above data indicates a decrease in the intention of potential consumers to buy a motorcycle Yamaha and Yamaha still less competitive with the Honda brand. Nevertheless, the above data shows that the Yamaha brand is able to compete with competitors-competitors to occupy the second position.

Table 2: Market Share Data MaticMotorcycles Year 2016-2018

Year	Market Share (%)		
	2016	2017	2018
Honda Beat	42.1	43.4	35.7
Honda Vario	30.3	26.9	21.1
Honda Scoopy	12.2	12.1	17.1
Yamaha Mio	9.0	6.9	6.7
Yamaha N-MAX	6.1	5.0	7.1
Yamaha Aerox	0.2	3.4	5.8
Honda PCX	0.1	2.3	6.5
amount	100.0	100.0	100.0

Source: Indonesian Motorcycle Industry Association (AISII), 2019

Based on data from automatic motorcycle market share in 2016-2018 shows that the Yamaha N-MAX sales had declined in 2017 to 5.0 percent which is then re-experiencing an increase in sales in 2018 to 7.1 percent, so this shows that a little decline consumers' purchasing intentions against Yamaha N-MAX in 2017 and seen also that Yamaha N-MAX is able to compete with other types of automatic motor. It is known that Yamaha N-MAX ranked fifth and the top three are still controlled by the automatic motorcycle brand Honda. This makes the Yamaha made various efforts to development and innovation in order to attract potential customers to generate purchase intention Yamaha N-MAX and able to seize the automatic motor market which was initially dominated by the Honda brand.

Previous studies conducted by Putra and Pramudana (2018) shows the E-WOM has a positive influence on purchase intentions Yamaha Aerox in Denpasar. Behind the results of these studies are the results of different studies, where the e-WOM has no influence on purchase intentions. Torlak et al. (2014) in the E-WOM research shows no positive effect on purchase intention. The results of the same research also found by Majid and Rofiq (2014), where the e-WOM has no influence on purchase intentions.

Based on the research gap was found between the variables E-WOM with purchase intention, causing variable use its brand image as mediating variable between E-WOM with purchase intention. Reasons include variables brand image as a mediating variable is the better brand image created by the spread of E-WOM that can positively encourage the emergence of consumer purchase intent for products. This is supported by previous research carried out by previous studies conducted by Suyoga and Santika (2018) states that the brand image capable of mediating variables E-WOM influence on the intention to buy the product.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Previous research conducted by Ardana and Rastini (2018) suggested that E-WOM had a positive and significant effect on the brand image of Samsung Smartphone products in Denpasar City. Research conducted by Torlak et al. (2014) showed a positive and significant relationship between E-WOM and brand image. Research by Putri and Sukawati (2019) found that E-WOM had a positive and significant effect on brand image. Likewise Charo et al. (2015) states that E-WOM has a significant and positive influence on brand image of information seekers through electronic media. Tariq (2017) found that E-WOM had a positive and significant effect on brand image. Elseidi and Dina (2016) in their research stated that E-WOM had a positive effect on brand image. Based on previous research, hypothesis can be arranged as follows.

H1: E-WOM has a positive and significant effect on brand image.

The results of Putra and Pramudana's research (2018) show that E-WOM has a positive influence on the purchase intention of Yamaha AEROX motorcycles in Denpasar. Research with similar results was also stated by Darmawan and Nurcaya (2018) which stated that E-WOM had a positive and significant effect on purchase intention. Research conducted by Zhu and Zhang (2010) shows that online communication significantly influences the buying behavior of other consumers. Cynthiadewi and Hatammimi (2014) found that E-WOM had a significant and positive influence on purchase intentions. Research conducted by Lidia and Prabowo (2015) found that E-WOM influenced positively and significantly on purchase intention simultaneously and partially. Research conducted by Sa'ait et al. (2016) revealed that E-WOM had a strong influence on purchase intentions. Based on previous research, the following hypothesis can be arranged.

H2: E-WOM has a positive and significant effect on purchase intention.

Previous research conducted by Mambu (2015) said that brand image had a positive influence on consumers' purchase intentions of Blue Bird Taxi. Research conducted by Temaja and Yasa (2019) found that brand image had a positive and significant effect on purchase intention. The results of research conducted by Indra (2018) found that there was a strong and positive relationship between brand image variables and purchase intention and had a significant influence. Ruslim and Andrew (2012) suggested that brand image has a significant effect on purchase intentions. The same study was stated by Shah and Hussain (2012) that brand

image had a significant positive effect on purchase intention. Wang et al. (2014) say that brand image does increase purchase intentions. Ismayanti and Santika (2017) state that brand image has a positive and significant effect on purchase intention. Based on previous research, the following hypothesis can be arranged.

H3: Brand image has a positive and significant effect on purchase intention.

The results of previous research conducted by Suyoga and Santika (2018) stated that the brand image variable was able to mediate the influence of E-WOM on purchase intentions on Richeese Factory products in the city of Denpasar. Research conducted by Putri and Sukawati (2019) shows that brand image is able to mediate the relationship between E-WOM and purchase intentions. Research conducted by Jalilvand et al. (2012) states that brand image has a direct influence on purchase intentions and also the indirect effect of E-WOM on purchase intentions. Putra and Pramudana's research (2018) states that brand image has a positive and significant effect in mediating the influence of E-WOM. Siswanto and Junaedi (2017) say E-WOM has a very strong influence on purchase intentions and indirectly mediated by brand image. And research by Iswara and Jatra (2017) states that the role of brand image as mediation also influences and determines the effectiveness of E-WOM and purchase intentions. Based on previous research, the following hypothesis can be arranged.

H4: Brand image has a positive and significant mediating effect on the influence of E-WOM on purchase intention.

III. METHODS

This study aimed to test the E-WOM independent variable (X) with one dependent variable, namely the purchase intention (Y) with mediating variables, namely brand image (M), so it was included in the quantitative research in the form of associative. This study took place in London. The area is selected for consideration that is downtown Denpasar in Bali with the growth of economic sectors of society very quickly with the number of population and population density is quite high. Denpasar is the region with the largest population in Bali, which is about 20.3 percent of the total population in the province of Bali (bali.bps.go.id, Last updated February 15, 2018, accessed on May 7, 2019). Other than that, the variables used in this study include exogenous variables, mediating variables and endogenous variables with twelve indicators

The data collected in this study using a questionnaire. For the purposes of quantitative analysis of the study the researchers gave five alternative answers to the respondent by using a scale of 1 to 5 with a predetermined code. Next to determine whether or not the data questionnaires used it to test the validity and reliability. Respondents used were 60 respondents who are already on the sample size between 60-120 which means it is in conformity with the criteria specified.

IV. RESULT AND DISCUSSION

Respondents based on the majority of respondents have the intention to buy on the Yamaha N-MAX in Denpasar is a group of male respondents. This indicates that the majority of male respondents are more interested in purchasing the Yamaha N-MAX than women. Data show that the majority of respondents who have the intention to buy the Yamaha N-MAX is the consumer who has graduated with a Bachelor's education age range 27 to 36 years old and working as private employees. Respondents were included in this group tend to own a fixed income each month so that they can make a purchase Yamaha N-MAX.

Validity test is done with the help of the SPSS program by calculating the correlation. The validity test results show that all instruments used to measure the research variables have Pearson Correlation above the value of 0.30 so that the overall indicators used are valid. The reliability test results showed that each variable had a Cronbach Alpha coefficient of more than 0.60. This shows that all variables in this study were stated to be reliable.

Path analysis was used to answer this hypothesis. The results of the path analysis are shown in Table 3.

Table 3: Line 1 Analysis Result

Model		Unstandardized Coefficient		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,481	.459		3,226	.002
	E-WOM	.630	.116	.581	5443	.000
	R Square	0.338				
	F Statistics	29.621				
	The significance of F test	0,000				

Source: Processed Primary Data, 2019

Based on the analysis of E-WOM influence on brand image obtained by the Sig. t of 0.000 to 0.630 beta coefficient. Value Sig. t 0.000 <0.05 indicates that H0 rejected and H1 accepted. This result means that the E-WOM positive and significant impact on the brand image of Yamaha N-MAX in Denpasar.

Table 4: Line 2 Analysis Result

Model		unstandardized Coefficient		standardized Coefficients	T	Sig.
		B	Std. Error	beta		
1	(Constant)	.392	.390		1,005	.319
	E-WOM	.284	.112	.259	2,547	.014
	brand image	.610	.103	.602	5927	.000
	R Square	0.611				
	F Statistics	44.700				
	The significance of F test	0,000				

Source: Processed Primary Data, 2019

Based on the analysis of E-WOM influence on purchase intentions obtained value Sig. t of 0.014 to 0.284 beta coefficient. Value Sig. t 0.014 <0.05 indicates that H0 rejected and accepted H2. This result means that the E-WOM positive and significant impact on purchase intentions Yamaha N-MAX in Denpasar.

Based on the model of the substructure substructure 1 and 2, it can be arranged end path diagram model. Before drawing up the final path diagram model, first calculated standard error values as follows.

$$Pe_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,338} = 0.814$$

$$Pe_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,611} = 0,624$$

Based on the calculation of the effect of error (Pei), showed the influence of error (PE1) of 0.814 and the influence of error (Pe2) of 0.624. The coefficient of determination total is as follows.

$$\begin{aligned} R2m &= 1 - (Pe_1)^2 - (Pe_2)^2 \\ &= 1 - (0.814)^2 - (0.624)^2 \\ &= 1 - (0.662) - (0.389) \\ &= 1 - 1.051 = 0.743 \end{aligned}$$

Total determination value of 0.743 means that amounted to 74.3 percent of the variation of purchase intention affected by variations E-WOM and brand image, while the remaining 25.7 percent is explained by other factors not included in the model.

Table 5: Effect of Direct and Indirect Influence and Effects of Total Goodwill Purchase (Y), E-WOM (X) and brand image (M)

Variables influence	Direct Impact	Indirect Influence Through Brand Image (Y1) (β1 × β3)	Effect of Total
XM	→ .630	-	.630
XY	→ .284	0,384	0.668
MY	→ .610	-	.610

Source: Processed Data, 2019

Based on the above calculation shows that the direct effect of E-WOM on the brand image is equal to 0.630. The direct effect of the variable E-WOM on purchasing intention of 0.284. Brand image variable direct influence on purchase intention of 0.610. This means that the greater purchasing intention variables influenced by E-WOM than brand image. While the indirect effect of variables E-WOM to buy through Brand image Intention of 0,384. So the total effect of the variable E-WOM on purchasing intention through brand image is equal to 0.668.

Testing the indirect effect of E-WOM variable (X) on purchase intention variable (Y) through a variable of brand image (M), conducted by Sobel test using the following formula.

$$Sb_1b_3 = \sqrt{(0,610)^2(0,116)^2 + (0,630)^2(0,103)^2 + (0,116)^2(0,103)^2} = 0.0967$$

$$Z = \frac{b_1b_3}{Sb_1b_3}$$

$$Z = \frac{(0,630)(0,610)}{0,096749}$$

$Z = 3,9721$

V. HYPOTHESIS AND RESULT

The effect of E-WOM on brand image

The results of the analysis in this study shows that E-WOM positive and significant impact on the brand image. This means that the better E-WOM formed between consumers on electronic communication device, it will be better the brand image is formed on a product. Vice versa, the worse the E-WOM formed between consumers on electronic communication device, it will be bad anyway brand image is formed on a product. This study supports some previous research results and consistent with the results of research Ardana and Rastini (2018) which suggests that the E-WOM positive and significant impact on the brand image of Samsung Smartphone products in Denpasar. Research conducted Torlak et al. (2014) showed a positive and significant relationship between E-WOM to brand image. Princess and Raka Sukawati study (2019) found that the E-WOM positive and significant impact on the brand image. Likewise Charo et al. (2015) states that the E-WOM has a significant and positive impact on the brand image. Tariq (2017) found that the E-WOM positive and significant impact on the brand image. Elseidi and Dina (2016) in his research stating that E-WOM positive effect on brand image.

The effect of E-WOM on purchase intention

The results of the analysis in this study shows that E-WOM positive and significant impact on purchase intentions. This means that the better E-WOM formed between the costomer, the higher the purchase intentions of consumers on Yamaha N-MAX in Denpasar. Vice versa, the worse the E-WOM formed between consumers, so the lower the consumer purchase intentions on Yamaha N-MAX in Denpasar. This study supports some previous research results and consistent with the results of research Putra and Pramudana (2018) which indicates that the E-WOM has a positive influence on purchase intentions Yamaha Aerox in Denpasar. The study with the results of matching is also expressed by Darmawan and Nurcaya (2018) which states that the e-WOM positive and significant impact on purchase intentions. Research conducted by Zhu and Zhang (2010) show that online communications significantly influence buying behavior of other consumers. Cynthiadewi and Hatammimi (2014) found that the E-WOM has a significant influence and positive impact on purchase intentions. Research conducted by Lidia and Prabowo (2015) found that the E-WOM positive and significant influence on purchase intention

The effect of brand image on purchase intention

These results indicate that the values embodied in the brand image is able to be perceived well and significantly impact consumer purchase intentions candidate on Yamaha N-MAX in Denpasar. Brand image is measured by indicators: power (strengthness), uniqueness (uniqueness) and easy to remember (favorable) proved to increase purchase intentions of potential consumers on Yamaha N-MAX in Denpasar. These findings can be interpreted that if the brand image of Yamaha N-MAX higher, it will be able to make a significant contribution towards increasing the intention prospective consumers to buy products Yamaha N-MAX in Denpasar. This study supports some previous research results and consistent with the results of research Mambu (2015) which says that the brand image has the effect of a positive influence on consumer purchase intentions. Research conducted by Temaja and Yasa (2019) found that brand image positive and significant impact on purchase intentions. Results of research conducted Indra (2018) found that there is a strong and positive relationship between the variables of brand image and purchase intention and has a significant influence. Ruslim and Andrew (2012) argues that brand image significantly influence purchase intention. The same study stated by Shah and Hussain (2012) that the brand image significant positive effect on purchase intention. Wang et al. (2014) say that the brand image does increase purchase intent.

The mediating effect of brand image on the influence of E-WOM on purchase intention

Based on the test results Sobel, found a positive influence between variables E-WOM on purchase intention through brand image variables. This suggests that increasing the E-positive WOM among consumers, so the higher purchase intent, with their brand image as a mediator can provide incentives to consumers to further strengthen in making purchasing decisions. The results of this study are supported by previous studies conducted by Suyoga and Santika (2018) which states that the brand image capable of mediating variables E-WOM influence on the intention to buy. Research conducted by the Princess and RakaSukawati (2019) shows that brand image is able to mediate the relationship between E-WOM on purchase intentions. Research conducted by Jalilvand et al. (2012) states that the brand image has a direct influence on purchase intentions and also the indirect effect of E-WOM on purchase intentions. Men and Pramudana Research (2018) states that the brand image and significant positive effect in mediating the effect of E-WOM. Siswanto and Junaidi (2017) said

E-WOM has a very strong influence on the intention to buy or indirectly mediated by brand image. As well as research Iswara and Jatra (2017) states that the role of brand image as a mediating influences and determine the effectiveness of E-WOM and purchase intentions. Men and Pramudana Research (2018) states that the brand image and significant positive effect in mediating the effect of E-WOM. Siswanto and Junaidi (2017) said E-WOM has a very strong influence on the intention to buy or indirectly mediated by brand image. As well as research Iswara and Jatra (2017) states that the role of brand image as a mediating influences and determine the effectiveness of E-WOM and purchase intentions. Men and Pramudana Research (2018) states that the brand image and significant positive effect in mediating the effect of E-WOM. Siswanto and Junaidi (2017) said E-WOM has a very strong influence on the intention to buy or indirectly mediated by brand image. As well as research Iswara and Jatra (2017) states that the role of brand image as a mediating influences and determine the effectiveness of E-WOM and purchase intentions.

VI. CONCLUSION

Based on the results of data analysis and discussion presented in the previous chapter, the conclusions of the results of this study are as follows: 1) E-WOM has a positive and significant effect on brand image, 2) E-WOM has a positive and significant effect on purchase intention, 3) brand image has a positive and significant effect on purchase intention, and 4) brand image has a positive and significant mediating effect on the influence of E-WOM on purchase intention. This shows that the higher E-WOM and brand image will increase purchase intention.

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