

THE ROLE OF BRAND IMAGE MEDIATES THE EFFECT OF E-WOM ON PURCHASE INTENTION

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ABSTRACT: This research was conducted on prospective consumers of Kopi Janji Jiwa in Denpasar City. The number of samples in this study were 130 respondents. The sampling technique was purposive sampling. Data collection was obtained from the results of distributing questionnaires online. Data analysis in this study used path analysis and Sobel test. The results of this study indicate that e-WOM has a positive and significant effect on Purchase Intention, e-WOM has a positive and significant effect on Brand Image, Brand Image has a positive and significant effect on Purchase Intention and Brand Image has a positive and significant effect as a mediation between e-WOM on Purchase Intention. The Coffee Janji Jiwa company is advised to carry out promotions both on social media online, Instagram, Facebook, Twitter and other online platforms in terms of its products, so that potential consumers have the desire to buy the Kopi Janji Jiwa product, the Janji Jiwa Coffee Company is advised to increase the e-WOM it implies. by providing information about the variety of Kopi Janji Jiwa products on the Kopi Janji Jiwa social media and enhancing the Brand Image that is implied by using robusta coffee beans originating from Sumatra as a characteristic of Janji Jiwa Coffee products.

Keywords: *Brand Image, e-WOM, Purchase Intention*

I. INTRODUCTION

The existence of coffee shops in big cities in Indonesia, especially in the city of Denpasar, is now very easy to find, not only in big malls but on the side of the road there are many coffee shops that are easy to find. One of the coffee shops that are currently trending is Kopi Janji Jiwa. The coffee shop "Janji Jiwa" is one of the coffee shops in Indonesia. Coffee Shop "Janji Jiwa", was first established by PT. Luna Boga Narayan as Business Owner at ITC Kuningan, namely Billy Kurniawan in 2018. Throughout the middle of 2019, there have been 700 coffee shop outlets "Janji Jiwa" in 50 major cities in Indonesia (kompas.com, 2019). Brand Manager of PT. Luna Boga Narayan, Michael, said that the name Kopi Janji Jiwa came from a beverage business owner who used to have a passion in the coffee sector. The coffee shop "Janji Jiwa" has a tag line, namely "Coffee from the Heart", this brand was issued as a promise from the deepest of the heart to serve coffee as one of its passions. Kopi Janji Jiwa serves a variety of local Indonesian coffee choices at affordable prices that adopt the concept of fresh to cup, then the coffee that is commonly used is robusta coffee originating from Sumatra (Lunarabrands.com, 2018).

In this study using the Purchase Intention variable (purchase intention) because purchase intention is closely related to purchase decisions, therefore intention can be used to predict the tendency of someone to make or not make a purchase, this is supported by the growth of several promised Jiwa Coffee Shops that have is in Denpasar City. Intention to buy is a type of decision that studies why customers buy brands in particular. Purchase Intention (purchase intention) is another important stage that marketers must pay attention to because intention is a condition that precedes individuals considering or making a decision to choose a product or service (Randi & Heryanto, 2016). Purchase Intention (purchase intention) can measure the possibility of consumers to buy a product, and the higher the purchase intention, the higher the willingness of consumers to buy a product. Purchase Intention (purchase intention) refers to what consumers think or consider buying a product indicating a higher level of actual purchase compared to customers who have no intention of buying. Another factor that affects Purchase Intention is the Brand Image which has distinctive characteristics that differentiate one product from another, even though it is of similar type (Handre & Ekawati, 2015).

The demand for an increasingly high quality product makes companies engaged in various business fields compete to improve and maintain the Brand Image of a product they have (Kusuma & Santika, 2017). Values can be formed from strong and connected associations with a brand. From several brand associations that are related to each other, it will give rise to a series called the Brand Image (brand image). Therefore, this study uses the Brand Image variable because without a strong and positive image it is very difficult for companies as a

market to influence consumer purchase intentions to attract the attention of new customers and retain existing customers. In the end, the brand image is considered by consumers in making purchasing decisions.

Not only is the coffee industry growing rapidly, but the development of communication and information is also growing rapidly with the progress of development making it easier for people to find information quickly and easily. This is supported by technological advances, in addition to technological advances that can be the cause of an increase in the economic sector. The internet is one of the technological advances that exist today, the internet is widely used by the public to explore or find information about products or services to keep up with news developments through social media. The internet can also be used as a medium of word of mouth communication. This makes it easier for people to share their experiences or opinions about the products that have been offered by the coffee shop owner. Consumers can seek opinions about reviews or comments from others online regarding products or services through websites or social media such as Kaskus, Twitter, Instagram, and others. This online marketing communication is called e-WOM (Electronic Word of Mouth). The reason for using the e-WOM variable is because the Electronic Word of Mouth can increase marketing effectiveness but can also destroy the reputation of the company's Brand Image that has been built, namely when there is a mismatch of activities within the organization or company. The discrepancy in question is the activity in the organization or company that does not match the expectations of the consumer. So that it raises a sense of customer dissatisfaction due to the use of these services or products (Lavenia et al, 2018).

Jalilvand (2012) states that e-WOM is one of the factors that can affect the Brand Image (brand image). In addition, in research conducted by Riyandika (2013), e-WOM is also a factor that greatly influences Brand Image compared to other variables in the study, from e-WOM communication it can have a positive influence on business practitioners if from an individual point of view e- WOM can influence individuals to consume the products they produce. On the other hand, if e-WOM can have a negative impact on business practitioners, then individuals do not want to consume the products they produce because of the bad experiences that people convey by word of mouth. If the e-WOM and Brand Image have a positive impact on potential customers, then the intention to buy is a type of decision that studies why customers buy products owned by the company.

has no significant effect on Purchase Intention. Torlak et al., (2014) found that e-WOM has no positive effect on Purchase Intention. The same research results were also stated by Majid and Rofiq (2014), where e-WOM has no effect on Purchase Intention. Behind the similarity of research results that have been carried out, there are different research results, where Luong, et al., (2017) and Elseidi and El-Baz (2016) have a positive and significant effect between e-WOM and Purchase Intention.

Based on the research gap stated between the e-WOM variable and Purchase Intention, it is suspected that there are variables that can strengthen the relationship between the two variables. The researcher added the Brand Image variable as a mediating variable between e-WOM and Purchase Intention (purchase intention). The reason for including the Brand Image variable as a mediating variable is that the better the Brand Image created due to the good distribution of e-WOM will encourage the emergence of consumer Purchase Intention towards a product. Through previous research conducted by Herdani and Sunaryo (2016) and Reza and Widowati (2019), it is revealed that e-WOM does not have a significant positive effect on Brand Image. Research conducted by Febriana and Rummyeni (2016) and Ruhamak and Rahayu (2016) found that word of mouth through online or electronic media has a positive influence on brand image. This result is reinforced by research conducted by Pertiwi and Sukawati (2017), Luong et al., (2017), Anggitasari and Wijaya (2016), Adriyati and Indriani (2017) and Aberdeen et al., (2016) which reveal that variables electronic word of mouth has a positive and significant effect on brand image. The bigger and stronger the e-WOM communication is carried out and the information circulating that is positive for a product, the better the brand image that will be generated in the minds of consumers regarding the product.

Research conducted by Khan & Ali (2017) reveals that Brand Image mediates the effect of e-WOM on Purchase Intention (purchase intention). The results of previous research conducted by Suyoga and Santika (2018) and Putri and Raka Sukawati (2019) stated that the Brand Image variable was able to mediate the effect of e-WOM on Purchase Intention (purchase intention). Siswanto and Junaedi (2017) say that e-WOM has a very strong influence on Purchase Intention (purchase intention) or is indirectly mediated by Brand Image. As well as the research of Iswara and Jatra (2017) states that the role of Brand Image as a mediation also influences and determines the effectiveness of e-WOM and Purchase Intention (purchase intention). Supported by the results of research by Ruhamak and Rahayu (2016) which revealed that the mediation effect of Brand Image (brand image) was the influence of e-WOM (Electronic Word of Mouth) and Purchase Intention (purchase intention). The results of research conducted by Pertiwi and Sukawati (2017) and Suyoga and Santika (2018) reveal that Brand Image is able to significantly mediate the relationship between e-WOM (Electronic Word of Mouth) and Purchase Intention.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Khan et al., (2015) stated that satisfaction induces word of mouth through online or electronic media where this communication has a positive influence on consumer intentions to buy a product. In research Sa'ait et al., (2016), stated that e-WOM has a positive impact on Purchase Intention but not significant. Behind the similarity of research results that have been carried out, there are different research results, where Luong, et al., (2017) and Elseidi and El-Baz (2016) have a positive and significant effect between e-WOM and Purchase Intention. Similar conditions are also evidenced in several previous studies that have shown a positive and significant effect between e-WOM and purchase intention (Anggitasari and Wijaya, 2016; Iswara and Jatra, 2017; Ardana and Rastini, 2018; Darmawan and Nurcaya, 2018).

H1: e-WOM has a positive and significant effect on Purchase Intention.

The influence of e-WOM (Electronic Word of Mouth) on Brand Image which is conveyed through word of mouth through online or electronic media will shape the perception of the image in the minds of consumers. The results of research conducted by Herdani and Sunaryo (2016) and Reza and Widowati (2019) reveal that e-WOM does not have a significant positive effect on Brand Image. Research conducted by Febriana and Romyeni (2016) and Ruhamak and Rahayu (2016) found that word of mouth through online or electronic media has a positive influence on brand image. This result is reinforced by research conducted by Pertiwi and Sukawati (2017), Luong et al., (2017), Anggitasari (2016), Adriyati and Indriani (2017) and Aberdeen et al., (2016) which reveal that the Electronic Word variable of Mouth has a positive and significant effect on brand image. The bigger and stronger the e-WOM communication is carried out and the information circulating that is positive for a product, the better the brand image that will be generated in the minds of consumers regarding the product.

H2: e-WOM has a positive and significant effect on Brand Image.

The more positive the brand image of a product, the higher the consumer's intention to buy the product. Ultimately, the brand image is considered by consumers in making purchasing decisions. Research by Arista and Triastuti (2011) and Reza and Widowati (2019) and Jotopurnomo, et al (2015) revealed that Brand Image does not have a significant effect on Purchase Intention. Research by Mendrofa (2012), (Ali, Xiaoling, and Sherwani (2018), Wahyuni and Suparna (2014) produces results that show that brand image has a positive influence on purchase intention. This is supported by research results from Krido and Kemas (2016)), Pratama et al., (2017), Charo et al., (2015), Febriyanti and Aniek (2016), Aberdeen et al., (2016), Iswara and Jatra (2017) and (Cham et al., 2016)) revealed that Brand Image with Purchase Intention has a positive and significant influence on Purchase Intention (purchase intention). Because brands greatly affect the company, it can be assumed that the development of a good brand image can stimulate higher consumer purchase intentions.

H3: Brand Image has a positive and significant effect on Purchase Intention

Research conducted by Khan & Ali (2017) reveals that Brand Image mediates the effect of e-WOM on Purchase Intention. The results of research conducted by Suyoga and Santika (2018) and Putri and Raka Sukawati (2019) state that the Brand Image variable is able to mediate the effect of e-WOM on Purchase Intention (purchase intention). Siswanto and Junaedi (2017) say that e-WOM has a very strong influence on Purchase Intention (purchase intention) or is indirectly mediated by Brand Image. As well as the research of Iswara and Jatra (2017) states that the role of Brand Image as a mediation also influences and determines the effectiveness of e-WOM and Purchase Intention (purchase intention). Supported by the results of research by Ruhamak and Rahayu (2016) which revealed that the mediation effect of Brand Image (brand image) has the effect of e-WOM (electronic word of mouth) and Purchase Intention (purchase intention) as well as the results of research conducted by Pertiwi and Sukawati (2017)) and Suyoga and Santika (2018) who reveal that Brand Image is able to significantly mediate the relationship between e-WOM (electronic word of mouth) and Purchase Intention (purchase intention).

H4: Brand Image is significantly mediates the effect of e-WOM on Purchase Intention.

III. RESEARCH METHODS

This research was conducted in Denpasar City, because Denpasar City has the most dense population in Bali, which is around 962,900 people (BPS, 2020). Denpasar City is a promising market and has a potential as a market center, because the purchase intention of a product is in accordance with the purchase intention of coffee, especially Kopi Janji Jiwa, so this location is relevant to be selected as a research location. The method of collecting data in this study is a method using a questionnaire. Measurement of respondents' answers is measured using a Likert scale.

The population in this study were prospective consumers of Kedai Kopi Janji Jiwa. Now (2014) suggests that a good sample size is 5-10 times the number of variables or indicators in the study. This study uses 16 indicators, so using an estimate based on the number of parameters obtained a sample size of 80-160 respondents. The number of sample respondents to be tested is obtained from the following calculation results:

$$\begin{aligned} \text{Number of respondents} &= \text{number of indicators} \times 8 \\ &= 16 \text{ indicators} \times 8 \end{aligned}$$

= 128 respondents

Respondent data collected were as many as 130 respondents, the sample in this study were potential consumers who have never made a purchase.

This study uses path analysis techniques (path analysis) to answer the hypothesis formulation that has been made. The basis for calculating the path coefficient is correlation and regression analysis. The calculations use software with the SPSS for windows program. The following are the similarities in the analysis of this research path:

Sub-Structural Equations 1

$$Y1 = \beta1X + e1 \dots\dots\dots (1)$$

Sub-structural Equation 2

$$Y = \beta2X + \beta3Y1 + e2 \dots\dots\dots (2)$$

Information:

Y1 = Brand Image

X = e-WOM

Y2 = Purchase Intention

$\beta1, \beta3, \beta2$ = Regression Coefficient

e1, e2 = error of term or confounding variable

IV. RESULTS AND DISCUSSION

Path Analysis Results

Creating a structural equation for calculating the path coefficient was carried out by means of regression analysis using SPSS 24.0 for Windows software, the results shown are shown in Table 1 below.

Table 1. Path Analysis 1

Variable	Unstandardized Coefficients		Standardized Coefficients	t value	Sig. t-test
	B	Std. Error	Beta		
(Constant)	0,599	0,814		0,736	0,463
e-WOM (X)	0,297	0,022	0,767	13,535	0,000
R Square	0,589				
F Statistic	183,207				
Sig. F Test	0,000				

Primary Data, 2020

Based on the results of the substructure path analysis 1 as presented in Table 1, the following structural equations can be made:

$$M = \alpha + \beta1X + e1$$

$$M = 0.599 + 0.767 X + 0.022$$

The regression coefficient value of the e-WOM variable is positive with a t test significance value of less than 0.05. This shows that the e-WOM variable has a significant positive effect on the brand image variable. The magnitude of the effect of the independent variables on the dependent variable as indicated by the total determination value (R Square) of 0.589 means that 58.9% of the variation in brand image is influenced by the variation of e-WOM, while the remaining 41.1% is explained by other factors. not included in the model.

Table 2. Path Analysis 2

Variable	Unstandardized Coefficients		Standardized Coefficients	t value	Sig. t-test
	B	Std. Error	Beta		
(Constant)	-0,427	0,864		-0,494	0,622
e-WOM	0,358	0,036	0,683	9,887	0
Brand Image	0,304	0,094	0,224	3,242	0,002
R Square	0,751				
F Statistic	191,407				
Sig. F Test	0				

Primary Data, 2020

Based on the results of the path analysis for substructure 2 as presented in Table 2, the following structural equations can be made:

$$Y = \alpha + \beta2X + \beta3M + e$$

$$Y = -0.427 + 0.683 X + 0.224 M + 0.094$$

The regression coefficient value of each independent variable is positive with a t test significance value of less than 0.05. This shows that all independent variables have a significant positive effect on the dependent variable.

The magnitude of the influence of the independent variables on the dependent variable as indicated by the total determination value (R Square) of 0.751 means that 75.1% of the variation in Purchase Intention is influenced by variations in e-WOM and Brand Image, while the remaining 23.9% is explained by factors others that were not included in the model.

Table 3. Direct, Indirect and Total Effect of E-WOM (X), Brand Image (M), and Purchase Intention (Y)

Variable	Direct Effect	Indirect Effect through Brand Image (Y1) ($\beta_1 \times \beta_3$)	Total Effect
X → M	0,767	-	0,767
X → Y	0,683	0,172	0,855
M → Y	0,224	-	0,224

Primary Data, 2020

Based on table 3, it shows that the direct effect of e-WOM on the Brand Image is 0.767. The direct effect of the e-WOM variable on Purchase Intention is 0.683. The direct effect of the Brand Image variable on Purchase Intention is 0.224. This means that the Purchase Intention variable is more influenced by e-WOM than Brand Image, while the indirect effect of the e-WOM variable on Purchase Intention through Brand Image is 0.172. So the total effect of the e-WOM variable on Purchase Intention through Brand Image is 0.855 So it can be concluded that the greater the total effect of e-WOM on Purchase Intention through Brand Image, than the direct effect of e-WOM on Purchase Intention without going through the Brand Image variable.

Based on the substructure 1 and 2 substructure models, the final path diagram model can be drawn up. Before compiling the final path diagram model, first the standard error values are calculated as follows:

$$Pe_i = \sqrt{1 - R_i^2}$$

$$Pe_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,589 \times 0,589} = 0,808$$

$$Pe_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,751 \times 0,751} = 0,660$$

Based on the calculation of the effect of error (Pei), the result of the effect of error (Pe1) is 0.808 and the effect of error (Pe2) is 0.660. The results of the total coefficient of determination are as follows:

$$R_m^2 = 1 - (Pe_1)^2 - (Pe_2)^2$$

$$= 1 - (0,808)^2 - (0,660)^2$$

$$= 1 - (0,653) - (0,436)$$

$$= 1 - 0,285 = 0,715$$

Based on the calculation of the total coefficient of determination, the total determination value of 0.715 means that 71.5% of Purchase Intention variations are influenced by variations in e-WOM and Brand Image, while the remaining 28.5% is explained by other factors not included in the model. The results of the path coefficient on the research hypothesis can be illustrated in Figure 1 below:

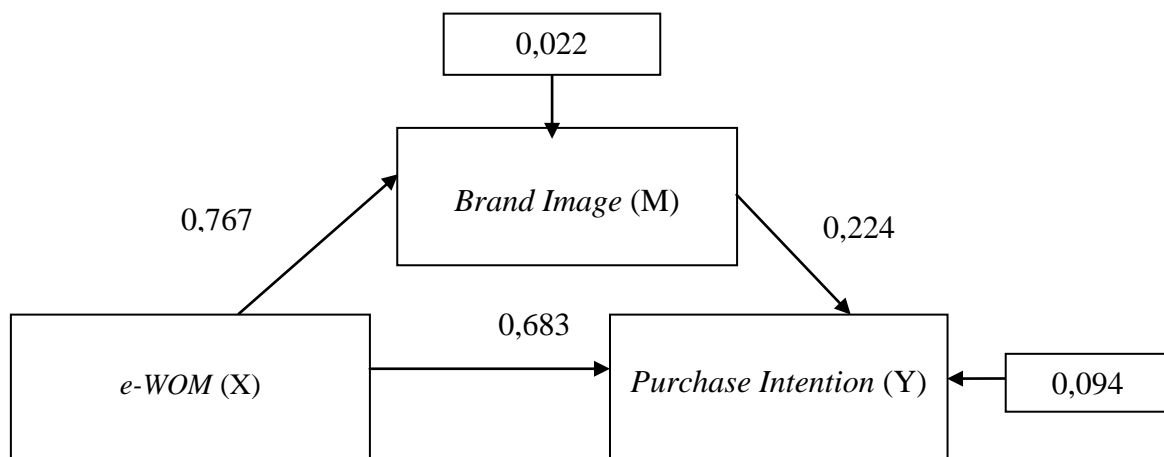


Figure 1.
Path Diagram Model

The Effect of e-WOM on Purchase Intention.

Based on the results of the analysis of the effect of e-WOM on Purchase Intention, the significance value is 0.000 with a beta coefficient value of 0.683 is positive. The significance value of $0.000 < 0.05$ indicates that H0 is rejected and H1 is accepted. This result means that e-WOM has a positive and significant effect on Purchase Intention.

e-WOM is a positive or negative statement made by potential customers, actual customers, and former customers about a product or company via the internet. In today's digital world, electronic word of mouth can influence consumer behavior, one of which is consumer Purchase Intention of a product. This is in line with research conducted by Sa'ait et al., (2016) which states that e-WOM has a positive impact on Purchase Intention but is not significant.

The Effect of e-WOM on Brand Image.

Based on the results of the analysis of the effect of e-WOM on Brand Image, it was obtained a significance value of 0.000 with a beta coefficient value of 0.767 that was positive. The significance value of $0.000 < 0.05$ indicates that H0 is rejected and H2 is accepted. This result means that e-WOM has a positive and significant effect on brand image.

E-WOM (electronic word of mouth) has a positive and significant effect on Brand Image. The bigger and stronger the e-WOM communication is carried out and the information circulating is positive about a product, the better the brand image that will be generated in the minds of consumers regarding the product. This is in line with research conducted by Adriyati and Indriani (2017), Pertiwi and Sukawati (2017), Luong et al., (2017), Anggitasari (2016), and Aberdeen et al., (2016) which state that electronic variables word of mouth has a positive and significant effect on brand image.

The Effect of Brand Image on Purchase Intention

Based on the results of the analysis of the effect of Brand Image on Purchase Intention, a significance value of 0.002 is obtained with a positive beta coefficient value of 0.224. The significance value of $0.002 < 0.05$ indicates that H0 is rejected and H3 is accepted.

This result means that Brand Image has a positive and significant effect on Purchase Intention. Brand Image which has distinctive characteristics that differentiate one product from one another even though it is of the same type. Without a strong and positive Brand Image, it is very difficult for companies to influence consumer Purchase Intention to attract new customers' attention and retain existing customers.

This is in line with research conducted by Iswara and Jatra (2017) which states that Brand Image with Purchase Intention has a positive and significant effect on Purchase Intention (purchase intention).

Based on table 3, it shows that the direct effect of e-WOM on the Brand Image is 0.767. The direct effect of the e-WOM variable on Purchase Intention is 0.683. The direct effect of the Brand Image variable on Purchase Intention is 0.224. This means that the Purchase Intention variable is more influenced by e-WOM than Brand Image, while the indirect effect of the e-WOM variable on Purchase Intention through Brand Image is 0.172. So the total effect of the e-WOM variable on Purchase Intention through Brand Image is 0.855. So it can be concluded that the greater the total effect of e-WOM on Purchase Intention through Brand Image, than the direct effect of e-WOM on Purchase Intention without going through the Brand Image variable.

The Role of Brand Image Mediates the Effect of E-WOM on Purchase Intention

To test the significance of the indirect effect, the z value of the ab coefficient is calculated by the following formula:

$$S_{ab} = \sqrt{(0,022)^2(0,767)^2 + (0,094)^2(0,224)^2 + (0,022)^2(0,094)^2}$$

$$S_{ab} = 0,027$$

Information:

0.022 = Standard error coefficient a

0.094 = Standard error coefficient b

0.027 = The amount of the indirect standard error

0.767 = path coefficient X against M

0.224 = Path coefficient M to Y

To test the significance of the indirect effect, calculate the z value of the ab coefficient with the following formula:

$$Z = \frac{ab}{\frac{S_{ab}}{(0,767)(0,224)}}$$

$$Z = \frac{0,027}{0,027}$$

$$Z = 5,608$$

Therefore Z count is $5.608 > 1.96$. This means that Brand Image has a positive and significant effect as a mediation between e-WOM and Purchase Intention.

VAF is a measure of how much the mediating variable is able to absorb the direct effect that was previously significant from the model without mediation. VAF can be calculated by $(b \times c) / (a + b \times c)$. If the VAF value is

above 80 percent, it indicates the role of Y1 as full mediation. Furthermore, if the VAF value is between 20 percent to 80 percent, it can be categorized as partial mediation. However, if the VAF value is less than 20 percent, it can be explained that there is almost no mediating effect.

$$\text{VAF} = (0.683 \times 0.224) / (0.767 + 0.224 \times 0.683) = 0.205 \text{ or } 20.5 \text{ percent.}$$

Since the VAF value (20.5 percent) is more than 20 percent, it can be explained that there is a mediating effect or in other words, Brand Image as a partial mediation.

The mediation role test of Brand Image on the effect of e-WOM on Purchase Intention can be done by examining the coefficient of direct influence of the independent variable on the dependent variable in the model by involving the mediating variable. The results of the mediation test have shown that according to the criteria the effect of the independent variable on the mediation variable ($0.000 < 0.05$) is significant, the effect of the mediation variable on the dependent variable ($0.002 < 0.05$) is significant, the direct effect of the independent variable on the dependent variable in the model involving the mediating variable ($0.000 < 0.05$) is significant, so it can be said to be partial mediation. Thus, Brand Image as a partial mediation between the effect of e-WOM on Purchase Intention, then hypothesis 4, which states that Brand Image is able to mediate positively and significantly the effect of e-WOM on Purchase Intention is accepted. Based on the results of data analysis, the calculated Z value is $5.608 > 1.96$. This means that Brand Image has a positive and significant effect as a mediation between e-WOM and Purchase Intention. In addition, the VAF value is 20.5%, which is more than 20%, so it can be explained that there is a mediating effect, or in other words, Brand Image as a partial mediation.

Purchase Intention can be used to analyze consumer behavior, before making a purchase, potential customers will look for information about a product. Then prospective consumers will conduct research on products based on the information they have, then prospective consumers will make product comparisons and evaluate and make a purchase decision. positive e-WOM in order to create Purchase Intention for consumers. A strong and positive brand image, it is very difficult for companies to influence consumer purchasing intentions. This is in line with research conducted by Khan & Ali (2017) which states that Brand Image mediates the effect of e-WOM on Purchase Intention (purchase intention).

V. CONCLUSION

Based on the results of the above explanation, it is found that e-WOM has a positive and significant effect on Purchase Intention. This implies that to obtain maximum Purchase Intention, management should maximize e-WOM. e-WOM is a form of positive or negative communication that has evolved from WOM to e-WOM with electronic use via the internet which is better than personal selling or conventional advertising where consumers can use the internet to share their experiences after using the product. Thus, e-WOM can be improved by improving service and quality of products so that many positive reviews will be obtained and reviewed by consumers on social media. In addition, the above explanation shows that Brand Image has a positive and significant effect on Purchase Intention. This implies that to obtain maximum Purchase Intention, management should maximize the Brand Image. A Brand Image is a set of identities that differentiates one product from another that signals consumers about the source of the product, and protects both consumers and producers from competitors who try to provide products that look identical. Thus the Brand Image can be maximized by creating a unique and attractive brand and characteristic of the product.

For further researchers, the results of this study are expected to be used as a literature review to carry out related research. In addition, the results of this study can also be used as a source of teaching in related subjects by expanding the scope of research with consumers spread across various regions. Future research also needs to consider using other variables such as price, promotion, product quality so that it can enrich the information obtained.

Research Limitations

Based on the research that has been done, there are several limitations in this study. This is in the form of the limited sample used, namely 130 people. This should be overcome by increasing the sample used. The data collection time is a cross section, so the data analysis only uses momentary data and the results cannot be used as a predictive decision and the variables used in constructing the research model only consist of one independent variable and one mediating variable. In the future, this should be overcome by reconstructing other research models by combining it with other variables in the form of mediation and moderation.

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