

The Role of Brand Attitude Mediates the Effect of Electronic Word of Mouth on Purchase Intention at Sekopi Coffee Shop In Denpasar City

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ABSTRACT : Purchase intention is consumer's desire to buy a product. The number of coffee shops that steadily increasing due to the abundance of coffee beans and the high level of national coffee consumption has created an intense competition, in order to survive in this competition, a company needs to increase consumer purchase intention. This study aims to determine the role of brand attitude mediates the indirect effect of electronic word of mouth (EWOM) on purchase intention of Sekopi Coffee Shop consumers in Denpasar City. This study using non probability sampling and purposivesampling technique as sampling method. Primary data used in this study was collected using google form as an instrument which was distributed to research respondents. 100 respondents who participated in this research were consumers who have never made purchases at Sekopi Coffee Shop. The analysis technique used was Structural Equation Model(SEM) based on Partial Least Square(PLS) using Smart PLS 3.0 program. This study found that electronic word of mouth (EWOM) has positive and significant effect on purchase intention. Electronic word of mouth (EWOM) has positive and significant effect on brand attitude. Brand attitude has positive and significant effect on purchase intention. Brand attitude significantly mediates the effect of electronic word of mouth (EWOM) on purchase intention.

KEYWORDS : *electronic word of mouth, brand attitude, purchaseintention.*

I. INTRODUCTION

The International Coffee Organization (ICO) in 2019 recorded Indonesia as the fourth largest coffee bean producer in the world with 639 thousand tons of coffee beans produced per year, apart from having a high level of coffee production, the amount of coffee consumption in Indonesia also increased every year, which was 279 thousand tons in 2017 to 288 thousand tons of coffee consumed in 2019 (Statista, 2020). The high level of coffee consumption supported by abundant raw material resources (coffee beans) is seen as a profitable opportunity to get in the coffee industry (Nurikhsan et al., 2019). This indicated by the rapidly growing number of coffee shops in various regions in Indonesia, including in Denpasar City.

The way people prefer to enjoy having a cup of coffee at a coffee shop rather than at home has become a trend which even for some people is part of their lifestyle (Wijaya & Suparna, 2017), these days people tend to spend longer time hanging out in a coffee shop for self-actualization and socializing activities (Herlyana, 2012 ; Fauzi et al, 2017). The number of coffee shops that steadily increasing in various regions has created an intense competition, to survive from this competition it's important for marketers to have an appropriate marketing strategy to increase consumer purchase intention, especially for those new coffee shops in the market compared to competitors, such as one of the new coffee shops established in 2019 in Denpasar, namely Sekopi Coffee Shop.

Based on the results of an interview conducted on March 20th 2020 with the owner of Sekopi, namely Kadek Bery Sanjaya, it was found that the intensity of purchases occurred more to the same people, while the intensity of purchases by new consumers is still quite low, so it becomes a challenge for Sekopi to survive in the high competition by giving more attention on how to increase purchase intention of their consumers. Purchase intention is consumers' tendency to buy a product, where purchase intention is formed on the product evaluation stage carried out by consumers (Kotler & Armstrong, 2008: 181). Research on purchase intention is important for marketers, because an increase in consumer purchase intention directly reflects an increase in probability of an actual purchases (Martins et al., 2018). Previous studies of purchase intention have been conducted and found several variables that affect purchase intention such as brand attitude (Syafaruddin et al., 2016; Kudhnesia & Kumar, 2017; Singh & Banerjee, 2019), and electronic word of mouth or EWOM (Kudhnesia & Mittal, 2016; Apsari, 2019; Tien et al., 2019).

Electronic word of mouth (EWOM) is a statement made by potential, actual, or former consumers about a product or company, which is available to be accessed by many people on the internet (Hennig et al., 2004). The high enthusiasm for the use of the internet and social media has led to the EWOM concept getting more attention and has become one of the important strategies of marketers (Esmalpour & Aram, 2016; Hussain et al., 2018). Electronic word of mouth (EWOM) can be a form of reference that consumers use to evaluate a product, which then can affect consumer purchase intention (Lkhaasuren & Nam, 2018; Candra & Suparna, 2019). A positive EWOM has a tendency to increase purchase intention for certain products and brands (Singh & Banerjee, 2019), it can also lead other consumers directly to buy a product (Heryana & Yasa, 2019).

Research conducted by Nuseir (2019) and Nurcaya & Dewi (2020) found that EWOM positively and significantly affects consumer purchase intention, on the other hand, Yohana et al. (2020) found EWOM positively affects purchase intention but not significant. This inconsistent research results are presumed to be caused by other factors that can influence purchase intention, so that it requires mediation role to strengthen this relationship. Brand attitude is considered as an important factor in the emergence of consumer intentions to buy a product (Singh & Banerjee, 2019).

According to Razak et al. (2019) brand attitude is a response shown by consumers to some specific products. If consumers have a good response or positive attitude after conducting an overall evaluation, then there will be an increase of their intention to buy the product (Garg & Joshi, 2018; Suarjana & Suparna, 2019; Wang et al., 2019). The positive EWOM that consumers get from the other consumers about a product or brand can affect their attitude towards the product, and when consumers have a positive response or attitude towards the product, they will tend to have a strong intention to choose and even buy the product that they like (Suryani, 2008: 160; Schiffman & Wisenblit, 2015: 144; Mahaputra & Stiawan, 2019). Research conducted by Kudhnesia & Mittal (2016), Matute et al. (2016) and Kudhnesia & Kumar (2017) found that brand attitude significantly mediates the indirect effect of EWOM on purchase intention.

To strengthen the research phenomenon, the researcher conducted a pre-survey of 15 respondents who have never made purchases at Sekopi Coffee shop. The pre-survey data shows that 13 respondents answered that information from the other consumers spread through social media (EWOM) about Sekopi is an important reference for them in assessing or evaluating Sekopi. Furthermore, we can see the results of the evaluation through consumer responses (brand attitude), and the data obtained shows that the brand attitude is highly considered by respondents, where 14 respondents agree that the positive or negative feelings they feel when evaluating Sekopi greatly determine whether they are interested or not to make a purchase. Pre-survey data also shows there were still 5 respondents answered that they are not interested in making purchases at Sekopi, so it is important to do the research by connecting these three variables to find out how to increase consumer purchase intention at Sekopi Coffee Shop by utilizing EWOM and Brand Attitude.

The purpose of this study is first to explain the effect of EWOM on purchase intention of Sekopi Coffee shop consumers in Denpasar City. Second, to explain the effect of EWOM on brand attitude of Sekopi Coffee shop consumers in Denpasar City. Third, to explain the effect of brand attitude on purchase intention of Sekopi Coffee shop consumers in Denpasar City. Fourth, to explain the role of brand attitude in mediating the indirect effect of EWOM on purchase intention of Sekopi Coffee shop consumers in Denpasar City.

II. CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT

Literature Review Purchase Intention (PI)

Kotler & Armstrong (2008: 181) explain that purchase intention is formed on the product evaluation stage carried out by consumers, where purchase intention itself defined as consumers' tendency to buy a product. Purchase intention is consumer behavior that is shown through their desire to find and buy certain products or services (Chaffey & Chadwick, 2016: 67). According to Schiffman & Kanuk (2007: 470) purchase intention is the consumer's desire for a product and tries to find additional information about the product that they want. Briliana & Silaen (2019) define purchase intention is the intensity or desire of consumers to purchase a product. Purchase intention is an indication of how much intensity or consumer desire to purchase products offered by a particular brand or company as a result of the evaluation that conducted by consumers.

Kotler & Keller (2016: 585) explain purchase intention has several elements that are described in the AIDA model (Attention, Interest, Desire, and Action). Research on purchase intention is important because it shows how to get consumers tendency to act before they actually make a purchase (Dewi & Arda ni, 2019). Consumer purchase intention tends to appear when they find the brands they like (Kotler and Armstrong, 2016 : 198), the greater the desire (intensity), the more likely it is for the actual purchase to occur (Garg & Joshi, 2018). Intention usually appears when consumers evaluate the brand, one of which is through the use of EWOM (Kudeshia & Kumar, 2017). The results of the evaluation in the form of a positive attitude towards the brand can cause the tendency of consumers to make purchases at the brand (Wang et al., 2019). Marketers can also more closely reflect the intention and values of consumers that always change by looking at consumer lifestyle and in the end these intentions can influence their behavior (Kusuma & Suparna, 2015).

Electronic word of mouth (EWOM)

According to Schiffman & Wisenblit (2015: 429) electronic word of mouth (EWOM) is word of mouth that taking place online and occurs in social networks. EWOM can be defined as communication from one consumer to another consumer which talk about products or services of a company, because it applies online, this makes the conversation way easier (Chaffey & Chadwick, 2016: 530). EWOM is a form of consumer willingness to share information with others to buy or use a product through the internet and not in commercial way (Syafaruddin et al., 2016). Electronic word of mouth (EWOM) is a dissemination of information between consumers through online media in the form of opinions or recommendations regarding a specific product, certain service or brand of a company.

EWOM has become an effective strategy and believed to increase consumer purchase intention (Chaffey & Chadwick, 2016: 530). The existence of the internet and technological advances today have created the digital era (Kotler & Armstrong, 2008: 237). This has changed the way consumers interact and facilitates consumers to share their experiences or recommendations about products through online activities (Elseidi & El-Baz, 2016). EWOM allows consumers to compare alternatives about products after searching for informations (Hussain, 2018). Electronic word of mouth is an important reference in consumer decision-making process especially when they want to get more information about the quality of a product or service (Candra & Suparna, 2019). These days most consumers trust what other consumers say or recommend more than what companies say through advertisements (Kotler & Armstrong, 2012: 139).

Brand Attitude (BA)

Schiffman & Wisenblit (2015: 144) said that brand attitude can be explained as a consistent response either in favorable or unfavorable way towards a given object that can be product, service, or brand. Brand attitude is the consumer personal recognition and emotional aspect of a particular brand (Lee et al., 2017), it is based on what consumer thinks and feels about a particular brand, wherein the result of those thoughts and feelings will be shown on what they plan to do (Heryana & Yasa, 2020). According to Ramesh et al. (2018) brand attitude is a consumer's reaction to a brand, such as their favorable feelings for that brand, where attitude can be linked to consumer personality or their self-expression (Suparna et al., 2018). Furthermore, Schiffman & Wisenblit (2015: 145) explain that although attitude leads to behavior in general, attitude is not the same as behavior, where attitude reflects either favorable or unfavorable feelings of an object, which might or not might leads to behavior.

Brand attitude is a consumer's response to a brand as a result of the overall evaluation, where the response is determined by what consumers think (cognition) and feel (affection) regarding a brand and how strong these thoughts and feelings are. Schiffman & Wisenblit (2015: 147) mention the tri-components attitude model maintains that attitude consists of three components: cognitive, affective, and conative. Build a positive brand attitude of consumer has become an important construct in marketing (Singh & Banerjee, 2019) it's because consumer attitudes towards a product often affect consumer purchase intention (Garg & Joshi, 2018), and it also has become the main decisive factor of whether consumers' intention to buy a product will occur or not (Kudeshia & Kumar, 2017). Consumers will buy the products they like (Schiffman & Wisenblit, 2015: 165).

Hypothesis

The Effect of EWOM on Purchase Intention

EWOM is an online communication between consumers that talk about information of certain products (Chaffey & Chadwick, 2016: 530). These days most consumers believe more what is said or recommended by other consumers who have tried the products rather than what the company says through advertising (Kotler & Armstrong, 2008: 128). Positive EWOM can reduce consumer uncertainty and tend to increase consumer intention to buy (Pratiwi & Yasa, 2019). The better the electronic word of mouth that occurs, the more consumers will buy a product (Candra & Suparna, 2019). Research conducted by Lkhaasuren & Nam (2018), Pentury et al. (2019) and Nurcaya & Dewi (2020) found that EWOM has a positive and significant effect on purchase intention. Based on the literature review and empirical studies, the hypothesis arranged as follows: H1: EWOM has a positive and significant effect on purchase intention.

The Effect of EWOM on Brand Attitude

Brand attitude is the overall evaluation and response of consumers to a brand (Razak et al., 2019). Schiffman & Wisenblit (2015: 112) states that consumer response to a brand can be created through electronic word of mouth, where the online reviews (EWOM) that are persuasive and make sense can significantly influence, convince, and trigger the emergence of positive attitudes towards brands (Torres et al., 2019). Research conducted by Kudhesia & Kumar (2017), Pratiwi & Yasa (2019), and Heryana & Yasa (2020) found that EWOM has a positive and significant effect on brand attitude. Based on the literature review and empirical studies, the hypothesis arranged as follows:

H2: EWOM has a positive and significant effect on brand attitude.

The Effect of Brand Attitude on Purchase Intention

Brand attitude is considered to be an effective predictor of consumer behavior (Suryani, 2008: 159). Consumers' intention to buy a product is influenced by their attitude towards the product itself (Suarjana & Suparna, 2019). According to Kotler & Keller (2016: 198) purchase intention is consumers tendency to buy a product which appears as a result of consumers' response or attitude towards a product. Consumers tend to make purchases on products they like (Schiffman & Wisenblit, 2015: 165). Research conducted by Jin & Kwon (2016); Pratiwi & Yasa (2019); and Suarjana & Suparna (2019) found that brand attitude has a positive and significant effect on purchase intention. Based on the literature review and empirical studies, the hypothesis arranged as follows:

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

The Role of Brand Attitude Mediates the Indirect Effect of EWOM on Purchase Intention

Schiffman & Wisenblit (2015: 144) explains that attitudes are able to encourage consumers in intention either to buy or not to buy a product, where this attitude can arise or be influenced by exposure to information from other consumers (EWOM). The effect of positive EWOM on purchase intention will be stronger if the positive EWOM that spread also be able to make an increase of brand attitude of consumer (Mahaputra & Setiawan, 2019). Research conducted by Kudhesia & Mittal (2016); Matute et al. (2016); and Kudeshia & Kumar (2017) found that brand attitude significantly mediates the indirect effect of EWOM on purchase intention. Based on the literature review and empirical studies, the hypothesis arranged as follows:

H4: Brand attitude has a significant role in mediating the indirect effect of EWOM on purchase intention.

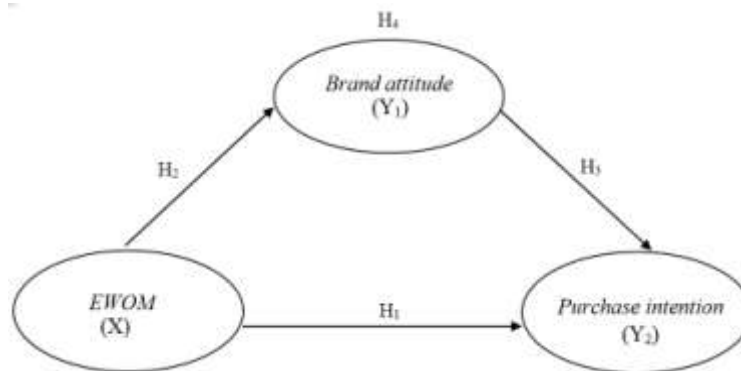


Figure 1. Conceptual Model

III. RESEARCH METHODS

This research is a type of research that uses a quantitative approach with a sociative methods. The research was conducted in Denpasar with consideration because Denpasar has a high population density and mobility, has a tendency towards a consumptive lifestyle, and most of Sekopi's consumers are residents of Denpasar City, which expected that that will make it easier for researcher to conduct the research. Sekopi Coffee shop was chosen because it's located in Denpasar and it still has a relatively low consumer purchase intention.

The exogenous variable in this study is electronic word of mouth (X). The endogenous variable that has role as a mediator in this study is brand attitude (Y1). The endogenous variable in this study is the purchase intention (Y2). The purchase intention variable indicator is measured by referring to the journal Sa putra & Widiartanto (2019), the brand attitude indicator refers to Lee et al. (2017); Wang et al. (2019); and Aswin & Hidayat (2019), and indicators of electronic word of mouth refer to Lugina (2015) and Swari & Darma (2019). All indicators in this study measured using Likert Scale with 5 points, from 1 = strongly disagree to 5 = strongly agree.

This study using sources of data including primary data sources in the form of respondents' opinions on questionnaires and secondary data sources in the form of data from the Indonesian Ministry of Industry, Bali Provincial Tourism Office, books and journals related to the information used in the study. The population in this study are consumers who live in Denpasar City who have never made purchases at Sekopi Coffee shop, whose number is unknown. This study uses 13 indicators, so that the sample size is 5 x 13 = 65 and 10 x 13 = 130, from these results obtained a number of 65 to 130 respondents, therefore researcher chose 100 people as respondents and considered representative (Sugiyono, 2017: 91).

The sampling method used in this study is non-probability sampling with purposive sampling technique. The criteria for respondents used in this study are respondents who live in Denpasar City, are at least 17 years old, have accessed social media owned by Sekopi, and have never made purchases at Sekopi Coffee shop.

The data analysis technique used is the Structural Equation Model (SEM) based on Partial Least Square (PLS) through the SmartPLS 3.0 program, by evaluating the outer model and the inner structural model. Another data analysis technique used is the Sobel test to determine the significance of the indirect effect of variable EWOM (X) on purchase intention (Y2) through brand attitude (Y1), if the z calculated value > z table (1.96), then brand attitude is considered to significantly mediates this indirect relation between EWOM and purchase intention.

TABLE 1. Research variables indicators

Variable	Indicator	Description	References
EWOM (X)	X1 Relevance	Recipients think that the messagesharedis interesting or useful for them	Lugina (2015) and Swari &
	X2 Accuracy	Recipients' perception that the message is considered correct. It is also refers to the reliability of the message.	
	X3 Comprehensiveness	It refers to the completeness of the message shared	

	X4 EWOM Quality	Recipients think that the message shared is easy to understand	Da rma (2019)
	X5 EWOM Quantity	It refers to the popularity of a product or service that shown through the quantity of consumer reviews	
<i>Brand Attitude (Y1)</i>	Y1.1 Desirable	It refers to the sense of wanting a product that offered by a particular company or brand	
	Y1.2 Good Feeling	It refers to positive feelings, such as the pleasure that consumers get from a particular company or brand	Lee et al. (2017);
	Y1.3 Pleasant	It refers to consumers feeling comfortable in a particular product, service or brand	Wang et al. (2019); and
	Y1.4 Attractive	It refers to the uniqueness of a particular company's product that makes consumers more interested	Aswin & Hidayat (2019)
	Y1.5 Favorable	It refers to a impression that makes consumers like the products offered by a company compared to others	
<i>Purchase Intention (Y2)</i>	Y2.1 Explorative Interest	Consumers intend to find out more information about a product to be purchased	
	Y2.2 Transactional Interest	Consumers intend to make purchases on a product any time soon	Saputra & Widiartanto (2019)
	Y2.3 Preferential Interest	Consumers intend to make a product their first choice in purchasing activities	
	Y2.4 Referential Interest	Consumers intend to recommend a product to other consumers	

IV. RESULT AND DISCUSSION

Descriptive Analysis

TABLE 2.
Characteristic of Respondents

Characteristic	Category	Frequency	(%)
Sex	Male	34	34
	Female	66	66
Age	17-22	93	93
	23-28	7	7
	29-34	0	0
	35-40	0	0
	≥ 41	0	0
Education	High School / Equivalent	81	81
	Diploma	3	3
	Bachelor Degree	15	15
	Magister Degree	1	1
Occupation	Student College	2	2
	Student	88	88
	Civil Servant	1	1
	Private Employees	7	7
	Entrepreneur	2	2

Source: processed data (2020)

The result of descriptive statistical analysis in table 2 shows that most of the respondent are women of 66 people (66%). Data shows this research were dominated of respondents between 17 -22 years old, namely 93 people (93%). Furthermore, the characteristic of respondents regarding the education that have been completed were mostly high school as many as 81 people (81%) and the lowest was magister degree, namely 1 person (1%). Data also shows for the occupation, the respondents are mostly college student a s many a s 88 people (88%) and the lowest become civil servant, namely 1 person (1%). Based on that data, in overall this study is dominated by female respondents aged 17-22 years who have completed high school education a nd now a re college students.

Instrument Validity and Reliability Testing

TABLE 3.

Instrument Validity Test Results

Variable	Indicator	r table (n-k)	Correlation Item (r- calculated)	Description
EWOM	X1	Relevance	0.36 < 0.735	Valid
	X2	Accuracy	0.36 < 0.779	Valid
	X3	Comprehensiveness	0.36 < 0.726	Valid
	X4	EWOM Quality	0.36 < 0.750	Valid
	X5	EWOM Quantity	0.36 < 0.786	Valid
Brand Attitude	Y1.1	Desirable	0.36 < 0.774	Valid
	Y1.2	Good Feeling	0.36 < 0.721	Valid
	Y1.3	Pleasant	0.36 < 0.740	Valid
	Y1.4	Attractive	0.36 < 0.751	Valid
	Y1.5	Favorable	0.36 < 0.895	Valid
Purchase Intention	Y2.1	Explorative interest	0.36 < 0.833	Valid
	Y2.2	Transactional interest	0.36 < 0.744	Valid
	Y2.3	Preferential interest	0.36 < 0.731	Valid
	Y2.4	Referential interest	0.36 < 0.824	Valid

Source: processed data (2020)

The validity test was conducted on 30 respondents based on the Pearson Correlation Product Moment value in SPSS program. It can be seen on Table 3 that each of indicators has value of correlation item greater than 0.3610, which means that all indicators are valid and can be used as instruments to measure the variables in this study.

TABLE 4.

Instrument Reliability Test Results

Variable	Cronbach Alpha	Description
EWOM	0.808	Reliable
Brand Attitude	0.834	Reliable
Purchase Intention	0.789	Reliable

Source: processed data (2020)

The reliability test was conducted on 30 respondents using SPSS program. Table 4 shows that all variables are reliable with Cronbach's alpha values all above 0.7, which means that all of the variables can be used and consistent when measurements are carried out repeatedly.

Inferential Analysis (Partial Least Square Testing)

The program application used for the partial least square test is SmartPLS 3.0 software, there are two model evaluations, namely the outer model evaluation and the inner model evaluation.

Outer Model Evaluation

One of the measurement model analysis is outer model which used to determine the validity and reliability of constructs and indicators used in this research. Outer model with reflective indicators is assessed for its validity through the value of convergent validity and discriminant validity, then the reliability is assessed through the value of composite reliability and cronbach alpha from the block indicators of each latent construct.

TABLE 5.
Outer Loadings

Variable	Indicator	Outer Loadings	Description	
EWOM	X ₁	Relevance	0.795	Valid
	X ₂	Accuracy	0.767	Valid
	X ₃	Comprehensiveness	0.796	Valid
	X ₄	EWOM Quality	0.737	Valid
	X ₅	EWOM Quantity	0.754	Valid
Brand Attitude	Y _{1.1}	Desirable	0.768	Valid
	Y _{1.2}	Good Feeling	0.807	Valid
	Y _{1.3}	Pleasant	0.798	Valid
	Y _{1.4}	Attractive	0.833	Valid
	Y _{1.5}	Favorable	0.770	Valid
Purchase Intention	Y _{2.1}	Explorative interest	0.762	Valid
	Y _{2.2}	Transactional interest	0.786	Valid
	Y _{2.3}	Preferential interest	0.880	Valid
	Y _{2.4}	Referential interest	0.819	Valid

Source: processed data (2020)

Outer loadings are used for assessing convergent validity of each indicator, it can be seen through the correlation between indicator scores and construct scores, where the loading factor must be greater than 0.7. Based on table 5, it can be seen that all of the outer loadings have a value above 0.7, it means that all of the indicators are valid and have met convergent validity measurement.

TABLE 6.
Cross-Loadings

	EWOM	Brand Attitude	Purchase Intention
X ₁	0.795	0.605	0.444
X ₂	0.767	0.532	0.426
X ₃	0.796	0.558	0.525
X ₄	0.737	0.615	0.435
X ₅	0.754	0.668	0.539
Y _{1.1}	0.573	0.768	0.522
Y _{1.2}	0.615	0.807	0.559
Y _{1.3}	0.668	0.798	0.535
Y _{1.4}	0.652	0.833	0.532
Y _{1.5}	0.581	0.770	0.515
Y _{2.1}	0.439	0.518	0.762
Y _{2.2}	0.456	0.563	0.786
Y _{2.3}	0.586	0.572	0.880
Y _{2.4}	0.523	0.523	0.819

Source: processed data (2020)

Discriminant validity can be seen based on the cross-loading value between the indicator and its construct, where the correlation between the indicator and its latent construct must be greater than its correlation with other latent constructs. Based on table 6, it can be seen that the cross-loading shows a good indication, this is proven by the loading factor of each indicator is greater in the intended construct than in the other constructs.

TABLE 7.
AVE, Composite Reliability, and Cronbach's Alpha

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
EWOM	0.828	0.830	0.879	0.593
BA	0.855	0.856	0.896	0.633
PI	0.828	0.833	0.886	0.661

Source: processed data (2020)

Discriminant validity also can be assessed through AVE value of each of research variables. Based on table 7, all of the variables have AVE values above 0.5, it means all the constructs used in this research are valid and have met discriminant validity measurement. Furthermore, construct reliability of this research model can be measured by the value criteria of composite reliability and Cronbach alpha. A construct is considered reliable if it has composite reliability and Cronbach alpha value are above 0.7. Results in table 7 shows that each of variables (constructs), electronic word of mouth (EWOM), brand attitude (BA), purchase intention (PI) has both composite reliability and Cronbach alpha greater than 0.7, which means all construct used in this research are reliable or have good reliability.

Inner Model Evaluation

Inner model evaluation is carried out to see the relationship between exogenous and endogenous latent variables which have been described in the conceptual framework. Inner model testing is assessed by looking at the R-Square value which is a test of the goodness of fit model, Q² to assess the predictive relevance of the model, and the estimated path coefficient which will be further explained in hypothesis testing.

TABLE 8.
R-Square (R²)

Variable	R-Square
<i>Electronic Word of Mouth (EWOM)</i>	
<i>Brand Attitude</i>	0.606
<i>Purchase Intention</i>	0.473

Source: processed data (2020)

Based on table 8, the results explain that brand attitude has R-square value 0.606, it means 60.6 percent variability of brand attitude explained by EWOM, and the remaining 39.4 percent explained by the other variables outside the result model. Furthermore, purchase intention has R-square value of 0.473, it indicates that 47.3 percent variability of purchase intention explained by brand attitude and EWOM, the remaining 52.7 percent is explained by the other variables outside the research model. The predictive relevance value (Q²) can be calculated by using Stone Geiser formula, namely $Q^2 = 1 - (1 - R^2)$, so that $Q^2 = 1 - \{(1 - 0.606) (1 - 0.473)\} = 1 - \{(0.379) (0.527)\} = 1 - 0.1999 = 0.801$. It can be seen that the value of Q² is 0.801 > 0, this means that the PLS pathway research model used has good predictive relevance, where 80.1 percent of the purchase intention variable is explained by EWOM and brand attitude.

4.3 Hypothesis Testing

TABLE 9.
Path Coefficient (Mean, STDEV, T Statistics, P Values)

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics</i>	<i>P Values</i>
EWOM → PI	0.250	0.263	0.110	2.267	0.024
EWOM → BA	0.778	0.781	0.044	17.540	0.000
BA → PI	0.475	0.470	0.105	4.522	0.000

Source: processed data (2020)

The hypothesis testing of each variable relationship is carried out by using the bootstrapping method. This method used to determine the significance of both the main effects and mediation role of hypothesis 1 to 4. The effect can be declared significant if it has p-value smaller than 0.05 and t-statistic value greater than 1.96.

The Effect of Electronic Word of Mouth (EWOM) on Purchase Intention

Based on the table 9, it shows that the original sample of test result is 0.250, indicating that the direction of EWOM's effect on purchase intention is positive. The t-statistic value of 2.267 (> 1.96) and p-value of 0.024 (< 0.05) indicate that EWOM significantly affects purchase intention, so that hypothesis 1 in this study is supported. It means that EWOM has a positive and significant effect on purchase intention. This result shows that the more the positive EWOM spread about Sekopi Coffee Shop, the higher the consumer's intention to make a purchase at Sekopi Coffee Shop.

Positive EWOM can reduce consumer uncertainty and tend to increase consumer purchase intention (Pratiwi & Yasa, 2019). EWOM will occur effectively when the information that Sekopi wants to convey is presented in a post that is easy for consumers to understand and remember. Consumers also tend to read information that is interesting to them, so it is important for Sekopi to create interesting content of social media. In addition, the accuracy of the information, the completeness of any information uploaded to social media, as well as the number of positive reviews spread by other consumers need to be considered in increasing consumers' intention to purchase. This research result also supported by the other findings of Lkhaasuren & Nam (2018), Nuseir (2019) and Nurcaya & Dewi (2020) who found that EWOM positively and significantly affects purchase intention.

The Effect of Electronic Word of Mouth (EWOM) on Brand Attitude

Based on table 9, it shows that the original sample of the test result is 0.778, indicating that the direction effect of EWOM on purchase intention is positive. T-statistic value of 17.540 (> 1.96) and p-value of 0.000 (< 0.05) indicate that the EWOM relationship to brand attitude is significant, so that hypothesis 2 in this study is supported. This result means that EWOM has a positive and significant effect on brand attitude. It shows that the more the positive EWOM spread about Sekopi Coffee Shop, the better the attitude will be shown by consumers toward Sekopi Coffee Shop.

Consumer attitude towards a brand can easily be formed through exposure to other consumer information that is spread online through social media (Schiffman & Wisenblit, 2015: 144), Where the more interesting content uploaded, it can easily create more EWOM spread about Sekopi Coffee Shop, and at the end, the stronger consumers brand attitude can be increased, especially if the EWOM that spread is positive, such as positive online reviews on Sekopi Coffee Shop. Heryana & Yasa (2020) state that EWOM that has credibility and certain quality will be able to change brand attitude of consumers to become positive. This research result is also supported by the other findings of Elseidi & El-Baz (2016), Pratiwi & Yasa (2019), and Heryana & Yasa (2020) who found that EWOM positively and significantly affects brand attitude.

The Effect of Brand Attitude on Purchase Intention

Table 9 shows that the original sample of the test result is 0.475, indicating that the direction of brand attitude's influence on purchase intention is positive. The result of T-statistic is 4.522 (> 1.96) and the result of p-value is 0.000 (> 0.05), both indicate that the effect of brand attitude on purchase intention is significant, so that hypothesis 3 in this study is also supported. It means that brand attitude has a positive and significant effect on purchase intention. This result explains that the better brand attitude shown by consumer, the higher the consumer's intention to make a purchase at Sekopi Coffee Shop.

Consumers tend to make purchases when they have a positive attitude or response to the products offered (Schiffman & Wisenblit, 2015: 165). It also explains that the better the consumer's brand attitude which is shown by a strong desire for the product, the quality of the product that is considered good, the place that feels comfortable, the concept that is considered attractive, and the feeling of liking the product offered will be able to increase consumer purchase intention of Sekopi Coffee Shop. This research result also supported by the other findings of Jin & Kwon (2016), Briliana & Silaen (2019), and Suarjana & Suparna (2019) who found that brand attitude positively and significantly affects consumers purchase intention.

The Role of Brand Attitude Mediates the Indirect Effect of EWOM on Purchase Intention

This research using Sobel test to see the significance of the indirect effect of EWOM on purchase intention through brand attitude. In this research, the Sobel test is assessed by calculating the z value obtained

from the calculation of the values a, b, Sa, and Sb, which in the Smartpls 3.0 application, the values of a, b, Sa, and Sb can be obtained by looking at the output path coefficient (mean, STDEV, t-statistics, p-values), where the values of a and b are obtained from the original sample, while Sa and Sb are obtained from the standard error which in Smartpls 3.0 the value is the same as the standard deviation (STDEV).

Based on table 9, it is known that the value of 'a' is the original sample from EWOM to brand attitude, which is 0.778, the value of 'b' is the original sample of brand attitude to purchase intention, which is 0.475. The standard error value 'a' (Sa) is obtained from the EWOM standard deviation (STDEV) to brand attitude which is 0.044, and the standard error value 'b' (Sb) is obtained from the standard deviation (STDEV) brand attitude to purchase intention which is 0.105.

TABLE 10.
Sobel Test Calculator (Danielsooper.com)

a	0.778
b	0.475
Sea	0,044
SEb	0,105
Calculation Result	
Sobel Test Statistic	4.3826
One-tailed probability	0.0000
Two-tailed probability	0.0000

Source: processed data (2020)

Based on table 10, the result shows that z value (4.3843) greater than the z table (> 1.96), and it also shows that two-tailed probability value of 0.000 which are smaller than 5 percent (<0.05), these results indicate that brand attitude significantly mediates the indirect effect of EWOM on purchase intention, so that hypothesis 4 in this study is supported. The result explains that the better the EWOM spread about Sekopi Coffee Shop, the better the brand attitude shown by consumers toward Sekopi, so that it will be able to increase consumer purchase intention. A company will be able to significantly affect brand attitude and make an increase on purchase intention by making the most of social media as a positive EWOM distribution channel (Kudeshia & Mittal, 2016). This research result also supported by the other findings of Kudeshia & Mittal (2016), Matute et al. (2016) and Kudeshia & Kumar (2017) who found that brand attitude has a significant role in mediating the indirect effect of EWOM on purchase intention. The type of mediation that occurs can be seen by comparing the value of EWOM's direct influence on purchase intention (without mediation) with the value of EWOM's indirect effect on purchase intention through brand attitude (there is mediation), these results are presented in table 11 below.

TABLE 11.
Standardized Direct Effect and Standardized Indirect Effect

	Direct Effect	Indirect Effect
EWOM → PI	0.624	
EWOM → BA → PI		0.250

Source: processed data (2020)

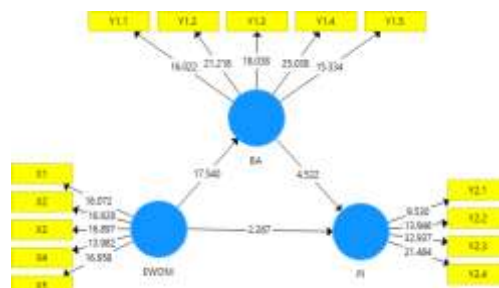


Figure 2. Path Model Diagram

The mediating role of brand attitude found in this study is partial mediation, this can be seen from the regression coefficient (original sample) of EWOM on purchase intention which has decreased but not to zero when the brand attitude variable is included as mediation, only from 0.624 to 0.250, and also can be seen from the effect of EWOM on purchase intention which remains still significant with or without the brand attitude variable as a mediation with the path coefficient value after bootstrapping is 2.267 (> 1.96). Partial mediation means that the EWOM variable is able to influence the purchase intention variable with or without the help of the brand attitude variable as mediation, so that the brand attitude variable has a half part in explaining the relationship between EWOM and purchase intention.

V. CONCLUSIONS AND SUGGESTIONS

Based on data analysis and discussion that has been described in the previous chapter, it can be concluded that electronic word of mouth (EWOM) positively and significantly affects purchase intention. EWOM positively and significantly affects brand attitude. Brand attitude positively and significantly affects purchase intention. Brand attitude has a significant and partial role in mediating the indirect effect of EWOM on purchase intention of Sekopi Coffee Shop consumers in Denpasar City.

Suggestions that can be given based on the results of the study are a positive EWOM as an important reference for consumers in evaluating products needs to be considered by Sekopi because this can increase consumer's positive attitude towards Sekopi and then can have an impact on increasing consumer intention to make purchases at Sekopi. Therefore, it is important to pay attention to the completeness of the information shared through Sekopi's social media and try to display more positive reviews shared by consumers who have shopped on websites or social media related to Sekopi products, this will be able to increase new consumer confidence in making purchases at Sekopi. Increasing consumer attitudes or positive responses to brands also need to be considered by Sekopi in increasing consumer purchase intentions by displaying their best menus with interesting photo uploaded, as well as making attractive social media designs, so that consumers are interested in trying the products offered.

This study has some limitations that are the scope of this study is only in Denpasar City area, so the results of this study can't be generalized to respondents who are outside of Denpasar area. This research is only carried out within a certain period (cross section), while the environment can change every time (dynamic), so this research needs to be developed in the future.

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