

**PENGARUH *E-REFERRAL* DAN *E-WOM (ELECTRONIC WORD OF MOUTH)* TERHADAP CITRA MEREK DAN NIAT PEMBELIAN PADA PRODUK *FASHION H&M***

**Skripsi**

**Untuk Memenuhi Sebagian Persyaratan Mencapai Derajat Sarjana**

**Ekonomi (S1)**

**Pada Program Studi Manajemen**

**Fakultas Ekonomi Universitas Atma Jaya Yogyakarta**



**Disusun oleh :**

**Anidia Permata Sari**

**13 03 20127**

**FAKULTAS EKONOMI  
UNIVERSITAS ATMA JAYA YOGYAKARTA**

**2018**

**Skripsi**

**PENGARUH *E-REFERRAL* DAN *E-WOM* (*ELECTRONIC WORD OF MOUTH*) TERHADAP CITRA MEREK DAN NIAT PEMBELIAN PADA PRODUK *FASHION H&M***

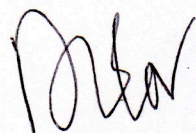
**Disusun Oleh:**

**ANIDIA PERMATA SARI**

**130320127**

**Telah dibaca dan disetujui oleh**

**Pembimbing**



**E. Dita Septiari, SE., M.Sc.**

**15 Februari 2018**



**Skripsi**

**PENGARUH E-REFERRAL DAN E-WOM (ELECTRONIC WORD OF MOUTH) TERHADAP CITRA MEREK DAN NIAT PEMBELIAN PADA PRODUK FASHION H&M**

yang dipersiapkan dan disusun oleh  
**Anidia Permata Sari**  
NPM: 130320127

telah dipertahankan di depan Panitia Penguji  
pada tanggal 12 Maret 2018  
dan dinyatakan telah memenuhi syarat untuk diterima  
sebagai salah satu persyaratan untuk mencapai gelar Sarjana Ekonomi  
(S1) Program Studi Manajemen

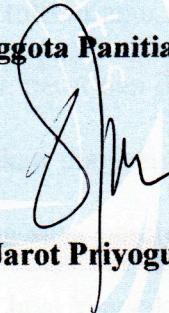
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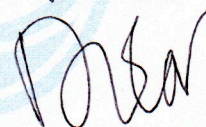


**Prof. Dr. MF Shellyana Junaedi, M.Si**

**Anggota Panitia Penguji**



**Drs. C. Jarot Priyogutomo, MBA**



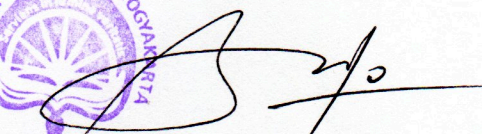
**E. Dita Septiari, SE., M.Sc.**

**Yogyakarta, 12 Maret 2018**

**Dekan Fakultas Ekonomi**

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## **PERNYATAAN**

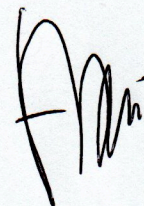
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Yogyakarta, 15 Februari 2018

Yang menyatakan,



**Anidia Permata Sari**



## KATA PENGANTAR

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Yogyakarta, 15 Februari 2017

Penulis,

Anidia Permata Sari

MOTTO

*I can do all this through him who gives me strength  
(Philippians 4 : 13)*

Today I dream, tomorrow I'll  
do it

**NOTHING IS  
IMPOSSIBLE**

## DAFTAR ISI

|                             |      |
|-----------------------------|------|
| HALAMAN JUDUL .....         | i    |
| HALAMAN PERSETUJUAN .....   | ii   |
| HALAMAN PENGESAHAN.....     | iii  |
| HALAMAN PERNYATAAN.....     | iv   |
| KATA PENGANTAR.....         | v    |
| HALAMAN MOTTO .....         | vii  |
| DAFTAR ISI.....             | viii |
| DAFTAR TABEL .....          | xii  |
| DAFTAR GAMBAR.....          | xiv  |
| DAFTAR LAMPIRAN .....       | xv   |
| ABSTRAK .....               | xvi  |
| <b>BAB I PENDAHULUAN</b>    |      |
| 1.1 Latar Belakang .....    | 1    |
| 1.2 Rumusan Masalah .....   | 5    |
| 1.3 Tujuan Penelitian ..... | 5    |
| 1.4 Batasan Masalah.....    | 6    |



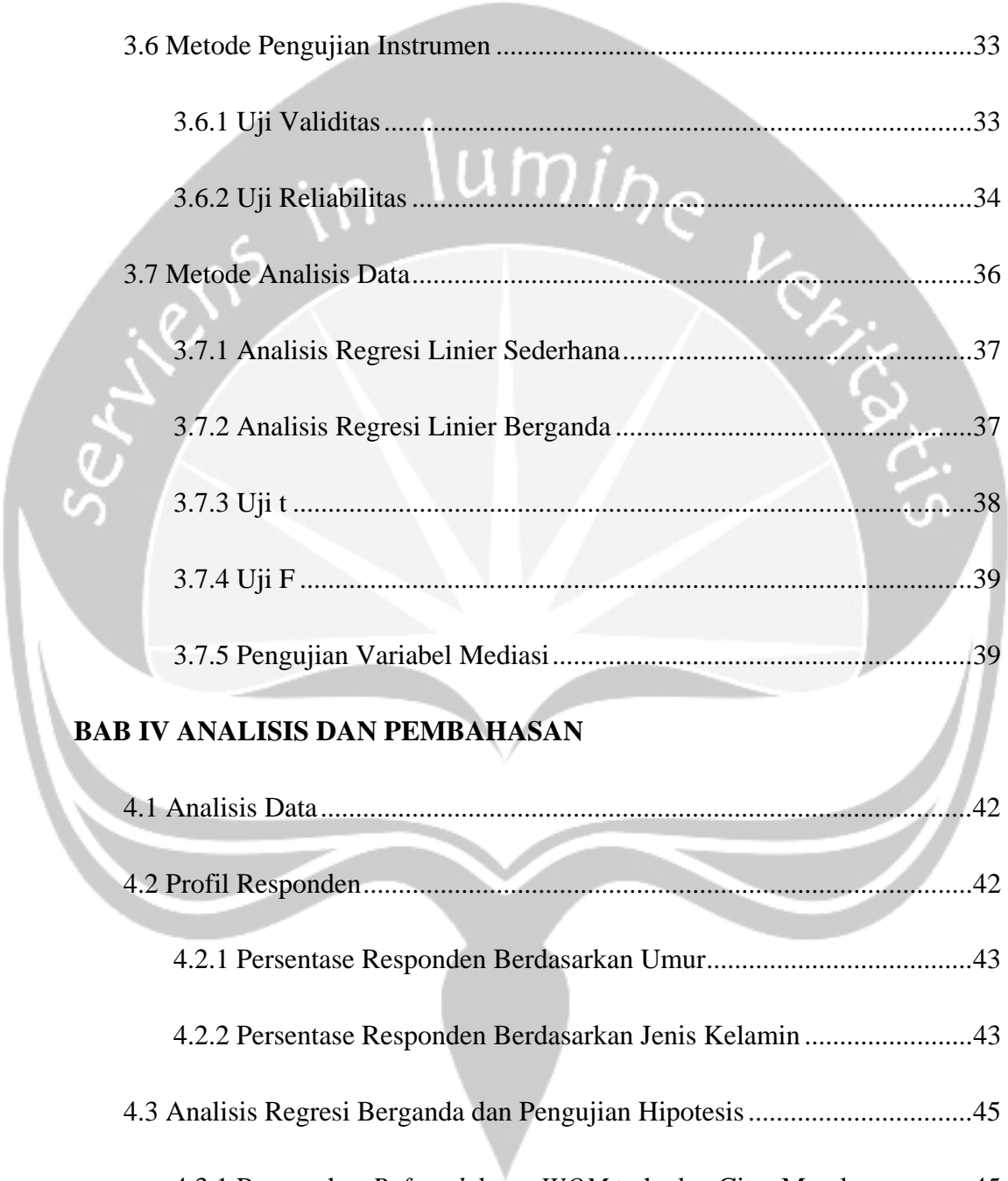
|                              |   |
|------------------------------|---|
| 1.5 Manfaat Penelitian ..... | 7 |
| 1.5.1 Manfaat Praktis .....  | 7 |
| 1.5.2 Manfaat Teoritis ..... | 7 |

## **BAB II LATAR BELAKANG TEORITIS**

|  |    |
|--|----|
| 2.1 <i>Integrated Marketing Communication</i> .....    | 8  |
| 2.2 <i>e-Referral</i> .....                            | 10 |
| 2.3 <i>Word of Mouth (WOM)</i> .....                   | 11 |
| 2.3.1 WOM Tradisional .....                            | 11 |
| 2.3.2 <i>Electronic Word of Mouth (e-WOM)</i> .....    | 13 |
| 2.4 Perbedaan <i>e-WOM</i> dan <i>e-Referral</i> ..... | 15 |
| 2.5 Citra Merek .....                                  | 15 |
| 2.6 Niat Pembelian .....                               | 17 |
| 2.7 Generasi Y .....                                   | 18 |
| 2.8 Penelitian Terdahulu .....                         | 19 |
| 2.9 Pengembangan Hipotesis .....                       | 24 |
| 2.10 Model Riset .....                                 | 28 |

## **BAB III METODELOGI PENELITIAN**

|   |    |
|---|----|
| 3.1 Lingkup Penelitian .....                              | 29 |
| 3.2 Objek dan Subjek Penelitian .....                     | 29 |
| 3.3 Populasi, Sampel, dan Metode Pengambilan Sampel ..... | 29 |

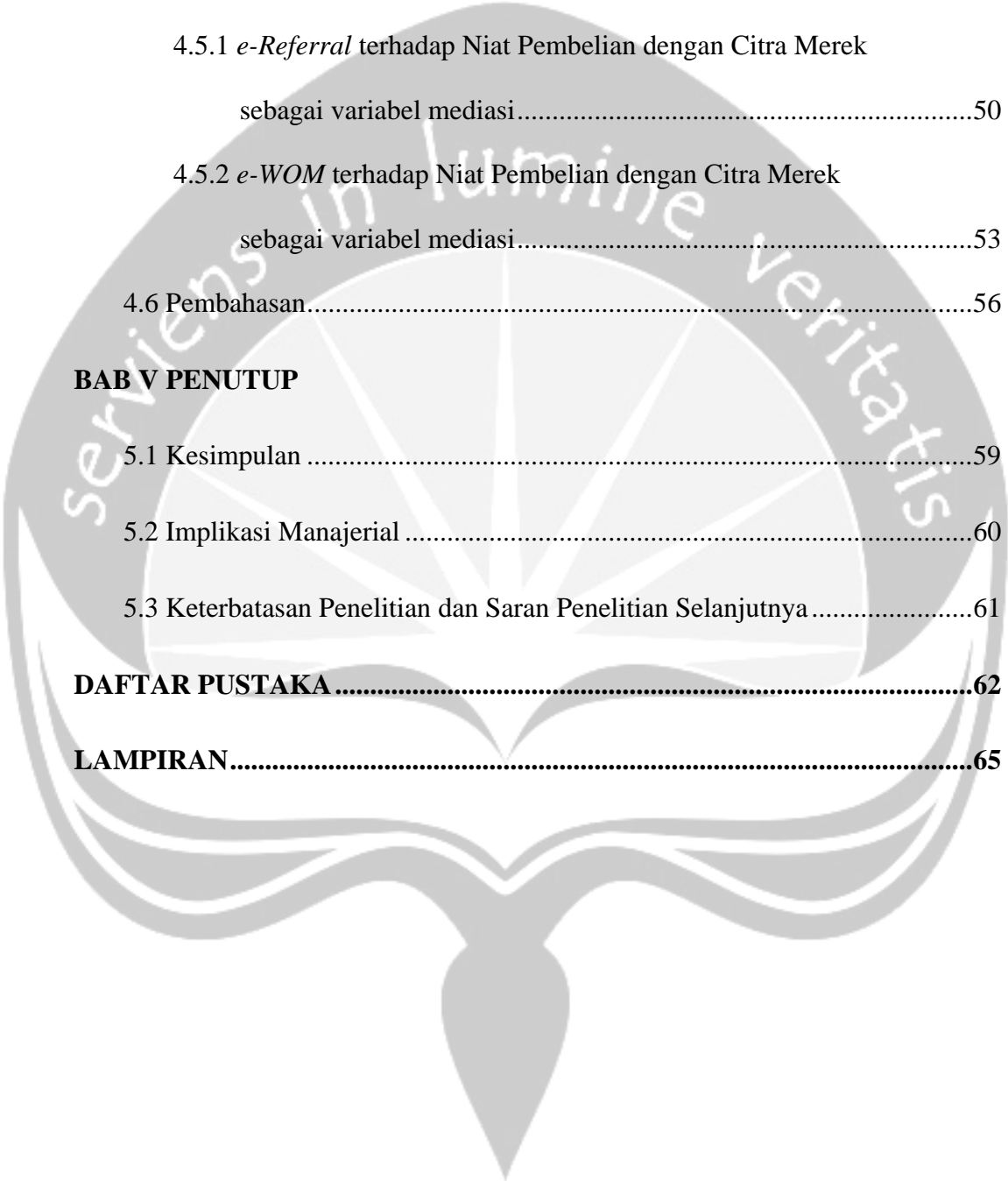


|  |    |
|--|----|
| 3.4 Metode Pengumpulan Data.....             | 30 |
| 3.5 Definisi Operasional .....               | 33 |
| 3.6 Metode Pengujian Instrumen .....         | 33 |
| 3.6.1 Uji Validitas .....                    | 33 |
| 3.6.2 Uji Reliabilitas .....                 | 34 |
| 3.7 Metode Analisis Data.....                | 36 |
| 3.7.1 Analisis Regresi Linier Sederhana..... | 37 |
| 3.7.2 Analisis Regresi Linier Berganda.....  | 37 |
| 3.7.3 Uji t .....                            | 38 |
| 3.7.4 Uji F .....                            | 39 |
| 3.7.5 Pengujian Variabel Mediasi.....        | 39 |

#### **BAB IV ANALISIS DAN PEMBAHASAN**

|  |    |
|--|----|
| 4.1 Analisis Data .....  | 42 |
| 4.2 Profil Responden.....  | 42 |
| 4.2.1 Persentase Responden Berdasarkan Umur.....                               | 43 |
| 4.2.2 Persentase Responden Berdasarkan Jenis Kelamin .....                     | 43 |
| 4.3 Analisis Regresi Berganda dan Pengujian Hipotesis .....                    | 45 |
| 4.3.1 Pengaruh <i>e-Referral</i> dan <i>e-WOM</i> terhadap Citra Merek .....   | 45 |
| 4.3.2 Pengaruh <i>e-Referral</i> dan <i>e-WOM</i> terhadap Niat Pembelian..... | 47 |
| 4.4 Analisis Regresi Sederhana dan Pengujian Hipotesis.....                    | 49 |





|  |           |
|--|-----------|
| 4.4.1 Pengaruh Citra Merek terhadap Niat Pembelian .....   | 49        |
| 4.5 Pengujian Variabel Mediasi .....   | 50        |
| 4.5.1 <i>e-Referral</i> terhadap Niat Pembelian dengan Citra Merek<br>sebagai variabel mediasi ..... | 50        |
| 4.5.2 <i>e-WOM</i> terhadap Niat Pembelian dengan Citra Merek<br>sebagai variabel mediasi .....      | 53        |
| 4.6 Pembahasan .....   | 56        |
| <b>BAB V PENUTUP</b>   |           |
| 5.1 Kesimpulan .....   | 59        |
| 5.2 Implikasi Manajerial .....   | 60        |
| 5.3 Keterbatasan Penelitian dan Saran Penelitian Selanjutnya .....                                   | 61        |
| <b>DAFTAR PUSTAKA .....</b>  | <b>62</b> |
| <b>LAMPIRAN .....</b>  | <b>65</b> |

## DAFTAR TABEL

|           |   |    |
|-----------|---|----|
| Tabel 2.1 | Tabel Penelitian Terdahulu .....  | 20 |
| Tabel 3.1 | Definisi Operasional .....  | 31 |
| Tabel 3.2 | Uji Validitas .....   | 34 |
| Tabel 3.3 | Uji Reliabilitas .....  | 36 |
| Tabel 4.1 | Persentase Responden Berdasarkan Umur.....  | 43 |
| Tabel 4.2 | Persentase Responden Berdasarkan Jenis Kelamin .....  | 43 |
| Tabel 4.3 | Perbedaan Variabel <i>e-Referral</i> dan <i>e-WOM</i> terhadap Citra Merek dan Niat Pembelian dengan Jenis Kelamin..... | 44 |
| Tabel 4.4 | Pengaruh <i>e-Referral</i> dan <i>e-WOM</i> Terhadap Citra Merek .....  | 45 |
| Tabel 4.5 | Pengaruh <i>e-Referral</i> dan <i>e-WOM</i> Terhadap Niat Pembelian.....  | 47 |
| Tabel 4.6 | Pengaruh Citra Merek Terhadap Niat Pembelian .....  | 49 |
| Tabel 4.7 | Uji Regresi Linier Berganda Pengaruh Citra Merek memediasi <i>e-Referral</i> terhadap Niat Pembelian.....               | 50 |
| Tabel 4.8 | Tahapan Mediasi .....   | 51 |



|            |  |    |
|------------|--|----|
| Tabel 4.9  | <i>e-Referral</i> Terhadap Niat Pembelian dengan Citra Merek sebagai variabel mediasi .....          | 51 |
| Tabel 4.10 | Uji Regresi Linier Berganda Pengaruh Citra Merek memediasi <i>e-WOM</i> terhadap Niat Pembelian..... | 53 |
| Tabel 4.11 | Tahapan Mediasi .....  | 53 |
| Tabel 4.12 | <i>e-WOM</i> Terhadap Niat Pembelian dengan Citra Merek sebagai variabel mediasi .....               | 54 |
| Tabel 4.13 | Rangkuman Hasil Pengujian Hipotesis.....   | 57 |

## DAFTAR GAMBAR

|            |   |    |
|------------|---|----|
| Gambar 1.1 | Data Statistik Pengguna Internet di Indonesia tahun 2016 .....                              | 1  |
| Gambar 1.2 | Logo H&M.....   | 3  |
| Gambar 2.1 | Kerangka Penelitian .....   | 28 |
| Gambar 3.1 | Hubungan Tidak Langsung X Mempengaruhi Y.....   | 40 |
| Gambar 4.1 | <i>e-Referral</i> Terhadap Niat Pembelian dengan Citra Merek sebagai variabel mediasi ..... | 52 |
| Gambar 4.2 | <i>e-WOM</i> Terhadap Niat Pembelian dengan Citra Merek sebagai variabel mediasi .....      | 55 |



## DAFTAR LAMPIRAN

|               |  |     |
|---------------|--|-----|
| Lampiran I    | Kuesioner .....                          | 65  |
| Lampiran II   | Jawaban Responden .....                  | 71  |
| Lampiran III  | Uji Validitas dan Uji Reliabilitas ..... | 88  |
| Lampiran IV   | Uji Regresi Linier Sederhana .....       | 97  |
| Lampiran V    | Uji Regresi Linier Berganda .....        | 100 |
| Lampiran VI   | Uji Mediasi .....                        | 105 |
| Lampiran VII  | Uji Beda .....                           | 114 |
| Lampiran VIII | Jurnal Acuan .....                       | 117 |

**PENGARUH *E-REFERRAL* DAN *E-WOM* TERHADAP CITRA MEREK  
DAN NIAT PEMBELIAN PADA PRODUK *FASHION* H&M**

Disusun Oleh:

**Anidia Permata Sari**

**NPM: 13 03 20127**

Pembimbing:

**E. Dita Septiari, SE., M.Sc.**

**ABSTRAK**

Dengan semakin berkembangnya era yang diiringi oleh kemajuan teknologi yang semakin pesat, hal ini menyebabkan pembisnis yang berlomba-lomba memasarkan produknya dengan cara yang paling tepat, yaitu melalui *online*. Banyak sekali faktor-faktor yang mempengaruhi citra merek dan niat pembelian. Penelitian ini bertujuan menganalisis pengaruh *e-Referral* dan *e-WOM* terhadap citra merek dan niat pembelian pada produk *fashion* H&M. Responden pada penelitian ini yaitu 150 konsumen yang sudah pernah membeli produk di H&M dalam kurun waktu 3 bulan terakhir dan dalam golongan generasi Y. Penelitian ini menggunakan regresi linier sederhana, regresi linier sederhana dan uji beda variabel citra merek sebagai mediasi. Hasil dari penelitian ini adalah bahwa *e-Referral* dan *e-WOM* memiliki pengaruh positif dan signifikan terhadap citra merek dan niat pembelian pada produk *fashion* H&M.

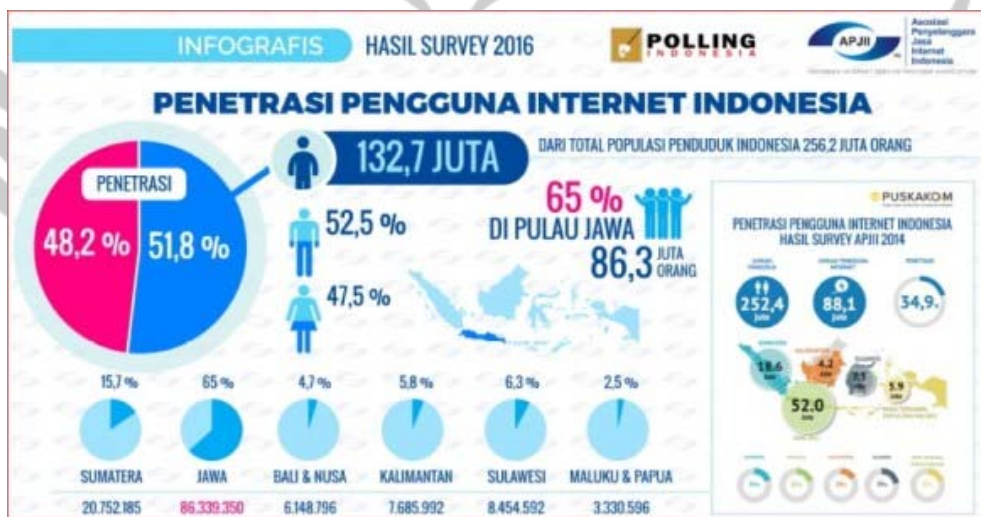
**Kata kunci:** *e-WOM*, *e-Referral*, citra merek, niat pembelian.

## BAB I

### PENDAHULUAN

#### 1.1 Latar Belakang

Berkembangnya perdagangan dan teknologi pada masa ini menimbulkan persaingan bisnis yang semakin ketat. Hal ini yang membuat para pelaku bisnis untuk memutar otak dan membuat ide-ide kreatif dalam menjalankan usahanya. Era seperti ini ditandai oleh semakin banyaknya produk, jasa, dan merek yang semakin inovatif dan beragam. Berbagai upaya dilakukan oleh para pelaku bisnis agar usahanya tetap berjalan pada jalurnya dan tetap dapat memuaskan konsumen, salah satunya adalah menggunakan internet. Dapat diketahui bahwa pada era serba modern sekarang sangatlah mudah untuk mengakses internet.



Sumber: <http://isparma.web.id>, diakses Januari 2018

Gambar 1.1

Data Statistik Pengguna Internet di Indonesia tahun 2016

Dengan gambar tersebut dapat dilihat bahwa hampir setengah penduduk Indonesia yaitu 65% pengguna internet dari Pulau Jawa dan 52,5% adalah laki-laki, sedangkan 47,5 adalah wanita. Data diatas menunjukkan bahwa pemasaran melalui internet memiliki peluang yang sangat besar bagi produsen.

Bisnis yang berkembang di Indonesia sangatlah beragam dan berkembangnya pun terhitung cukup pesat, contohnya di Kota Yogyakarta. Terbukti dengan pesatnya beberapa *store* yang dengan pesat berdiri di Yogyakarta. Perkembangan bisnis *fashion* di Indonesia cukup pesat, dapat dilihat dari semakin berkembangnya gerai produk baru yang berkembang di Indonesia. Pada tahun 2014, Director General for Creative Economy Based on Media, Design, Science, and Technology Kemenparekraf, Harry Waluyo, mengungkapkan hasil riset dan data Badan Pusat Statistik (BPS), bahwa *fashion* menjadi pelopor peningkatan ekonomi di Indonesia. Kondisi tersebut didukung dengan jalannya masyarakat menemukan *life style* atau gaya berdandan mereka masing-masing, sehingga sadar akan kebutuhan zaman sekarang, *mode/fashion* tidak hanya pakaian yang menutupi tubuh saja tetapi aksesoris yang mempercantik pakaian. Hal tersebut bukan hanya menunjukkan gaya mode mereka tetapi dengan berpakaian dan berdandan dapat berkomunikasi dengan menunjukkan gaya berdandan mereka. Selain itu, dalam gaya berdandan dapat menunjukkan kelas sosial pemakainya. Dengan maraknya *fashion* di setiap kalangan membuat aksesibilitas gaya hidup tersebut hingga kepenjuru dunia. Hal ini menyebabkan beberapa produsen *fashion* berlomba-lomba menciptakan sesuatu yang baru dan terkini mengikuti pada zaman sekarang. Tidak hanya menciptakan, tetapi produsen juga berlomba-lomba memamerkan dan memasarkannya ke



masyarakat. Membuat sesuatu yang berbeda dengan yang lainnya membuat produsen memiliki nilai yang lebih dari produsen lainnya. Beberapa *brand* dari produsen terkenal yang sedang marak di dunia mode Indonesia, salah satunya adalah H&M.



Sumber: [www.google.co.id](http://www.google.co.id), diakses Januari 2018

### **Gambar 1.2**

#### **Logo H&M**

Hennes & Mauritz AB atau biasa disebut H&M ini merupakan perusahaan multinasional yang memproduksi berbagai macam busana untuk pria, wanita, maupun anak-anak. Perusahaan yang bermarkaskan di Stockholm, Swedia ini didirikan oleh Erling Persson pada tahun 1947 dan sudah beroperasi di lebih dari 28 negara dengan lebih dari 60.000 karyawan. Di Indonesia, H&M telah tersebar di berbagai kota, salah satunya di Yogyakarta. Dengan salah satu negara terbesar di dunia dan dengan lebih dari 200 juta penduduk ini, menimbulkan beberapa mode pakaian atau *fashion* yang berbeda-beda, dapat disebut juga antusias untuk *fashion* pada masyarakat Indonesia sangatlah tinggi, itu adalah salah satu hal yang menyebabkan H&M didirikan di Indonesia. Dikutip dari *detik.com* yang mewawancari CEO dari H&M mengatakan bahwa strategi pasar dari H&M adalah berhubungan atau berkomunikasi langsung pada konsumen, dengan begitu saat konsumen datang ke H&M mereka akan mendapatkan barang dengan kualitas dan

harga terbaik. Salah satu cara untuk berkomunikasi dari H&M kepada para konsumennya dengan mudah adalah menggunakan internet.

Dengan berkembangnya inovasi dan berkembangnya teknologi modern banyak sekali hal yang dapat dilakukan untuk pemasaran secara *online*. Maka dari itu, untuk mengembangkan usahanya H&M juga mempunyai banyak cara melalui internet untuk berkomunikasi dengan para konsumennya yaitu dengan web *www.hm.com* dan juga dapat diakses di Instagram dengan *username* sesuai dengan perusahaan yaitu h&m. Adanya *instagram* dan *web* yang dimiliki, para calon konsumen dapat berkomunikasi dengan konsumen lain yang berpengalaman dan dengan *referral* mereka melalui *internet* tentang produk yang mereka inginkan. Dengan adanya pemasaran melalui internet dapat mempermudah masyarakat untuk memantau busana atau mode terbaru yang diproduksi oleh perusahaan H&M tanpa perlu pergi ke gerai. Dengan kemudahan mengakses model terbaru pada merek H&M dapat membuat para konsumen percaya pada merek H&M. Timbulnya kepercayaan konsumen akan meningkatkan niat pembelian konsumen. Peningkatan niat pembelian maupun meningkatnya *brand image* H&M dipengaruhi oleh beberapa faktor diantaranya adalah *e-Referral* dan *e-WOM*.

## 1.2 Rumusan Masalah

Permasalahan dalam penelitian ini adalah, semakin berkembangnya modernisasi, semakin berkembangnya internet, semakin berkembangnya alat telekomunikasi, semakin berkembangnya juga situs bisnis di internet. Dan dengan demikian, semakin ketat pula persaingan di dunia bisnis, ini membuat para konsumen untuk semakin berpikir kreatif untuk usahanya, sehingga dapat menimbulkan citra produk dan niat pembelian terhadap suatu produk melalui *e-Referral* dan *e-WOM*.

Rumusan masalah diatas adalah:

1. Apakah *e-Referral* memiliki pengaruh terhadap niat pembelian?
2. Apakah *e-Referral* memiliki pengaruh terhadap citra merek?
3. Apakah *e-WOM* memiliki pengaruh terhadap niat pembelian?
4. Apakah *e-WOM* memiliki pengaruh terhadap citra merek?
5. Apakah citra merek memiliki pengaruh pada niat pembelian?
6. Apakah citra merek memediasi pengaruh antara *e-referral* terhadap niat pembelian?
7. Apakah citra merek memediasi pengaruh antara *e-wom* terhadap niat pembelian?

## 1.3 Tujuan Penelitian

Tujuan dari penelitian ini :

1. Mengetahui *e-Referral* memiliki pengaruh terhadap niat pembelian.
2. Mengetahui *e-Referral* memiliki pengaruh terhadap citra merek.

3. Mengetahui *e-WOM* memiliki pengaruh terhadap niat pembelian.
4. Mengetahui *e-WOM* memiliki pengaruh terhadap citra merek.
5. Mengetahui citra merek memiliki pengaruh pada niat pembelian.
6. Mengetahui citra merek memediasi pengaruh *e-Referral* terhadap niat pembelian.
7. Mengetahui citra merek memediasi pengaruh *e-WOM* terhadap niat pembelian.

#### **1.4 Batasan Masalah**

Berdasarkan latar belakang yang sudah dijelaskan sebelumnya dan untuk menghindari meluasnya permasalahan maka penelitian ini dibatasi pada masalah pengaruh *e-Referral* dan *e-WOM* terhadap citra merek dan niat pembelian pada H&M.

Agar cakupan penelitian ini tidak terlalu luas, maka perlu dibatasi beberapa hal sebagai berikut:

1. Penelitian ini dilakukan pada sampel yang memenuhi beberapa persyaratan khusus seperti generasi Y dan pernah berbelanja di H&M dalam kurun waktu 3 bulan terakhir.
2. Objek penelitian adalah produk H&M. Objek dipilih karena H&M menduduki peringkat kedua dari 10 merek *fashion* paling berharga di dunia tahun 2017.

(<http://www.detik.com>, diakses pada 24 Januari 2018)



## **1.5 Manfaat Penelitian**

### **1.5.1 Manfaat Praktis**

Dapat menjadi acuan untuk H&M dalam mengetahui efek *e-Referral* dan *e-WOM*, terutama apakah kedua faktor tersebut dapat mempengaruhi citra merek dan niat pembelian pada produk *fashion*. Adanya pengaruh dari kedua faktor tersebut dapat membantu meningkatkan kreatifitas atas konten yang akan diunggah oleh H&M di media sosial.

### **1.5.2 Manfaat Teoritis**

Dari penelitian ini diharapkan dapat memberikan sumbangan pemikiran dan bahan yang baik untuk kedepannya dalam manajemen pemasaran dalam penggunaan *e-Referral* dan *e-WOM* yang berpengaruh terhadap citra merek dan niat pembelian suatu produk yang ada dalam pasaran.

## BAB II

### LATAR BELAKANG TEORITIS

#### 2.1 *Integrated Marketing Communication*

Komunikasi pemasaran terpadu (*Integrated Marketing Communication*) adalah proses bisnis strategis yang digunakan untuk merencanakan, mengembangkan, melaksanakan dan mengevaluasi program komunikasi merek yang terkoordinasi, terukur, dan persuasif dari waktu ke waktu dengan konsumen, konsumen, prospek, karyawan, rekan kerja dan audien eksternal dan internal yang ditargetkan lainnya. Tujuannya adalah untuk menghasilkan keuntungan finansial jangka pendek dan membangun nilai merek dan pemegang saham jangka panjang (Schulz, 2009; 12) dalam Kandhogo (2012). Definisi dari *Integrated Marketing Communication* menurut American Association of Advertising Agencies ("4As") adalah konsep perencanaan komunikasi pemasaran yang mengakui nilai tambah dari rencana komprehensif yang mengevaluasi peran strategis berbagai komunikasi, misalnya, iklan umum, tanggapan langsung, promosi penjualan, hubungan masyarakat dan menggabungkan disiplin ini untuk memberikan kejelasan, konsistensi, dan dampak komunikasi maksimal (Belch and Belch, 2009; 11) dalam Kandhogo (2012).

Secara tradisional, bauran promosi mencakup empat elemen: iklan, penjualan, promosi, publisitas / hubungan masyarakat, dan penjualan pribadi. Namun, dalam hal ini kita melihat pemasaran langsung serta media interaktif sebagai elemen campuran promosi utama yang digunakan pemasar modern untuk berkomunikasi dengan target pasar mereka. Setiap elemen dari bauran promosi dipandang sebagai

komunikasi pemasaran terpadu. Alat yang memainkan peran khas dalam program IMC adalah:

1. Periklanan (*Advertising*)

Periklanan merupakan elemen yang penting dalam bauran pemasaran, karena melalui iklan dapat menghantarkan komunikasi gambar kepada para konsumen. Dalam hal ini, periklanan dapat berupa media masa, televisi, radio, majalah, dll.

2. Pemasaran Langsung (*Direct Marketing*)

Pemasaran langsung lebih mengutamakan kesepakatan langsung dari perusahaan dan konsumen, dimana perusahaan mempromosikan produknya secara langsung dan konsumen dapat langsung membeli dari perusahaan bukan melalui toko/distributor. Dalam hal ini pemasaran langsung dapat berupa, email langsung atau pun *telemarketing*.

3. Promosi Penjualan (*Sales Promotion*)

Promosi adalah salah satu strategi yang digunakan perusahaan untuk menunjang penjualannya. Promosi penjualan sangat bervariasi, antara lain, diskon, kupon, sampling, dll.

4. Hubungan Masyarakat (*Public Relations*)

Hubungan masyarakat tujuannya lebih luas publitasinya karena dalam hal ini perusahaan mengupayakan dan menjaga reputasi positif dari produk. Dalam hal ini berbagai macam dari hubungan masyarakat, antara lain dapat berupa, *sponsorship*, *event*, atau bahkan menggunakan artis untuk *endorse*.

## 5. Penjualan Personal (*Personal Selling*)

Penjualan personal ialah dimana seorang penjual menawarkan produknya kepada klien secara individu. Keuntungan dari penjualan personal ini adalah penjual dapat mendengar dan melihat langsung respon dari calon pembeli dan menyesuaikan dengan pesan penjualannya.

### 2.2 *e-Referral*

Proses membuat pelanggan menyampaikan pesan pemasaran perusahaan kepada teman, anggota keluarga dan rekan kerja dikenal sebagai rujukan (Laudon dan Carol, 2001 dalam Abubakar *et al*, 2016). Menurut Bagozzi (2000), dalam Abubakar *et al*, (2016) sebagian berbicara tentang *e-Referral*, menunjukkan bagaimana konsumen membuat keputusan kelompok yang bijaksana karena mereka memiliki kesamaan rasa dari identitas sosial. Menurut Dholakia *et al*, (2004), dalam Abubakar *et al*, (2016) mengelompokkan perilaku masyarakat virtual ke dalam berbasis jaringan dan berbasis kelompok kecil. Perilaku berbasis jaringan mengacu pada *e-WOM*, sementara kelompok kecil berbasis mengacu pada *e-Referral*. Prinsipnya, strategi *e-Referral* adalah melibatkan pelanggan atau siapa saja yang kemudian bersedia menceritakan suatu produk, jasa, atau peluang kepada orang lain. Baik secara langsung maupun tidak. Secara teknis *e-Referral* memiliki dua dimensi, yaitu rujukan timbal balik dan pelanggan. Komunikasi *e-Referral* didapatkan dari orang terdekat, yaitu teman, keluarga, ataupun rekan kerja, yang dapat diartikan bahwa informasi yang diperoleh konsumen dapat dipercaya, karena identitas dan kredibilitas dapat dengan mudah diidentifikasi. Dengan berbagi



dengan teman dekatnya, tidak memungkiri hal yang sama akan terulang untuk kedua dan ketiga kalinya, karena dengan ikatan yang kuat memiliki kecenderungan untuk berbagi (Granovetter, 1973 dalam Abubakar et al, 2016).

## **2.3 Word of Mouth (WOM)**

### **2.3.1 WOM Tradisional**

*Word of mouth* (WOM) atau komunikasi dari mulut ke mulut merupakan proses komunikasi yang berupa pemberian rekomendasi baik secara individu maupun kelompok terhadap suatu produk atau jasa yang bertujuan untuk memberikan informasi secara personal (Kotler dan Keller, 2012). Dengan adanya *word of mouth*, konsumen lebih mudah untuk ulasan atas produk yang akan mereka beli. Pada masa kini, tidak dapat dihindari bahwa teknologi mulai semakin canggih dan semakin lekat bagi kehidupan masyarakat dan membuat masyarakat dapat mengakses segala keperluan yang mereka perlukan melalui internet. Didukung oleh pernyataan tersebut, Arora (2007), dalam Hasan (2009), menyatakan bahwa *word of mouth* berdasarkan tipenya dapat dipertimbangkan sebagai suatu komunikasi ucapan, walaupun dilakukan dalam dialog web, seperti blog, papan pesan (*message boards*) dan *e-mail* juga masuk dalam definisi ini. Menurut WOMMA (Word of Mouth Marketing Association), *Word of mouth* (WOM) merupakan usaha pemasaran yang memicu konsumen untuk membicarakan, mempromosikan, merekomendasikan, dan menjual produk/ merek kita kepada pelanggan lainnya (Sumardy, 2011).

Secara tradisional, *word of mouth* memiliki beberapa elemen dasar yang harus diperhatikan Sernovitz (2009), yaitu:

**1. Talkers (pembicara)**

Kumpulan orang yang membicarakan suatu merek yang santusias dalam menceritakan pengalamannya. Pembicara ini dapat siapa saja, mulai dari teman, keluarga, tetangga, keluarga, dll.

**2. Topics (topik)**

Berkaitan dengan apa yang dibicarakan oleh *talker*, topik ini berhubungan dengan apa yang ditawarkan oleh suatu merek. Seperti, diskon, produk baru atau tawaran spesial. Topik yang baik ialah topik yang simpel, mudah dibawa dan natural.

**3. Tools (alat)**

Hal ini merupakan alat penyebaran dari *topic* dan *talker*. Alat ini membuat konsumen dapat dengan mudah membicarakan atau menularkan produk atau perusahaan jasa kepada konsumen lainnya. Alat yang dimaksud dapat berupa, brosur, kupon, atau sampel.

**4. Talking Part (partisipasi)**

Suatu pembicaraan atau pembahasan tentang suatu produk akan hilang jika hanya satu orang yang membicarakan tentang suatu produk tersebut. Maka dari itu, perlu adanya orang lain yang ikut serta dalam percakapan dan pembahasan tersebut agar *word of mouth* pada suatu produk tersebut dapat terus berlanjut.

## 5. *Tracking* (pengawasan)

Suatu tindakan yang dilakukan oleh perusahaan untuk memantau respon dari konsumen, sehingga perusahaan dapat mempelajari masukan baik positif maupun negatif dari konsumen. Dengan hal tersebut, perusahaan dapat belajar dari masukan tersebut untuk kemajuan perusahaan.

### 2.3.2 *Electronic Word of Mouth (E-WOM)*

*Electronic word of mouth* adalah pernyataan positif atau negatif yang dibuat oleh pelanggan potensial, pelanggan aktual dan mantan pelanggan tentang produk atau perusahaan melalui internet (Hennig-Thurau et al., 2004; Chatterjee, 2001; Godes dan Mayzlin, 2004). Gruen et al (2006), mendefinisikan *e-WOM* sebagai sebuah media komunikasi untuk saling berbagi informasi mengenai suatu produk atau jasa yang telah dikonsumsi antar konsumen yang tidak saling mengenal dan bertemu sebelumnya. Dalam berkembangnya dunia komunikasi, konsep *word of mouth* pun mengalami perkembangan. Tidak hanya dapat berupa dari mulut ke mulut tetapi saat ini dunia komunikasi pun dapat mempengaruhi daya tarik tersendiri bagi konsumen melalui *online*. Internet dapat membantu para konsumen untuk berkomunikasi dengan orang lain tanpa harus bertatap muka langsung. Dengan adanya internet *word of mouth* dapat berkembang menjadi *e-wom* yaitu *electronic word of mouth*.

Komunikasi dari mulut kemulut merupakan sarana yang sering digunakan pada saat ini, termasuk untuk mengevaluasi salah satu produk. Komunikasi ini juga sering digunakan perusahaan dalam usaha memperlancar pemasaran terhadap produk yang mereka miliki. Dengan menggunakan *e-WOM* konsumen dapat

mendapatkan ulasan atau *review* dari konsumen yang sebelumnya sudah membeli suatu produk sebelum memutuskan pembelian.

Menurut Kotler (2012), beberapa pemasar menekankan pada dua bentuk khusus *word of mouth* atau berita dari mulut ke mulut. *Electronic word of mouth* adalah pernyataan positif atau negatif yang dibuat oleh pelanggan potensial, pelanggan aktual dan mantan pelanggan tentang produk atau perusahaan melalui internet (Hennig-Thurau et al., 2004; Chatterjee, 2001; Godes dan Mayzlin, 2004). Terdapat beberapa variabel yang memotivasi konsumen melakukan *e-wom*, yaitu:

1. *Social Capital* (modal sosial)

Kombinasi dari berbagai sumber daya yang ada melalui interaksi sosial, seperti informasi, kepercayaan, dukungan emosional, dll.

2. *Trust* (kepercayaan)

Konsumen biasanya menggunakan jejaring sosial mereka untuk melihat ulasan dari produk yang mereka percayai sebelum mengambil keputusan pembelian. Kepercayaan yang mereka miliki dapat mendorong konsumen untuk berbagi informasi dengan konsumen lainnya.

3. *Identification* (identifikasi)

Hal ini yang memiliki dampak paling besar terhadap *e-wom*. Dalam komunitas *online*, pencarian status adalah motivasi yang penting dalam mendapatkan opini dan saran untuk suatu produk.

4. *Interpersonal Influences* (pengaruh interpersonal)

Dalam interaksi sosial, individu rentan terhadap pengaruh dari oranglain dalam berhubungan sosial. Dengan kata lain, biasanya, dalam memutuskan

sesuatu, individu dapat dipengaruhi oleh seseorang yang memiliki pengaruh dalam hidupnya.

#### **2.4 Perbedaan *e-WOM* dan *e-Referral***

Dalam pernyataan diatas, dapat diambil kesimpulan bahwa perbedaan *e-WOM* dan *e-Referral* yaitu:

1. Pemberi informasi pada *e-WOM* tidak dapat diidentifikasi identitasnya dan dapat dikatakan orang yang belum pernah bertatap muka, sedangkan pemberi informasi pada *e-Referral* dapat diidentifikasi identitasnya dan sudah pernah bertatap muka.
2. Pengambil keputusan pada *e-WOM* didasarkan murni dari melihat ulasan melalui internet atau media sosial, tetapi pada *e-Referral*, keputusan pembelian dapat dipengaruhi oleh rujukan dari teman, kerabat, tetangga, dll.

#### **2.5 Citra Merek**

Merek yang kuat bisa meningkatkan kepercayaan pelanggan terhadap produk atau layanan yang dibeli dan mempermudah konsumen untuk memvisualisasikan produk dari merek yang mereka beli. Menurut Mao (2010) mengatakan citra merek memainkan peran penting dalam membangun merek. Jadi, konsumen dapat membangun persepsi atau identitas terhadap suatu produk dengan citra merek tersebut. Sedangkan, menurut Haung (2010), dalam Wu (2015), yaitu Citra merek memudahkan konsumen untuk mengenali produk, mengevaluasi kualitas produk, mengurangi risiko yang dirasakan dari tujuan, dan mengkonfirmasi persepsi diferensial dan kepuasan yang diperoleh dari suatu merek.



Citra merek merupakan suatu hal yang dapat diingat dan dapat membekas di benak konsumen dengan sangat mudahnya. Citra merek juga dapat sebagai ciri dan identitas suatu produk, juga merupakan salah satu strategis dengan tujuan membantu konsep merek yang ditetapkan oleh manajemen dalam proses manajemen merek. Tujuan perusahaan adalah untuk membangun dan menciptakan hal positif tentang merek yang dapat menghasilkan citra positif dari merek tersebut (Chinho Lin *et al.*, 2013 dalam Pelupessy *et al.*, 2017)

Terdapat beberapa faktor yang menjadi tolak ukur citra merek (Aaker, 2000 dalam Andrew *et al.*, 2012) yaitu:

1. *Product Attributes* (atribut produk)

Suatu produk dapat memiliki atribut tertentu guna untuk mengingatkan dalam pikiran konsumen tentang karakteristik merek.

2. *Consumer Benefit* (keuntungan konsumen)

Suatu nilai atau manfaat yang didapat dari konsumen ketika membeli ataupun mengonsumsi produk tersebut.

3. *Brand Personality* (kepribadian merek)

Merek yang memiliki karakter personal yang dikelompokkan konsumen terhadap suatu merek tersebut.

4. *User Imagery* (citra pengguna)

Suatu kelompok manusia terdiri dari konsumen yang menggunakan atau mengonsumsi suatu merek.

5. *Organization Association* (asosiasi organisasi)

Presepsi dari konsumen terhadap suatu perusahaan yang menghasilkan sebuah jasa atau pun barang yang akan dikonsumsi.

6. *Brand-Customer Relationship* (hubungan merek dengan konsumen)

Hubungan yang terjalin antara merek dengan konsumennya, misalnya jika konsumen puas akan suatu merek tertentu, tidak memungkiri bahwa konsumen memiliki hubungan yang baik dengan merek.

## **2.6 Niat Pembelian**

Sciffman dan Kanuk (2008), dalam Anggi dan Ellyawati (2015), mengemukakan bahwa minat merupakan salah satu aspek psikologis yang memiliki pengaruh cukup besar terhadap sikap perilaku. Niat beli merupakan aktivitas psikis yang timbul karena adanya perasaan (afektif) dan pikiran (kognitif) terhadap suatu barang atau jasa yang diinginkan. Niat beli dapat diartikan sebagai suatu sikap senang terhadap suatu objek yang membuat individu berusaha untuk mendapatkan objek tersebut dengan cara membayarnya dengan uang atau pengorbanan.

Penilaian suatu produk oleh konsumen, tergantung bagaimana produsen dapat memasarkan produknya semenarik mungkin agar dapat dipandang memiliki kepribadian baik oleh konsumennya. Dengan memiliki kepribadian yang baik, maka konsumen pun dapat dengan mudah tertarik dengan produk tersebut. Kepribadian merek yang baik dapat meningkatkan preferensi dan pemakaian konsumen (Sirgy, 1982 dalam Wang Yang, 2008).

Faktor pendorong yang sangat kuat dalam pengambilan keputusan pembelian konsumen dipengaruhi oleh sejumlah orang memiliki keterlibatan dalam keputusan

pembelian (Hasan, 2008). Orang yang memiliki keterlibatan dalam keputusan pembelian adalah sebagai berikut :

1. *Intitator* merupakan orang yang pertama kali berinisiatif mengusulkan untuk membeli produk tertentu kalinya.
2. *Influencer* merupakan orang yang berperan memberi pengaruh terhadap keputusan pembelian konsumen lainnya.
3. *Decider* merupakan Orang yang pengambil keputusan terhadap pembelian suatu produk.
4. *Buyer* merupakan orang yang melakukan pembelian terhadap suatu produk.
5. *User* merupakan orang yang mengkonsumsi suatu produk.

## **2.7 Generasi Y**

Generasi Y yang biasanya disebut generasi millenium merupakan generasi yang muncul setelah generasi X. Generasi milenial, generasi yang lahir antara tahun 1980 dan 2000 (Kendy, 2014 dalam Septiari dan Kusuma, 2016). Pada kelompok ini, generasi Y merupakan generasi yang sangat fanatik terhadap teknologi atau pun internet, sehingga kehidupannya pun tidak pernah berpisah dengan perkembangan teknologi. Dari *survey* yang dilakukan oleh Nickell (2012), dalam Septiari dan Kusuma (2016), mengatakan bahwa generasi ini menghabiskan waktunya di internet hampir 40 jam per minggu dan 81% dari mereka mengakses media sosial.

Dari penelitian Lancaster & Stillman (2012), dalam Putra (2016), mengatakan bahwa generasi milenial ini memiliki sikap yang realistis, dimana sangat

menghargai perbedaan, lebih memilih bekerja sama daripada menerima perintah, dan sangat pragmatis ketika memecahkan persoalan. Selain itu, generasi ini memiliki rasa optimis yang tinggi, fokus pada prestasi, percaya diri, percaya pada nilai-nilai moral dan sosial, serta menghargai keragaman.

## **2.8 Penelitian Terdahulu**

Berdasarkan penelitian yang pernah dilakukan Abubakar *et al*, (2016) dan Jalilvand dan Samiei (2012), menyatakan bahwa *e-Referral* dan *e-WOM* memang memiliki pengaruh terhadap citra merek dan niat pembelian. Baik buruk pandangan mengenai citra merek tentunya dapat di ketahui melalui *e-Referral* dan *e-WOM* itu sendiri. Selain itu *brand image* memiliki pengaruh terhadap niat pembelian dikarenakan kekuatan *brand* dari produk itu sendiri melalui fitur dan karakteristik dari produk

**Tabel 2.1**  
**Tabel Penelitian Terdahulu**

| No | Penulis  | Judul  | Variabel   | Hipotesis  | Hasil Penelitian   | Kesimpulan  |
|----|--|--|--|--|--|---|
| 1  | Mohammad Reza Jalilvand dan Neda Samiei (2012) | The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention | <ol style="list-style-type: none"> <li>1. <i>e-WOM</i></li> <li>2. Citra Merek</li> <li>3. Niat Pembelian</li> </ol> | <p>H1: <i>e-WOM</i> memiliki dampak yang signifikan terhadap citra merek.</p> <p>H2: <i>e-WOM</i> memiliki dampak yang signifikan terhadap niat beli.</p> <p>H3: Citra merek memiliki dampak yang signifikan terhadap niat beli.</p> | <ol style="list-style-type: none"> <li>1. Komunikasi <i>e-WOM</i> memiliki dampak positif pada citra merek.</li> <li>2. Komunikasi <i>e-WOM</i> memiliki dampak positif yang kuat pada niat pembelian; dan</li> <li>3. Pengaruh citra merek pada niat pembelian</li> </ol> | <p>Penelitian menunjukkan bahwa dalam konteks <i>e-WOM</i>, konsumen terutama tertarik dalam menulis dan membaca pengalaman menyenangkan dan tidak menyenangkan. Akibatnya, dari perspektif pemasar, muncul pertanyaan dari apa efek <i>e-WOM</i> mungkin pada variabel respon yang relevan dalam pemasaran. Sebuah variabel respon yang memainkan peran penting dalam pemasaran tetapi belum dipertimbangkan dalam konteks efek komunikasi <i>e-WOM</i> belum, adalah citra merek. Oleh karena itu, berdiri untuk alasan untuk memperpanjang tubuh yang ada penelitian di bidang efek komunikasi <i>e-WOM</i> dengan memperkenalkan konsep citra merek dalam konteks ini</p> |

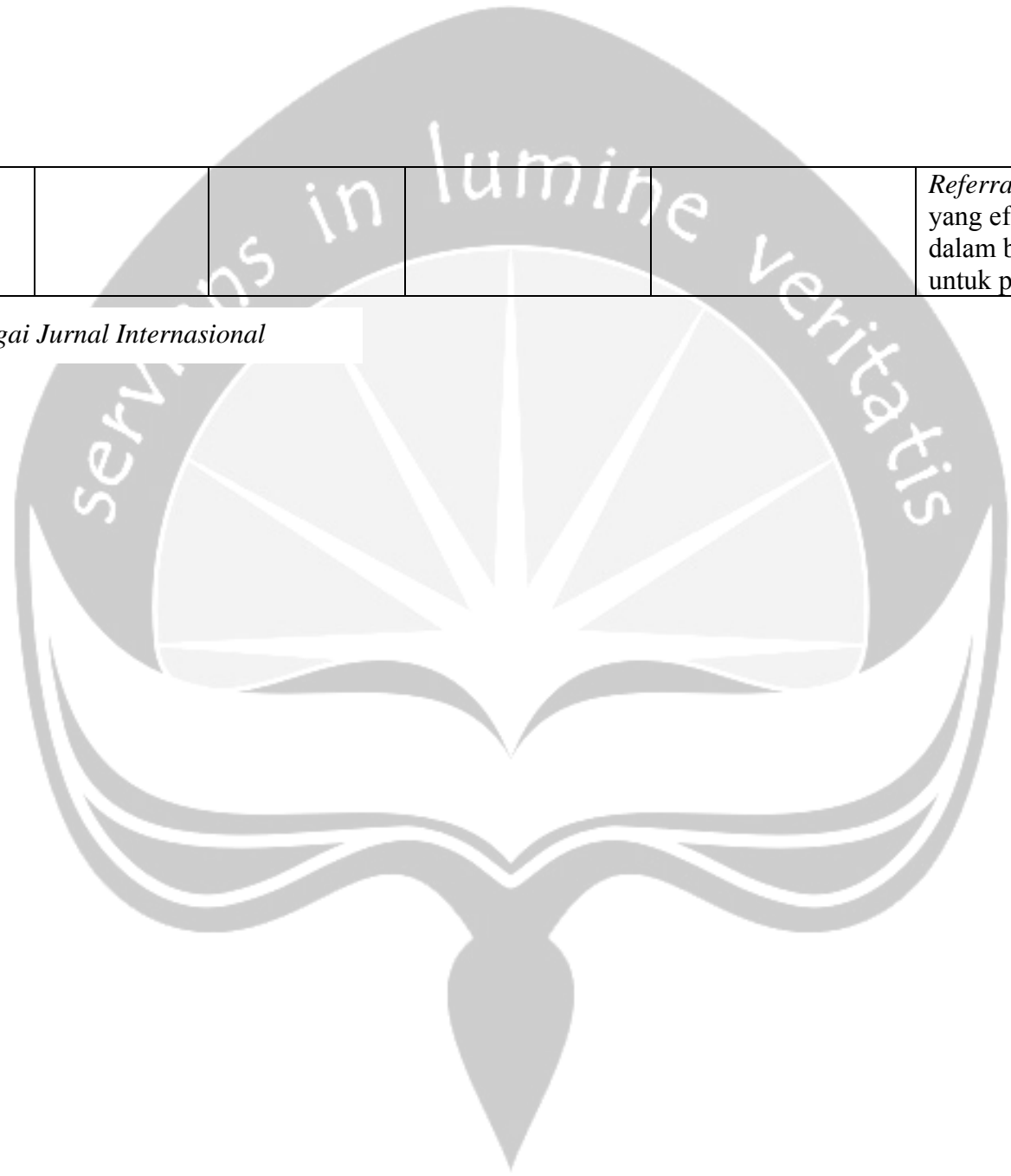


|   |  |  |   |  |   |  |
|---|--|--|---|--|---|--|
|   |  |  |   |  |   | dan memeriksa kemungkinan efek dari <i>e-WOM</i> .   |
| 2 | Abubakar Mohammed Abubakar, Mustafa Ilkan dan Pinar Sahin (2015) | <i>e-WOM</i> , <i>e-Referral</i> and gender in the virtual community | <ol style="list-style-type: none"> <li>1. <i>e-WOM</i></li> <li>2. <i>e-Referral</i></li> <li>3. Citra Merek</li> <li>4. Niat Pembelian</li> <li>5. Gender</li> </ol> | <p>H1: <i>e-Referral</i> memiliki dampak terhadap niat pembelian</p> <p>H2: <i>e-Referral</i> memiliki dampak terhadap citra merek</p> <p>H3: <i>e-WOM</i> memiliki dampak terhadap niat pembelian</p> <p>H4: <i>e-WOM</i> memiliki dampak terhadap citra merek</p> <p>H5: Citra merek memiliki dampak</p> | <ol style="list-style-type: none"> <li>1. <i>e-Referral</i> memiliki dampak positif terhadap niat pembelian</li> <li>2. <i>e-Referral</i> memiliki dampak positif terhadap citra merek</li> <li>3. <i>e-WOM</i> memiliki dampak positif terhadap niat pembelian</li> <li>4. <i>e-WOM</i> memiliki dampak positif terhadap citra merek</li> <li>5. Gender memoderasi hubungan <i>e-Referral</i>, <i>e-WOM</i>, citra merek dan niat pembelian</li> </ol> | <p>Penelitian menunjukkan bahwa <i>e-Referral</i> dan <i>e-WOM</i> merupakan faktor kunci yang mempengaruhi citra merek di mata konsumen. Untuk pembeli perempuan, <i>e-Referral</i> mempengaruhi citra merek secara signifikan. Sedangkan untuk kedua jenis kelamin, <i>e-WOM</i> dipengaruhi citra merek dan, citra merek dipengaruhi niat beli. Namun, dalam semua hubungan, dampak lebih tinggi bagi perempuan. Hal ini karena persepsi risiko dalam transaksi online adalah lebih tinggi bagi perempuan (Pascual-Miguel <i>et al.</i> , 2015). Kedua, karena laki-laki mengirim lebih dari wanita, dan wanita mengintai lebih dari laki-laki (Abubakar, 2012). <i>e-Referral</i> akan berguna untuk perusahaan yang menyediakan jasa / produk yang digunakan oleh wanita sejak persepsi risiko adalah</p> |

|  |  |  |  |   |
|--|--|--|--|---|
|  |  |  | <p>terhadap niat pembelian</p> <p>H6: Gender akan memoderasi hubungan antara <i>e-Referral</i>, <i>e-WOM</i>, citra merek dan niat pembelian</p> | <p>berkurang ketika sebuah website atau produk direkomendasikan oleh seorang teman (Meyers-Levy dan Loken, 2015). Luo <i>et al.</i> (2014) mencatat bahwa konsumen dengan budaya individualistis yang kuat akan cenderung untuk mengevaluasi kredibilitas informasi berdasarkan kognisi mereka sendiri, dan lebih mungkin untuk menerima sudut pandang argumen dalam <i>e-WOM</i>. konsumen dengan budaya kolektif yang kuat terbiasa mengikuti norma-norma sosial / kelompok; dengan demikian mereka lebih bersedia untuk menyesuaikan diri dengan pendapat orang lain bukan mereka sendiri (Luo <i>et al.</i> , 2014). Sebagai calon konsumen dapat mendukung berbagai budaya nilai-nilai, perusahaan perlu mengidentifikasi nilai-nilai dan norma-norma target pelanggan, dan kemudian mengadopsi strategi pemasaran online yang berbeda untuk mempengaruhi kognisi mereka dan memotivasi niat pembelian mereka. Singkatnya, berpendapat bahwa <i>e-</i></p> |
|--|--|--|--|---|

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
|  |  |  |  |  |  | <i>Referral</i> dapat menghasilkan hasil yang efektif dalam budaya kolektif, panggilan ini untuk penelitian empiris. |
|--|--|--|--|--|--|--|

Sumber: *Berbagai Jurnal Internasional*



## 2.9 Pengembangan Hipotesis

Pada penelitian sebelumnya yang telah dilakukan oleh Abubakar *et al* (2016), bahwa *e-Referral* memiliki pengaruh yang positif terhadap niat pembelian. *e-Referral* mungkin lebih efektif, karena sang pemberi informasi adalah orang yang memiliki hubungan dengan sang calon pembeli. Selanjutnya, sumber informasi yang kuat dianggap lebih kredibel daripada sumber informasi ikatan lemah. (Rogers, 1983 dalam Abubakar, 2016). Dengan terus berkembangnya rujukan menjadikan informasi yang didapatkan menjadi lebih kuat. Jadi, semakin tinggi tingkat *e-Referral* konsumen terhadap suatu produk, akan mempengaruhi tingkat pembelian terhadap produk tersebut. Berdasarkan penelitian tersebut, maka hipotesis berupa:

H1: *e-Referral* berpengaruh terhadap niat pembelian.

Setiap 60 detik, konsumen memposting lebih dari 600.000 konten, mengunggah 48 jam video, mengirim lebih dari 100.000 pesan dan membuat lebih dari 25.000 pos dalam lingkungan jaringan sosial media (Bennett 2012; Daugherty dan Hoffman, 2014 dalam Abubakar *et al* (2016)). Semakin konsumen menceritakan tentang suatu produk ke salah satu teman, rekan kerja, atau keluarga, maka tidak dapat dipungkiri kejadian tersebut akan terulang dua atau tiga kalinya. Maka, semakin tinggi ikatan *e-Referral* akan semakin tinggi pula pengaruh terhadap citra merek. Dalam Abubakar *et al* (2016) menunjukkan bahwa *e-Referral* memiliki pengaruh yang positif terhadap citra merek. Berdasarkan penelitian tersebut, maka hipotesis berupa:

## H2: *e-Referral* berpengaruh terhadap Citra Merek

Menurut Kotler (2012), beberapa pemasar menekankan pada dua bentuk khusus *word of mouth* atau berita dari mulut ke mulut. *Electronic word of mouth* adalah pernyataan positif atau negatif yang dibuat oleh pelanggan potensial, pelanggan aktual dan mantan pelanggan tentang produk atau perusahaan melalui internet (Hennig-Thurau et al., 2004; Chatterjee, 2001; Godes dan Mayzlin, 2004). Hal tersebut untuk mengurangi resiko dalam membeli produk yang tidak diinginkan. Samuel dan Lianto (2014), menunjukkan bahwa terdapat pengaruh yang signifikan antara *e-WOM* terhadap niat pembelian, sehingga semakin positif *e-WOM* akan semakin meningkatkan niat pembelian terhadap suatu produk. Berdasarkan penelitian tersebut, maka hipotesis berupa:

### H3: *e-WOM* berpengaruh terhadap Niat Pembelian

*Hypermedia* telah menciptakan banyak peluang untuk komunikasi *e-WOM* di bidang pemasaran, karena informasi dapat diakses secara *online* (Abubakar dan Ilkan, 2013). Dengan semakin banyak konsumen yang mengakses suatu produk secara online, dapat berpengaruh terhadap citra merek. Salah satu aspek *e-commerce* yang mempengaruhi perilaku dan penilaian konsumen adalah *e-wom* (Lee et al., 2008 dalam Abubakar et al, 2016). Menurut Goldsmith dan Horowitz (2008), bahwa *e-wom* merupakan komunikasi sosial dalam internet di mana penjelajah web saling mengirimkan maupun menerima informasi terkait dengan produk secara online. Untuk itu, berbagai informasi yang bermanfaat dan berbagai pendapat dari orang lain yang positif terkait dengan suatu merek maka *e-WOM*



dapat mendorong timbulnya citra merek (Semuel dan Lianto, 2014). Dengan terus mengakses evaluasi dari suatu produk oleh konsumen terpercaya atau konsumen yang telah berpengalaman, akan dapat meningkatkan citra terhadap suatu merek. Berdasarkan penelitian tersebut, maka hipotesis berupa:

H4: *e-WOM* berpengaruh terhadap Citra Merek

Merek adalah kepribadian yang mengidentifikasi suatu produk, layanan atau perusahaan. Ini adalah sebuah bangunan simbolis dibuat di dalam pikiran orang, terdiri dari semua informasi dan harapan yang terkait dengan produk / merek (Nijssen, 2014 dalam Abubakar *et al*, 2016). Citra merek merupakan isyarat ekstrinsik untuk evaluasi kualitas produk, dan hasil yang lebih baik citra merek di persepsi kualitas tinggi (Grewal *et al*. 1998 dalam Samuel dan Lianto, 2014). Semakin baik informasi yang diberikan akan semakin memperkuat informasi terhadap suatu merek.. Menurut Kotler dan Keller (2012), niat pembelian adalah pengambilan keputusan untuk membeli atas satu alternatif merek di antara berbagai alternatif merek lainnya. Niat pembelian akan muncul setelah melalui beberapa proses, yaitu pengenalan kebutuhan, pencarian informasi, evaluasi informasi, sehingga timbul niat membeli. Jalilvand dan Samiei (2012) menunjukkan citra merek mempengaruhi niat beli. Berdasarkan penelitian tersebut, maka hipotesis berupa:

H5 : Citra berpengaruh terhadap Niat Pembelian

Sumber informasi yang kuat dianggap lebih kredibel daripada sumber informasi ikatan lemah. (Rogers, 1983 dalam Abubakar, 2016). Sehingga dapat

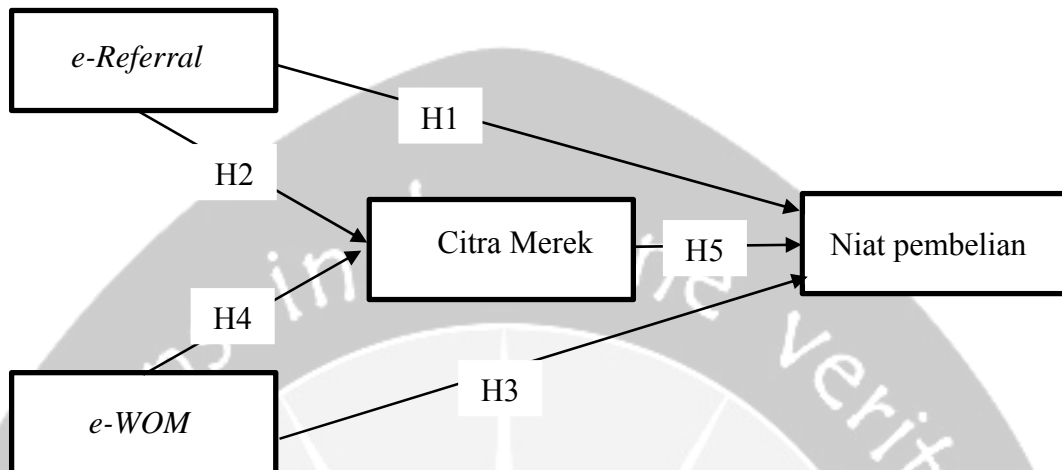
dikatakan bahwa semakin baik rujukan terhadap suatu produk, akan mempengaruhi niat pembelian dari produk tersebut. (Aaker dan Keller, 1990; Putra dan Sulistyawati, 2015; dan Kirwadi, 2016; dalam Pertiwi dan Sukawati 2017) menyatakan semakin baik *image* suatu produk maka akan semakin tinggi keinginan membeli dari konsumen. Berdasarkan penelitian tersebut, maka hipotesis berupa:

H6: Citra merek memediasi hubungan antara *e-Referral* terhadap niat pembelian.

Semuel dan Lianto (2014), menunjukkan bahwa terdapat pengaruh yang signifikan antara *e-WOM* terhadap niat pembelian. Dalam penelitian Jalilvand dan Samiei (2012), menunjukkan bahwa citra merek berpengaruh positif terhadap niat pembelian. Berdasarkan penelitian tersebut, maka hipotesis berupa:

H7 : Citra Merek memediasi hubungan *e-WOM* terhadap niat pembelian.

## 2.10 Model Riset



Sumber: Abubakar *et al* (2016)

**Gambar 2.1**

**Kerangka Penelitian**

## **BAB III**

### **METODELOGI PENELITIAN**

#### **3.1 Lingkup Penelitian**

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh ataupun hubungan antara dua variabel atau lebih dengan pendekatan data yang berupa angka.

#### **3.2 Objek dan Subjek Penelitian**

Obyek penelitian yang digunakan dalam penelitian ini adalah H&M. Objek dipilih karena H&M menduduki peringkat kedua dari 10 merek *fashion* paling berharga di dunia tahun 2017 dalam artikel yang diakses dari web (<http://www.detik.com>, diakses pada 24 Januari 2018).

Pada penelitian ini yang menjadi subjek penelitian adalah semua konsumen H&M yang berada pada generasi Y, yang lahir antara tahun 1980 – 2000 (Kendy, 2014 dalam Septiari dan Kusuma, 2016). Pemilihan populasi generasi Y karena generasi ini sangat menyukai internet. Penggunaan internet oleh generasi Y rata-rata hampir 40 jam per minggu dan 81% dari mereka mengakses media sosial setiap harinya (Nllickell, 2012 dalam Septiari dan Kusuma, 2016).

#### **3.3 Populasi, Sampel, dan Metode Pengambilan Sampel**

Populasi merupakan sekelompok orang, peristiwa, atau hal-hal yang menarik yang ingin diteliti dan kemudian akan dilakukan penarikan suatu kesimpulan (Sekaran & Bougie, 2013). Populasi yang digunakan dalam penelitian ini adalah

orang-orang yang pernah membeli di H&M dalam kurun waktu 3 bulan pada generasi Y.

Sampel merupakan sebagian dari populasi, dimana sampel terdiri atas sejumlah anggota yang telah dipilih dari populasi (Sekaran & Bougie, 2013). Metode pengambilan sampel pada penelitian ini menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Sampel yang digunakan adalah orang-orang yang pernah berbelanja di H&M dalam kurun waktu 3 bulan pada generasi Y.

Pada penelitian ini penetapan jumlah sampel berdasarkan acuan yang ditemukan oleh Ferdinand (2004: 225) minimal sebanyak 5 kali jumlah parameter estimasi (kuesioner). Jadi berdasarkan akan hal tersebut maka jumlah sampel minimal yang dibutuhkan dalam penelitian adalah :

$$n = 5 \times I = 5 \times 17 = 85$$

Keterangan :

n = Ukuran Sampel

I = Jumlah indikator dari hasil olah variabel yang diteliti (jumlah dari pertanyaan kuesioner penelitian).

### **3.4 Metode Pengumpulan Data**

Pada penelitian ini menggunakan data primer. Menurut Sekaran dan Bougie (2013), data primer merupakan data yang diperoleh dari tangan pertama untuk analisis berikutnya untuk menemukan solusi atau masalah yang diteliti.

Dalam penelitian ini menggunakan kuesioner untuk mendapatkan responden. Menurut Sekaran dan Bougie (2013), kuesioner merupakan suatu mekanisme



pengumpulan data yang efisien, dimana terdapat daftar pertanyaan tertulis yang telah dirumuskan sebelumnya, yang nantinya akan dijawab oleh reponden.

Kuisisioner yang disebar dengan cara *offline* dengan menyebarkan kertas berisi pernyataan dari reponden. Penggunaan kuisisioner *offline* dikarenakan lebih cepat untuk mendapatkan responden.

### 3.5 Definisi Operasional

**Tabel 3.1**

**Definisi Operasional**

| No | Definisi Variabel  | Indikator  | Skala Ukur           |
|----|--|--|----------------------|
| 1. | <b><i>e-Referral</i></b><br>Proses membuat pelanggan menyampaikan pesan pemasaran perusahaan kepada teman, anggota keluarga dan rekan kerja dikenal sebagai rujukan (Laudon dan Carol, 2001 dalam Abubakar <i>et al</i> , 2016). | <ol style="list-style-type: none"> <li>1. Saya sering membeli H&amp;M yang dirujuk oleh teman, rekan kerja dan keluarga saya</li> <li>2. Saya sering membeli H&amp;M yang disebut oleh perusahaan terpercaya dan situs jejaring sosial</li> <li>3. Ketika saya membeli H&amp;M tidak dirujuk, saya khawatir dengan keputusan saya</li> <li>4. Arahan <i>online</i> meningkatkan kepercayaan diri saya dalam membeli H&amp;M</li> </ol> | Skala Likert (1 – 5) |
| 2  | <b><i>e-WOM</i></b><br>Gruen <i>et al</i> (2006), mendefinisikan <i>e-wom</i> sebagai sebuah media komunikasi untuk saling berbagi informasi mengenai suatu produk atau jasa yang telah dikonsumsi antar konsumen yang           | <ol style="list-style-type: none"> <li>1. Saya sering membaca ulasan H&amp;M secara <i>online</i> oleh konsumen lain untuk mengetahui apa H&amp;M membuat kesan yang baik pada orang lain.</li> <li>2. Untuk memastikan saya membeli H&amp;M yang tepat, saya sering membaca online ulasan produk dari konsumen lain.</li> <li>3. Saya sering berkonsultasi secara online dengan</li> </ol>  | Skala Likert (1 – 5) |

|    |  |  |                      |
|----|--|--|----------------------|
|    | tidak saling mengenal dan bertemu sebelumnya.  | <p>konsumen lain untuk membantu memilih produk H&amp;M.</p> <p>4. Saya sering mengumpulkan ulasan produk secara online dari konsumen lain sebelum saya membeli H&amp;M</p> <p>5. Jika saya tidak membaca ulasan secara online dari konsumen ketika saya membeli H&amp;M, saya khawatir tentang keputusan saya.</p> <p>6. Ketika saya membeli H&amp;M, review produk secara online dari konsumen lain membuat saya percaya diri dalam membeli H&amp;M</p> |                      |
| 3. | <b>Citra Merek</b><br>Musay (2013), dalam Abubakar <i>et al.</i> , (2016), bahwa ketika suatu merek memiliki citra yang positif, maka merek tersebut akan semakin diingat oleh konsumen dan akan mempengaruhi pembelian konsumen | <p>1. Dibandingkan dengan produk lain, produk H&amp;M memiliki kualitas tinggi</p> <p>2. H&amp;M memiliki sejarah yang kaya</p> <p>3. Pelanggan (kita) dipercaya bisa memprediksi bagaimana tampilan dari H&amp;M</p> <p>4. H&amp;M adalah merek yang terpercaya</p>   | Skala Likert (1 – 5) |
| 4  | <b>Niat Pembelian</b><br>Sciffman dan Kanuk (2008), dalam Anggi dan Ellyawati (2015), mengemukakan bahwa minat merupakan salah satu aspek psikologis yang memiliki pengaruh cukup besar terhadap sikap perilaku.                 | <p>1. Saya akan membeli produk dari H&amp;M ketimbang merek lain yang tersedia</p> <p>2. Saya bersedia untuk merekomendasikan orang lain untuk membeli produk di H&amp;M</p> <p>3. Saya berniat untuk membeli produk H&amp;M di masa depan</p>   | Skala Likert (1 – 5) |

### 3.6 Metode Pengujian Instrumen

Uji validasi dan reliabilitas sangat dibutuhkan untuk penelitian ini. Dimana uji ini memiliki tujuan untuk menghindari kekeliruan serta ketidak pastian dalam perhitungan pada penelitian ini. Di sini peneliti menggunakan uji validitas dan uji reliabilitas. Pembobotan nilai yang digunakan pada penelitian ini menggunakan rentang skala 1 sampai dengan 5.

Menurut Sekaran & Bougie (2013), skala *likert* didesain untuk menelaah seberapa kuat subjek setuju dan tidak setuju dengan pernyataan yang tertulis pada kuesioner. Berikut pembobotan nilai skala *likert* pada penelitian ini:

Sangat Setuju : diberi bobot 5

Setuju : diberi bobot 4

Nteral : diberi bobot 3

Tidak Setuju : diberi bobot 2

Sangat Tidak Setuju : diberi bobot 1

#### 3.6.1 Uji Validitas

Menurut Sekaran dan Bougie (2013), uji validitas adalah sebagai alat pengujian yang mengukur derajat dan kelayakan atau mengukur seberapa baik terkait dengan instrumen dalam mengukur apa yang akan diukur.

Pengujian ini menggunakan uji validitas *Product Moment Correlation Pearson* akan dilakukan dengan bantuan software SPSS 17.0. Penentuan validitas pada setiap instrumen pada penelitian ini akan dilakukan dengan membandingkan

r-hitung dengan r-tabel pada *significance level* ( $\alpha$ ) 0,05 ( $\alpha = 5\%$ ), dengan kriteria yaitu pengujian, pertama jika r-hitung > r-tabel, maka instrumen atau alat ukur dinyatakan valid. Kedua, jika r-hitung < r-tabel, maka instrumen atau alat ukur dinyatakan tidak valid. Nilai r-tabel pada derajat bebas (*degree of freedom*)  $n - 2$  ( $30 - 2 = 28$ ) adalah sebesar 0,361.

Berikut adalah hasil dari uji validitas untuk sampel sebanyak 30 responden yang pernah membeli H&M dalam kurun waktu 3 bulan pada generasi Y:

**Tabel 3.2**  
**Uji Validitas**

| NO | Variabel          | Item | r-hitung | r-tabel | Keterangan |
|----|-------------------|------|----------|---------|------------|
| 1  | <i>e-Referral</i> | ER1  | 0,531    | 0,361   | VALID      |
|    |                   | ER2  | 0,658    | 0,361   | VALID      |
|    |                   | ER3  | 0,459    | 0,361   | VALID      |
|    |                   | ER4  | 0,463    | 0,361   | VALID      |
| 2  | <i>e-WOM</i>      | EW1  | 0,783    | 0,361   | VALID      |
|    |                   | EW2  | 0,845    | 0,361   | VALID      |
|    |                   | EW3  | 0,505    | 0,361   | VALID      |
|    |                   | EW4  | 0,595    | 0,361   | VALID      |
|    |                   | EW5  | 0,666    | 0,361   | VALID      |
|    |                   | EW6  | 0,805    | 0,361   | VALID      |

|   |                   |     |       |       |       |
|---|-------------------|-----|-------|-------|-------|
| 3 | Citra Merek       | CM1 | 0,616 | 0,361 | VALID |
|   |                   | CM2 | 0,568 | 0,361 | VALID |
|   |                   | CM3 | 0,668 | 0,361 | VALID |
|   |                   | CM4 | 0,407 | 0,361 | VALID |
| 4 | Niat<br>Pembelian | NP1 | 0,684 | 0,361 | VALID |
|   |                   | NP2 | 0,741 | 0,361 | VALID |
|   |                   | NP3 | 0,647 | 0,361 | VALID |

Dari data diatas dapat dilihat bahwa dari 17 *item* pertanyaan yang ada dalam kuesioner penelitian keseluruhan dinyatakan valid karena telah memenuhi syarat uji validitas dimana koefisien nilai r-hitung dari semua instrumen pertanyaan lebih besar daripada nilai r-tabel yaitu sebesar 0,361.

### 3.6.2 Uji Reliabilitas

Menurut Sekaran & Bougie (2013), uji reabilitas merupakan suatu pengukuran yang menunjukkan sejauh mana pengukuran tersebut tanpa bias (bebas dari kesalahan) dan karena itu menjamin pengukuran yang konsisten lintas waktu dan lintas item dalam instrumen.

Dalam menguji reabilitas, penelitian ini menggunakan *Cronbach's Alpha* yang dihasilkan oleh software SPSS 17.0. Nilai dari *Cronbach's Alpha* dinilai mampu untuk mengukur tingkat reliabilitas data yang didapatkan. Variabel yang

diteliti dapat dikatakan reliable, apabila *Cronbach's Alpha* > 0,60. Sedangkan jika *Cronbach's Alpha* < 0,60 maka variabel yang diteliti dapat dikatakan tidak reliable.

Berikut adalah hasil dari uji reliabilitas untuk sampel sebanyak 30 responden yang pernah membeli H&M dalam kurun waktu 3 bulan pada generasi Y:

**Tabel 3.3**  
**Uji Reliabilitas**

| NO | Variabel          | Koefisien <i>Cronbach's Alpha</i> | Jumlah Item | Keterangan |
|----|-------------------|-----------------------------------|-------------|------------|
| 1  | <i>E-referral</i> | 0,734                             | 4           | RELIABEL   |
| 2  | <i>E-wom</i>      | 0,885                             | 6           | RELIABEL   |
| 3  | Citra Merek       | 0,762                             | 4           | RELIABEL   |
| 4  | Niat Pembelian    | 0,829                             | 3           | RELIABEL   |

Dari data diatas dapat dilihat bahwa dari semua yang ada dalam kuesioner penelitian keseluruhan dinyatakan reliabel karena telah memenuhi syarat uji reliabel dimana koefisien nilai *Cronbach's Alpha* lebih tinggi dari nilai *Standard Cronbach's Alpha* yaitu 0,60.

### 3.7 Metode Analisis Data

#### 3.7.1 Analisis Regresi Linier Sederhana

Analisis regresi linier sederhana digunakan untuk mengetahui perubahan yang terjadi pada variabel dependen (variabel Y), nilai variabel dependen berdasarkan nilai independen (variabel X) yang diketahui (Sugiyono, 2014). Dengan regresi linier sederhana adalah metode yang berfungsi untuk menguji sebab akibat antara variabel antara variabel X terhadap variabel Y.

Berikut persamaan dari analisis regresi linier sederhana (Sugiyono, 2014) :

$$\hat{y} = a + bx$$

$\hat{y}$  = Variabel Dependen

a = Konstanta

b = Koefisien Determinan

x = Variabel Independen

#### 3.7.2 Analisis Regresi Linier Berganda

Menurut Ghozali (2011), analisis regresi linear berganda adalah hubungan secara linear antara dua atau lebih variabel independen ( $X_1, X_2, \dots, X_n$ ) dengan variabel dependen Y.

Berikut persamaan dari analisis regresi linear berganda (Ghozali, 2011):

$$Y' = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

$Y'$  = Variabel dependen

$X_1$  dan  $X_2$  = Variabel Independen

a = Konstanta

b = Koefisien regresi

### 3.7.3 Uji t

Uji T digunakan untuk mengujisignifikansi secara parsial dua variabel bebas (*independent*) terhadap variabel tak bebas (*dependent*) serta dampak yang ditimbulkan dari masing-masing variabel bebas (*independent*) terhadap variabel tak bebas (*dependent*) (Siregar, 2013).

Berikut langkah-langkah pengujian uji t:

1. Menentukan Hipotesis

Ho :  $\beta_1 \neq 0$ ; artinya variabel independen tidak berpengaruh secara signifikan terhadap variabel dependen.

Ha :  $\beta_1 = 0$ ; artinya variabel indeoenden berpengaruh secara signifikan terhadap variabel dependen.

2. Membandingkan t hitung dengan t tabel

Ho diterima bila Probabilitas Sig.  $> 0,05$  dengan t hitung  $< t$  tabel

Ha diterima bila Probabilitas Sig.  $< 0,05$  dengan t hitung  $> t$  table

3. Pengambilan kesimpulan dengan membandingkan antara nilai t-hitung dan nilai t-tabel, atau dengan p value 0,05.



### 3.7.4 Uji F

Menurut Ghozali (2011), uji F digunakan untuk mengetahui apakah semua variabel independen yang terdapat dalam model mempunyai pengaruh secara bersama-sama terhadap variabel dependen.

Berikut langkah-langkah pengujian uji F:

1. Menetapkan Hipotesis

Ho:  $b_1, b_2 = 0$ ; artinya variabel-variabel independen secara bersama-sama berpengaruh tidak signifikan terhadap variabel dependen.

Ha :  $b_1, b_2 \neq 0$ : artinya variabel-variabel independen secara bersama-sama berpengaruh signifikan terhadap variabel dependen.

2. Nilai F hitung dapat dilihat berdasarkan *output* tabel ANOVA pada hasil regresi linier.

3. Kriteria Pengujian

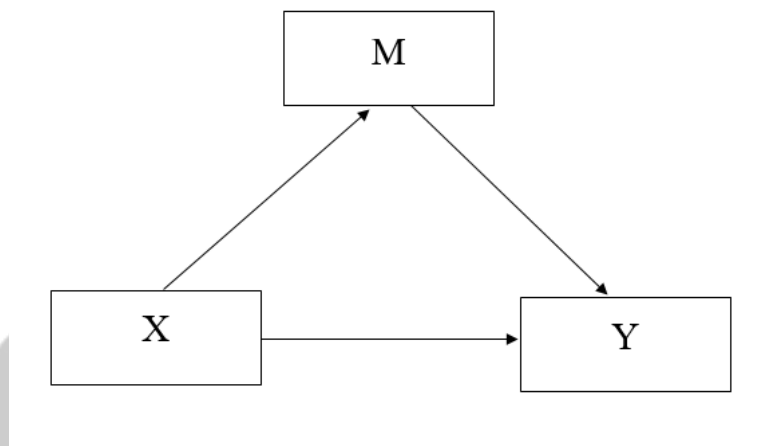
Ho diterima bila  $p \text{ value} > 0,05$

Ha diterima bila  $p \text{ value} < 0,05$

4. Pengambilan keputusan dengan membandingkan antara F-hitung dan F-tabel, atau taraf signifikan dengan  $p \text{ value} 0,05$

### 3.7.5 Pengujian Variabel Mediasi

Suatu variabel disebut mediator jika variabel tersebut ikut mempengaruhi hubungan antara variabel independen dan dependen (Baron dan Kenny (1986) dalam buku Ghozali (2016)). Berikut kerangka dari pengujian variabel mediasi:

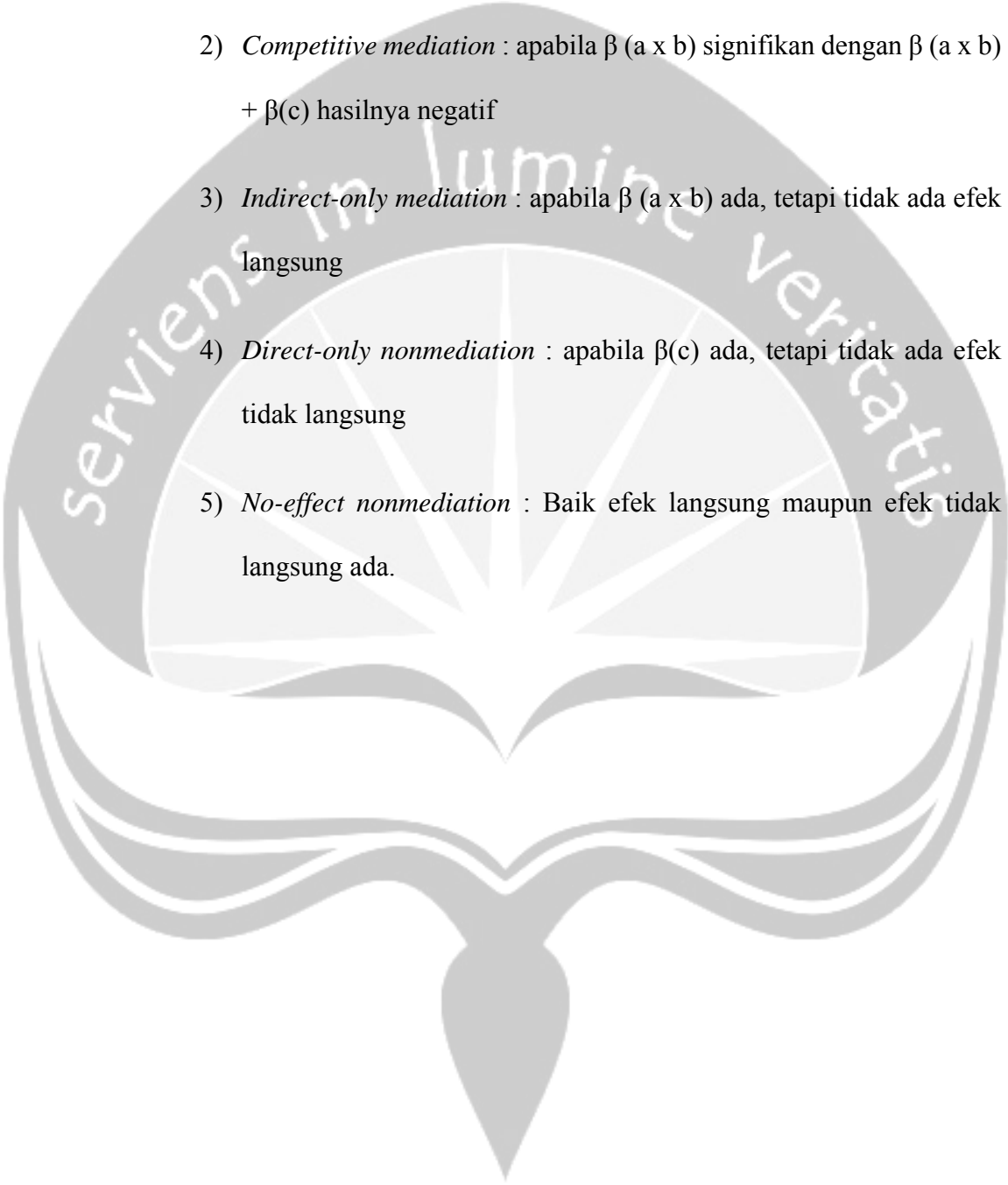


Sumber : Ghozali (2016: 235)

**Gambar 3.1**  
**Hubungan Tidak Langsung X Mempengaruhi Y**

Di dalam pengujian mediasi digunakan untuk membuktikan bagaimana peranan dari variabel citra merek sebagai variabel pemediasi berfungsi memediasi hubungan antara variabel *e-Referral* dan *e-WOM*. Menurut Baron dan Kenny (1986) dalam Zhao *et al.*, (2010), jika variabel independen tidak memiliki pengaruh langsung pada variabel dependen setelah mengontrol variabel mediator, maka dapat dinyatakan sebagai *full mediation*. Sedangkan jika pengaruh variabel independen pada variabel dependen setelah mengontrol variabel mediator berkurang namun masih tetap signifikan, maka dinyatakan sebagai *partial mediation*.

Zhao *et al.*, (2010) yang mengembangkan mediasi milik Baron dan Kenny (1986), mereka mengidentifikasi terdapat 3 pola konsisten dengan mediasi dan 2 pola konsisten tanpa mediasi yakni :

- 
- 1) *Complementary mediation* : apabila  $\beta (a \times b)$  signifikan dengan  $\beta (a \times b) + \beta(c)$  hasilnya positif
  - 2) *Competitive mediation* : apabila  $\beta (a \times b)$  signifikan dengan  $\beta (a \times b) + \beta(c)$  hasilnya negatif
  - 3) *Indirect-only mediation* : apabila  $\beta (a \times b)$  ada, tetapi tidak ada efek langsung
  - 4) *Direct-only nonmediation* : apabila  $\beta(c)$  ada, tetapi tidak ada efek tidak langsung
  - 5) *No-effect nonmediation* : Baik efek langsung maupun efek tidak langsung ada.

## BAB IV

### ANALISIS DAN PEMBAHASAN

#### 4.1 Analisis Data

Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth* dan *e-Referral* terhadap citra merek dan niat pembelian pada H&M. Dalam penelitian ini, menyebar minimal 85 kuesioner dengan syarat konsumen yang kurang lebih pernah membeli H&M dalam kurun waktu 3 bulan. Untuk mendapatkan hasil yang maksimal, peneliti menyebar 150 kuesioner dan 150 kuesioner yang kembali.

Dalam mendapatkan data dari responden, peneliti menyebar kuesioner melalui *offline*, yaitu melalui kertas yang berisi beberapa pernyataan. Dalam uji, validitas dan reabilitas, peneliti memerlukan sampel data sebanyak 30 responden. Selanjutnya, dalam analisis ini, peneliti menggunakan beberapa metode, yaitu analisis deskriptif presentase, analisis regresi linear sederhana, dan analisis linear berganda. Untuk membantu memproses data tersebut, peneliti menggunakan *software* SPSS 17.0 dan hasil data yang dihasilkan sebagai berikut:

#### 4.2 Profil Responden

Pada penelitian ini, karakteristik dibedakan menjadi beberapa bagian, yaitu, umur dan jenis kelamin

#### 4.2.1 Persentase Responden Berdasarkan Umur

**Tabel 4.1**

##### **Persentase Responden Berdasarkan Umur**

| No | Umur | Jumlah Responden | Presentase (%) |
|----|------|------------------|----------------|
| 1  | 19   | 9                | 6%             |
| 2  | 20   | 12               | 8%             |
| 3  | 21   | 41               | 27%            |
| 4  | 22   | 31               | 21%            |
| 5  | 23   | 26               | 17%            |
| 6  | 24   | 14               | 9%             |
| 7  | 25   | 10               | 7%             |
| 8  | 26   | 3                | 2%             |
| 9  | 27   | 4                | 3%             |

Dari data tersebut, dapat disimpulkan bahwa mayoritas responden ada pada umur 21 tahun, yaitu sebesar 41 responden dengan presentase 27%. Sedangkan, minoritas adalah responden yang berumur 26 tahun, yaitu sebanyak 2% dengan 3 responden.

#### 4.2.2 Persentase Responden Berdasarkan Jenis Kelamin

**Tabel 4.2**

##### **Persentase Responden Berdasarkan Jenis Kelamin**

| No | Jenis Kelamin | Jumlah Responden | Presentase (%) |
|----|---------------|------------------|----------------|
| 1  | Pria          | 66               | 44%            |
| 2  | Wanita        | 84               | 56%            |

Dari data yang telah didapat disimpulkan bahwa mayoritas responden adalah wanita yaitu sebesar 56% sebanyak 84 responden. Sisanya adalah pria yaitu sebesar 44% sebanyak 66 responden.

**Tabel 4.3**

**Perbedaan Variabel *e-Referral* dan *e-WOM* terhadap Citra Merek dan Niat Pembelian dengan Jenis Kelamin**

| Variabel          | Gender | N   | Mean | Std. Deviation | F     | Sig.  |
|-------------------|--------|-----|------|----------------|-------|-------|
| <i>e-Referral</i> | Pria   | 66  | 3,77 | 0,856          | 1,524 | 0,219 |
|                   | Wanita | 84  | 3,93 | 0,690          |       |       |
|                   | Total  | 150 | 3,86 | 0,769          |       |       |
| <i>e-WOM</i>      | Pria   | 66  | 3,73 | 0,692          | 0,514 | 0,475 |
|                   | Wanita | 84  | 3,81 | 0,702          |       |       |
|                   | Total  | 150 | 3,77 | 0,697          |       |       |
| Citra Merek       | Pria   | 66  | 4,02 | 0,511          | 3,224 | 0,075 |
|                   | Wanita | 84  | 4,18 | 0,584          |       |       |
|                   | Total  | 150 | 4,11 | 0,557          |       |       |
| Niat Pembelian    | Pria   | 66  | 4,06 | 0,630          | 5,763 | 0,018 |
|                   | Wanita | 84  | 4,30 | 0,576          |       |       |
|                   | Total  | 150 | 4,19 | 0,610          |       |       |

Sumber: Pengolahan data primer 2018

Berdasarkan hasil analisis pada tabel 4.3, dapat dilihat bahwa variabel *e-Referral* (0,219), *e-WOM* (0,475), dan Citra Merek (0,075) dengan jenis kelamin tidak ada perbedaan, karena pada setiap variabel tersebut memiliki nilai signifikan

> 0,05. Berbeda dengan variabel Niat Pembelian (0,018), karena pada variabel ini memiliki nilai signifikan < 0,05. Pada variabel Niat Pembelian, nilai *mean* paling besar adalah pada responden dengan jenis kelamin wanita (4,30). Hal tersebut menjelakan niat pembelian didominasi oleh jenis kelamin perempuan.

#### 4.3 Analisis Regresi Linier Berganda dan Pengujian Hipotesis

Analisis regresi linier berganda digunakan untuk mengetahui pengaruh variabel bebas, pada tabel 4.3 yaitu *e-Referral* dan *e-WOM* terhadap Citra Merek. Pada tabel 4.4, 3 yaitu *e-Referral* dan *e-WOM* terhadap Niat Pembelian, berikut merupakan hasil analisis regresi berganda yang dirangkum sebagai berikut.

##### 4.3.1 Pengaruh *e-Referral* dan *e-WOM* Terhadap Citra Merek

**Tabel 4.4**

**Pengaruh *e-Referral* dan *e-WOM* Terhadap Citra Merek**

| Variabel Independen   | Variabel Dependen | Beta  | t     | Sig.  | Keterangan |
|-----------------------|-------------------|-------|-------|-------|------------|
| <i>e-Referral</i>     | Citra Merek       | 0,282 | 3,448 | 0,001 | Signifikan |
| <i>e-WOM</i>          |                   | 0,316 | 3,870 | 0,000 | Signifikan |
| Adj. R-Square = 0,259 |                   |       |       |       |            |
| Prob/Sig = 0,000      |                   |       |       |       |            |
| F hitung = 27,008     |                   |       |       |       |            |

Dari data di atas hasil uji F dapat diperoleh nilai F hitung sebesar 27,008 dengan nilai probabilitas 0,000 yang menunjukkan bahwa probabilitas (0,000) < 0,05. Dengan data tersebut dapat disimpulkan bahwa  $H_0$  ditolak dan  $H_a$  diterima yaitu *e-Referral* dan *e-WOM* memiliki pengaruh yang positif dan signifikan terhadap Citra Merek. Dengan kata lain bahwa, kedua variabel tersebut, yaitu *e-Referral* dan *e-WOM* dapat menumbuhkan Citra Merek pada produk H&M. Dilihat

dari data tersebut bahwa memiliki *Adj. R-Square* 0,259 yang artinya bahwa 25,9% Citra Merek dipengaruhi oleh *e-Referral* dan *e-WOM*, sedangkan sisanya 70,1% dipengaruhi oleh variabel lain diluar dari penelitian ini.

Hasil dari uji t masing-masing varibel pada penelitian ini adalah:

1. *e-Referral*

*H2 : e-Referral memiliki pengaruh secara positif dan signifikan terhadap Citra Merek.*

Diperoleh dari hasil uji t pada variabel *e-Referral* yaitu nilai koefisien regresi (beta) sebesar 0,282 dengan probabilitas (p)  $0,001 < 0,05$ , maka dapat disimpulkan bahwa *e-Referral* memiliki pengaruh positif dan signifikan terhadap Citra Merek. Dalam hal tersebut, dapat menunjukkan bahwa semakin baik *e-Referral* pada produk H&M akan mampu meningkatkan Citra Merek dari produk tersebut. Hasil dari data tersebut, dapat mendukung dari hipotesis 2 (*H2*) yaitu *e-Referral* memiliki pengaruh secara positif dan signifikan terhadap Citra Merek. Hal ini didukung dengan hasil penelitian dari Abubakar (2016).

2. *e-WOM*

*H4 : e-WOM memiliki pengaruh secara positif dan signifikan terhadap Citra Merek.*

Diperoleh dari hasil uji t pada variabel *e-WOM* yaitu nilai koefisien regresi (beta) sebesar 0,316 dengan probabilitas (p)  $0,000 < 0,05$ , maka dapat disimpulkan bahwa *ewom* memiliki pengaruh positif dan signifikan terhadap Citra Merek. Dalam hal tersebut, dapat menunjukkan bahwa



semakin baik *e-WOM* pada produk H&M akan mampu meningkatkan Citra Merek dari produk tersebut. Hasil dari data tersebut, dapat mendukung dari hipotesis 4 (H4) yaitu *e-WOM* memiliki pengaruh secara positif dan signifikan terhadap Citra Merek. Hal ini didukung dengan penelitian terdahulu dari Jalilvand (2012).

#### 4.3.2 Pengaruh *e-Referral* dan *e-WOM* Terhadap Niat Pembelian

**Tabel 4.5**

**Pengaruh *e-Referral* dan *e-WOM* Terhadap Niat Pembelian**

| Variabel Independen   | Variabel Dependen | Beta  | t     | Sig.  | Keterangan |
|-----------------------|-------------------|-------|-------|-------|------------|
| <i>e-Referral</i>     | Niat Pembelian    | 0,398 | 4,961 | 0,000 | Signifikan |
| <i>e-WOM</i>          |                   | 0,219 | 2,727 | 0,007 | Signifikan |
| Adj. R-Square = 0,284 |                   |       |       |       |            |
| Prob/Sig = 0,000      |                   |       |       |       |            |
| F hitung = 30,601     |                   |       |       |       |            |

Dari data di atas hasil uji F dapat diperoleh nilai F hitung sebesar 30,601 dengan nilai probabilitas 0,000 yang menunjukkan bahwa probabilitas  $(0,000) < 0,05$ . Dengan data tersebut dapat disimpulkan bahwa  $H_0$  ditolak dan  $H_a$  diterima yaitu *e-Referral* dan *e-WOM* memiliki pengaruh yang positif dan signifikan terhadap Niat Pembelian. Dengan kata lain bahwa, kedua variabel tersebut, yaitu *e-Referral* dan *e-WOM* dapat menumbuhkan Niat Pembelian pada produk H&M. dilihat dari data tersebut bahwa memiliki *Adj. R-Square* 0,284 yang artinya bahwa 28,4% Citra Merek dipengaruhi oleh *e-Referral* dan *e-WOM*, sedangkan sisanya 71,6% dipengaruhi oleh variabel lain diluar dari penelitian ini.

Hasil dari uji t masing-masing variabel pada penelitian ini adalah:

1. *e-Referral*

*H1 : e-Referral memiliki pengaruh secara positif dan signifikan terhadap Niat Pembelian.*

Diperoleh dari hasil uji t pada variabel *e-Referral* yaitu nilai koefisien regresi (beta) sebesar 0,398 dengan probabilitas (p)  $0,000 < 0,05$ , maka dapat disimpulkan bahwa *e-Referral* memiliki pengaruh positif dan signifikan terhadap Niat Pembelian. Dalam hal tersebut, dapat menunjukkan bahwa semakin baik *e-Referral* pada produk H&M akan mampu meningkatkan Niat Pembelian dari produk tersebut. Hasil dari data tersebut, dapat mendukung dari hipotesis 1 (H1) yaitu *e-Referral* memiliki pengaruh secara positif dan signifikan terhadap Niat Pembelian. Hal ini didukung dari penelitian Abubakar (2016).

2. *e-WOM*

*H3 : e-WOM memiliki pengaruh secara positif dan signifikan terhadap Niat Pembelian.*

Diperoleh dari hasil uji t pada variabel *ewom* yaitu nilai koefisien regresi (beta) sebesar 0,219 dengan probabilitas (p)  $0,007 < 0,05$ , maka dapat disimpulkan bahwa *e-WOM* memiliki pengaruh positif dan signifikan terhadap Niat Pembelian. Dalam hal tersebut, dapat menunjukkan bahwa semakin baik *e-WOM* pada produk H&M akan mampu meningkatkan Niat Pembelian dari produk tersebut. Hasil dari data tersebut, dapat mendukung dari hipotesis 3 (H3) yaitu *e-WOM* memiliki pengaruh secara positif dan

signifikan terhadap Niat Pembelian. Hal ini didukung dari penelitian Jalilvand (2012).

#### 4.4 Analisis Regresi Linier Sederhana dan Pengujian Hipotesis

Analisis regresi linier sederhana digunakan untuk mengetahui pengaruh variabel bebas Citra Merek terhadap variabel terikat Niat Pembelian serta digunakan sebagai acuan dalam menyimpulkan hasil analisis data. Hasil olah data secara lengkap dapat dilihat sebagai berikut :

##### 4.4.1 Pengaruh Citra Merek terhadap Niat Pembelian

**Tabel 4.6**  
**Pengaruh Citra Merek Terhadap Niat Pembelian**

| Variabel Independen | Variabel Dependen | Beta  | t     | Sig.  | Keterangan |
|---------------------|-------------------|-------|-------|-------|------------|
| Citra Merek         | Niat Pembelian    | 0,563 | 8,293 | 0,000 | Signifikan |
| R-Square = 0,317    |                   |       |       |       |            |

Nilai R-Square sebesar 0,317 yang berarti bahwa 31,7% Niat Pembelian dari produk H&M dipengaruhi oleh Citra Merek produk tersebut. Sisanya, yaitu sebesar 68,3% dipengaruhi oleh variable lain yang tidak termasuk dalam penelitian ini. Pada beta variabel Citra Merek diketahui mempunyai nilai positif, hal ini dapat menunjukkan hubungan yang searah pada variabel Citra Merek dengan Niat Pembelian, yang dapat diartikan bahwa semakin tinggi citra merek pada suatu produk, maka akan semakin tinggi pula niat pembelian yang akan dihasilkan oleh

produk tersebut. Pada tabel diatas diketahui bahwa tingkat signifikan variabel Citra Merek adalah 0,000 dimana Sig. (0,000) < dengan t hitung sebesar 8,293. Dengan n-2 yaitu  $150 - 2 = 148$  dan menggunakan taraf signifikan 0,05, maka diperoleh t tabel sebesar 1,65521. Maka menunjukkan bahwa t hitung (8,293) > t tabel (1,65521), yang artinya variabel Citra Merek memiliki pengaruh positif dan signifikan terhadap Niat Pembelian. Berdasarkan dari data yang diperoleh di atas, maka  $H_0$  ditolak dan  $H_a$  diterima, dengan kata lain bahwa Citra Merek memiliki pengaruh positif dan signifikan terhadap Niat Pembelian. Dari hasil penelitian ini dapat mendukung hipotesis 5 ( $H_5$ ) yang menyatakan Citra Merek memiliki pengaruh secara positif dan signifikan terhadap Niat Pembelian.

#### 4.5 Pengujian Variabel Mediasi

##### 4.5.1. *e-Referral* terhadap Niat Pembelian dengan Citra Merek sebagai variabel mediasi

Pada pengujian variabel mediasi digunakan untuk mengetahui *e-Referral* dapat berpengaruh secara langsung pada niat pembelian dan secara tidak langsung juga berpengaruh pada niat pembelian konsumen melalui citra merek sebagai variabel pemediasi, Hasil olah data secara lengkap dapat dilihat sebagai berikut:

**Tabel 4.7**

#### **Uji Regresi Linier Berganda Pengaruh Citra Merek memediasi *e-Referral* terhadap Niat Pembelian**

| Variabel Independen   | Variabel Dependen | Beta  | t     | Sig.  | Keterangan |
|-----------------------|-------------------|-------|-------|-------|------------|
| <i>e-Referral</i>     | Niat Pembelian    | 0,323 | 4,538 | 0,000 | Signifikan |
| Citra Merek           |                   | 0,421 | 5,922 | 0,000 | Signifikan |
| Adj. R-Square = 0,393 |                   |       |       |       |            |
| Prob/Sig = 0,000      |                   |       |       |       |            |
| F hitung = 49,239     |                   |       |       |       |            |

**Tabel 4.8**  
**Tahapan Mediasi**

| Tahap | Variabel Independen | Variabel Dependen | Standardized coefficients ( $\beta$ ) | t     | Sig.  | Keterangan |
|-------|---------------------|-------------------|---------------------------------------|-------|-------|------------|
| 1     | <i>e-Referral</i>   | Niat Pembelian    | 0,398                                 | 4,961 | 0,000 | Signifikan |
| 2     | <i>e-Referral</i>   | Citra Merek       | 0,282                                 | 3,448 | 0,001 | Signifikan |
| 3     | <i>e-Referral</i>   | Niat Pembelian    | 0,323                                 | 4,538 | 0,000 | Signifikan |
|       | Citra Merek         |                   | 0,421                                 | 5,922 | 0,000 | Signifikan |

**Tabel 4.9**

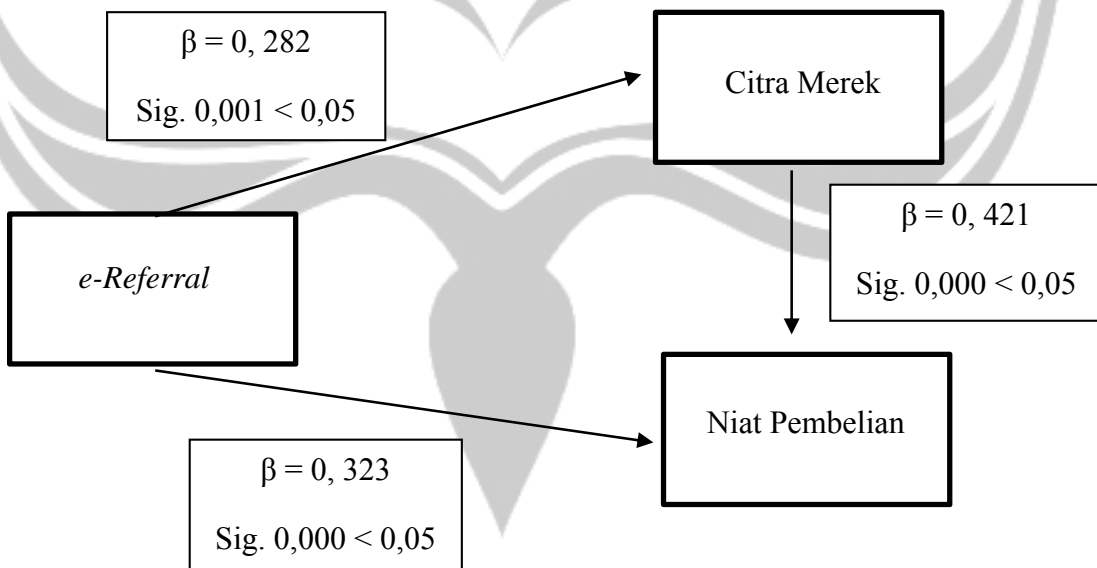
***e-Referral* Terhadap Niat Pembelian dengan Citra Merek sebagai variabel mediasi**

| No | Keterangan                      | Koefisien Regresi      | Hasil |
|----|---------------------------------|------------------------|-------|
| 1  | Pengaruh langsung "C"           | 0,398                  | 0,398 |
| 2  | Pengaruh tidak langsung "a x b" | 0,282 x 0,421          | 0,119 |
| 3  | Total pengaruh "(a x b) + c"    | (0,282x 0.421) + 0,323 | 0,442 |

Dari data hasil uji mediasi, dapat diketahui bahwa *e-Referral* berpengaruh secara langsung pada niat pembelian dan secara tidak langsung juga berpengaruh pada niat pembelian melalui citra merek sebagai variabel mediasi. Variabel *e-Referral* diketahui masih mempunyai pengaruh langsung yang signifikan pada variabel niat pembelian setelah mengontrol variabel citra merek, sehingga citra merek pada penelitian ini bukan sebagai *perfect* atau *complete mediation* tetapi *partial mediation*. Berdasarkan pada pengembangan jenis - jenis mediasi yang

dilakukan oleh Zhao *et al.*,(2010), maka citra merek dalam penelitian ini dapat dikatakan sebagai *complementary mediation*, hal tersebut dapat dilihat dari hasil  $\beta(a \times b) + c$  hasilnya adalah positif.

Total pengaruh variabel *e-Referral* yang dimediasi oleh variabel citra merek memiliki *total effect* sebesar 0,442. Dari hasil uji regresi yang dilakukan, *e-Referral* secara langsung memiliki pengaruh signifikan dan positif terhadap niat pembelian konsumen serta *e-Referral* dan citra merek berpengaruh signifikan dan positif pada niat pembelian konsumen. Sehingga dapat dikatakan bahwa *e-Referral* dapat berpengaruh secara langsung pada niat pembelian dan secara tidak langsung juga berpengaruh pada niat pembelian konsumen melalui citra merek sebagai variabel pemediasi.



**Gambar 4.1**

***e-Referral* Terhadap Niat Pembelian dengan Citra Merek sebagai variabel mediasi**

#### 4.5.2. *e-WOM* Terhadap Niat Pembelian dengan Citra Merek sebagai variabel mediasi

Pada pengujian variabel mediasi digunakan untuk mengetahui *e-WOM* dapat berpengaruh secara langsung pada niat pembelian dan secara tidak langsung juga berpengaruh pada niat pembelian konsumen melalui citra merek sebagai variabel pemediasi, Hasil olah data secara lengkap dapat dilihat sebagai berikut

**Tabel 4.10**

#### Uji Regresi Linier Berganda Pengaruh Citra Merek memediasi *e-WOM* terhadap Niat Pembelian

| Variabel Independen   | Variabel Dependen | Beta  | t     | Sig.  | Keterangan |
|-----------------------|-------------------|-------|-------|-------|------------|
| <i>e-WOM</i>          | Niat Pembelian    | 0,204 | 2,731 | 0,007 | Signifikan |
| Citra Merek           |                   | 0,470 | 6,283 | 0,000 | Signifikan |
| Adj. R-Square = 0,341 |                   |       |       |       |            |
| Prob/Sig = 0,000      |                   |       |       |       |            |
| F hitung = 39,622     |                   |       |       |       |            |

**Tabel 4.11**

#### Tahapan Mediasi

| Tahap | Variabel Independen | Variabel Dependen | Standardized coefficients ( $\beta$ ) | t     | Sig.  | Keterangan |
|-------|---------------------|-------------------|---------------------------------------|-------|-------|------------|
| 1     | <i>e-WOM</i>        | Niat Pembelian    | 0,219                                 | 2,727 | 0,007 | Signifikan |
| 2     | <i>e-WOM</i>        | Citra Merek       | 0,316                                 | 3,870 | 0,000 | Signifikan |
| 3     | <i>e-WOM</i>        | Niat Pembelian    | 0,204                                 | 2,731 | 0,007 | Signifikan |
|       | Citra Merek         |                   | 0,470                                 | 6,283 | 0,000 | Signifikan |

**Tabel 4.12**

***e-WOM Terhadap Niat Pembelian dengan Citra Merek sebagai variabel mediasi***

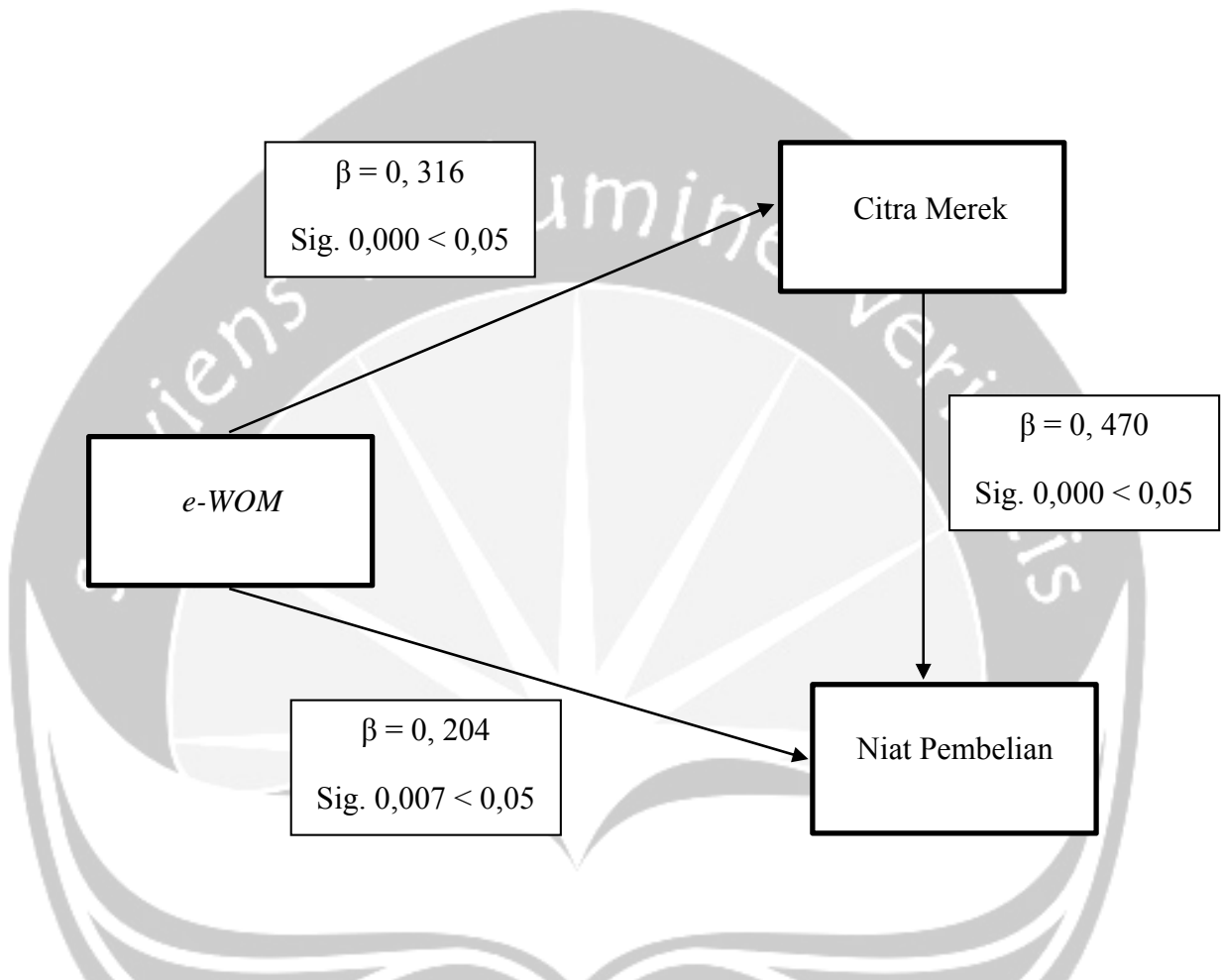
| No | Keterangan                      | Koefisien Regresi       | Hasil |
|----|---------------------------------|-------------------------|-------|
| 1  | Pengaruh langsung "C"           | 0,219                   | 0,219 |
| 2  | Pengaruh tidak langsung "a x b" | 0,316 x 0,470           | 0,148 |
| 3  | Total pengaruh "(a x b) + c"    | (0.204 x 0.470) + 0,204 | 0,352 |

Dari data hasil uji mediasi, dapat diketahui bahwa *e-WOM* berpengaruh secara langsung pada niat pembelian dan secara tidak langsung juga berpengaruh pada niat pembelian melalui citra merek sebagai variabel mediasi. Variabel *e-WOM* diketahui masih mempunyai pengaruh langsung yang signifikan pada variabel niat pembelian setelah mengontrol variabel citra merek, sehingga citra merek pada penelitian ini bukan sebagai *perfect* atau *complete mediation* tetapi *partial mediation*. Berdasarkan pada pengembangan jenis - jenis mediasi yang dilakukan oleh Zhao *et al.*,(2010), maka citra merek dalam penelitian ini dapat dikatakan sebagai *complementary mediation*, hal tersebut dapat dilihat dari hasil  $\beta(a \times b) + c$  hasilnya adalah positif.

Total pengaruh variabel *e-WOM* yang dimediasi oleh variabel citra merek memiliki *total effect* sebesar 0,352. Dari hasil uji regresi yang dilakukan, *e-WOM* secara langsung memiliki pengaruh signifikan dan positif terhadap niat pembelian konsumen serta *e-WOM* dan citra merek berpengaruh signifikan dan positif pada niat pembelian konsumen. Sehingga dapat dikatakan bahwa *e-WOM* dapat berpengaruh secara langsung pada niat pembelian dan secara tidak langsung juga



berpengaruh pada niat pembelian konsumen melalui citra merek sebagai variabel pemediasi.



**Gambar 4.2**

***e-WOM Terhadap Niat Pembelian dengan Citra Merek sebagai variabel mediasi***

#### 4.6 Pembahasan

Dalam penelitian ini memiliki perbedaan dengan penelitian terdahulu, antara lain:

1. Penelitian terdahulu yaitu penelitian Abubakar *et al*, (2016) maupun Jalilvand dan Samiei (2012) menggunakan AMOS untuk metode analisisnya. Sedangkan, dalam penelitian ini menggunakan regresi linier sederhana dan regresi linier berganda.
2. Penelitian ini dilakukan di Indonesia tepatnya di kota Yogyakarta. Objek yang diteliti adalah H&M dan menggunakan subjek pada generasi Y. Penelitian terdahulu yaitu Jalilvand dan Samiei (2012) dilakukan di Iran dengan objek Industri *automobile* dengan subjek antara 26-55 tahun. Sedangkan, Abubakar *et al*, (2016) melakukan penelitian di Pulau Cyprus dengan objek budaya berbandan di Cyprus dengan subjek konsumen yang berada di bagian dari Pulau Cyprus tersebut.
3. Hasil uji regresi yang dilakukan, *e-Referral* secara langsung memiliki pengaruh signifikan dan positif terhadap niat pembelian konsumen serta *e-Referral* dan citra merek berpengaruh signifikan dan positif pada niat pembelian konsumen. Sehingga dapat dikatakan bahwa *e-Referral* dapat berpengaruh secara langsung pada niat pembelian dan secara tidak langsung juga berpengaruh pada niat pembelian konsumen melalui citra merek sebagai variabel pemediasi.
4. Hasil uji regresi yang dilakukan, *e-WOM* secara langsung memiliki pengaruh signifikan dan positif terhadap niat pembelian konsumen serta *e-*

*WOM* dan citra merek berpengaruh signifikan dan positif pada niat pembelian konsumen. Sehingga dapat dikatakan bahwa *e-WOM* dapat berpengaruh secara langsung pada niat pembelian dan secara tidak langsung juga berpengaruh pada niat pembelian konsumen melalui citra merek sebagai variabel pemediasi.

Dari hasil pengujian menggunakan analisis regresi linear sederhana, linear berganda, dan uji mediasi dapat dipaparkan sebagai berikut:

**Tabel 4.13**

**Rangkuman Hasil Pengujian Hipotesis**

| NO | Hipotesis | Deskripsi  | Hasil    |
|----|-----------|--|----------|
| 1  | H1        | <i>e-Referral</i> berpengaruh terhadap niat pembelian. | Diterima |
| 2  | H2        | <i>e-Referral</i> berpengaruh terhadap citra merek.    | Diterima |
| 3  | H3        | <i>e-WOM</i> berpengaruh terhadap niat pembelian.      | Diterima |
| 4  | H4        | <i>e-WOM</i> berpengaruh terhadap citra merek          | Diterima |
| 5  | H5        | Citra merek berpengaruh terhadap niat pembelian        | Diterima |

|   |    |  |          |
|---|----|--|----------|
| 6 | H6 | Citra merek memediasi hubungan antara <i>e-Referral</i> terhadap niat pembelian. | Diterima |
| 7 | H7 | Citra Merek memediasi hubungan <i>e-WOM</i> terhadap niat pembelian.             | Diterima |

Pada abad 21 ini, semakin pesatnya pertumbuhan ekonomi dan pertumbuhan modernisasi, membuat semakin pesat pula dunia *fashion*. Tidak dipungkiri bahwa *fashion* adalah kebutuhan setiap orang untuk menunjukkan karakter pada setiap penggunanya. Dengan seperti itu, para produsen *fashion* semakin berlomba-lomba untuk menciptakan dan memproduksi mode *fashion* yang unik dan masa kini. Maka dari itu, industri *fashion*, H&M salah satunya, perlu untuk menyiapkan beberapa strategi untuk tetap mempertahankan citra merek dari produknya dan niat pembelian dari konsumen. Beberapa cara yang dapat dilakukan H&M yaitu dengan adanya *e-Referral* dan *e-WOM*, dengan cara tersebut dapat meningkatkan kepercayaan konsumen akan citra merek dan akan berdampak langsung pada niat pembelian. Data dari responden dikumpulkan melalui kuesioner secara *offline* pada 150 responden generasi Y yang pernah membeli produk H&M di Yogyakarta kurang lebih dalam waktu 3 bulan terakhir.

## BAB V

### PENUTUP

#### 5.1. Kesimpulan

Berikut ini adalah beberapa kesimpulan yang dapat diambil dari hasil analisis yang telah dilakukan dari penelitian:

1. Mayoritas responden berumur 21 tahun dengan persentase sebesar 27%.
2. Karakteristik jenis kelamin pada penelitian ini adalah 44% pria dan sisanya sebanyak 56% adalah wanita.
3. Variabel *e-Referral*, *e-WOM*, dan Citra Merek dengan jenis kelamin tidak ada perbedaan.
4. Variabel Niat Pembelian dengan jenis kelamin memiliki perbedaan yaitu didominasi oleh perempuan.
5. Hasil penelitian menunjukkan bahwa *e-Referral* memiliki pengaruh yang positif dan signifikan terhadap niat pembelian.
6. Hasil penelitian menunjukkan bahwa *e-Referral* memiliki pengaruh yang positif dan signifikan terhadap citra merek.
7. Hasil penelitian menunjukkan bahwa *e-WOM* memiliki pengaruh yang positif dan signifikan terhadap niat pembelian.
8. Hasil penelitian menunjukkan bahwa *e-WOM* memiliki pengaruh yang positif dan signifikan terhadap citra merek.
9. Hasil penelitian menunjukkan bahwa citra merek memiliki pengaruh yang positif dan signifikan terhadap niat pembelian.

10. Hasil analisis variabel mediasi variabel *e-WOM* dan *e-Referral* diketahui masih mempunyai pengaruh langsung yang signifikan terhadap variabel niat pembelian setelah mengontrol variabel citra merek, sehingga variabel citra merek pada penelitian ini adalah *partial mediation*. Serta sesuai dengan pengembangan jenis mediasi yang dilakukan oleh Zhao *et al*, (2010), menunjukkan bahwa citra merek terbukti sebagai *complementary mediation* yaitu dilihat dari hasil  $\beta (a \times b) + c$  hasilnya adalah positif. Hal ini dapat disimpulkan bahwa citra merek secara komplementer memediasi hubungan antara variabel *e-wom* dan *e-referral* terhadap niat pembelian.

## **5.2. Implikasi Manajerial**

Hasil penelitian yang telah dilakukan tentang pengaruh *e-Referral* dan *e-WOM* terhadap citra merek dan niat pembelian, diharapkan dapat memberikan manfaat bagi pihak-pihak yang berkepentingan, terutama bagi pihak manajer yang mengandalkan *e-Referral* dan *e-WOM* sebagai strategi pemasarannya. Implikasi manajerial dalam penelitian ini adalah sebagai berikut:

1. Hasil dari penelitian karakteristik responden, diharapkan pihak manajer pemasar dapat membuat konten yang menarik dalam media sosial dengan segmentasi yakni wanita dengan umur 21 tahun. Bagi manajer pemasar dapat membuat konten semenarik mungkin yang menarik untuk konsumen.
2. Variabel *e-Referral* dan *e-WOM* secara langsung memiliki pengaruh yang signifikan dan positif terhadap citra merek dan niat pembelian,

menyadarkan manajer selaku pemasar produk agar dapat memperhatikan konten dari produk yang akan disampaikan dalam media sosial karena pengaruhnya dapat berdampak pada pandangan konsumen terhadap citra merek, dan bisa berpengaruh terhadap niat pembelian konsumen terhadap produk atau merek.

3. Variabel citra merek secara langsung memiliki pengaruh yang positif dan signifikan terhadap niat pembelian, oleh karena itu selaku manajer pemasar agar selalu memperhatikan citra merek H&M, hal ini dapat meningkatkan niat pembelian terhadap produk atau merek tersebut.
4. Dalam penelitian ini, variabel citra merek memediasi hubungan *e-Referral* dan *e-WOM* terhadap niat pembelian. Dalam hal ini manajer pemasar sebaiknya agar terus mempertahankan pemasaran melalui *e-Referral* dan *e-WOM* serta selalu menciptakan citra merek yang positif agar niat pembelian konsumen semakin meningkat.

### **5.3. Keterbatasan Penelitian dan Saran Penelitian Selanjutnya**

1. Peneliti menyarankan agar penelitian selanjutnya lebih mengembangkan variabel-variabel yang lainnya. Misalnya dengan mengganti variabel dengan desain tata letak, perilaku pembelian, dan lain-lain.
2. Peneliti meneliti di H&M sehingga hasil tidak bisa digeneralisasikan secara luas, oleh karena itu penelitian selanjutnya disarankan memakai objek lain sebagai pembandingnya.
3. Bahasa yang digunakan oleh peneliti dalam kuesioner kurang jelas.

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## Kuesioner

Perkenalkan saya mahasiswa Program Studi Manajemen Fakultas Ekonomi Universitas Atma Jaya Yogyakarta

Nama : **Anidia Permata Sari**

Bermaksud meminta bantuan Anda untuk mengisi kuisisioner yang saya butuhkan untuk penelitian saya yang berjudul “**Pengaruh e-referral dan e-wom terhadap Citra Merek dan Niat Pembelian pada H&M**” . Kuisisioner dapat diisi sesuai petunjuk yang telah diberikan. Atas kesediaannya saya ucapkan terimakasih.

### DATA RESPONDEN

Isilah jawaban anda:

1. Usia :
2. Jenis Kelamin
  - a. Perempuan
  - b. Laki-laki

### KUESIONER

|  |                       |
|--|-----------------------|
| Beri tanda centang (√) pada kolom yang sesuai dengan penilaian anda.<br>Pemilihan kolom sesuai dengan penilaian anda dengan kriteria sebagai berikut : |                       |
| SS   | = Sangat Setuju       |
| S  | = Setuju              |
| N  | = Netral              |
| TS   | = Tidak Setuju        |
| STS  | = Sangat Tidak Setuju |

| <i>e-referral</i> |   |           |   |   |    |     |
|-------------------|---|-----------|---|---|----|-----|
| No                | Pernyataan  | Tanggapan |   |   |    |     |
|                   |   | 5         | 4 | 3 | 2  | 1   |
|                   |   | SS        | S | N | TS | STS |
| 1                 | Saya sering membeli H&M yang dirujuk oleh teman, rekan kerja dan keluarga saya            |           |   |   |    |     |
| 2                 | Saya sering membeli H&M yang disebut oleh perusahaan terpercaya dan situs jejaring sosial |           |   |   |    |     |
| 3                 | Ketika saya membeli H&M tidak dirujuk, saya khawatir dengan keputusan saya                |           |   |   |    |     |
| 4                 | Arahan online meningkatkan kepercayaan diri saya dalam membeli H&M                        |           |   |   |    |     |

| <i>e-wom</i> |  |           |   |   |    |     |
|--------------|--|-----------|---|---|----|-----|
| No           | Pernyataan   | Tanggapan |   |   |    |     |
|              |  | 5         | 4 | 3 | 2  | 1   |
|              |  | SS        | S | N | TS | STS |
| 1            | Saya sering membaca ulasan H&M secara online oleh konsumen lain untuk mengetahui apa H&M membuat kesan yang baik pada orang lain |           |   |   |    |     |
| 2            | Untuk memastikan saya membeli H&M yang tepat, saya sering membaca <i>online</i> ulasan produk dari konsumen lain.                |           |   |   |    |     |
| 3            | Saya sering berkonsultasi secara online dengan konsumen lain untuk membantu memilih produk H&M                                   |           |   |   |    |     |
| 4            | Saya sering mengumpulkan ulasan produk secara online dari konsumen lain sebelum saya membeli H&M                                 |           |   |   |    |     |
| 5            | Jika saya tidak membaca ulasan secara online dari konsumen ketika saya membeli H&M, saya khawatir tentang keputusan saya         |           |   |   |    |     |

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| 6 | Ketika saya membeli H&M, review produk secara online dari konsumen membuat saya percaya diri dalam membeli H&M |  |  |  |  |  |
|---|--|--|--|--|--|--|

| Citra Merek |  |           |   |   |    |     |
|-------------|--|-----------|---|---|----|-----|
| No          | Pernyataan   | Tanggapan |   |   |    |     |
|             |  | 5         | 4 | 3 | 2  | 1   |
|             |  | SS        | S | N | TS | STS |
| 1           | Dibandingkan dengan lain, produk H&M memiliki kualitas tinggi                  |           |   |   |    |     |
| 2           | H&M memiliki sejarah yang kaya   |           |   |   |    |     |
| 3           | Pelanggan (kita) dipercaya bisa memprediksi bagaimana tampilan dari produk H&M |           |   |   |    |     |
| 4           | H&M adalah merek yang terpercaya   |           |   |   |    |     |

| Niat Pembelian |  |           |   |   |    |     |
|----------------|--|-----------|---|---|----|-----|
| No             | Pernyataan   | Tanggapan |   |   |    |     |
|                |  | 1         | 2 | 3 | 4  | 5   |
|                |  | SS        | S | N | TS | STS |
| 1              | Saya akan membeli produk dari H&M ketimbang merek lain yang tersedia     |           |   |   |    |     |
| 2              | Saya bersedia untuk merekomendasikan orang lain untuk membeli produk H&M |           |   |   |    |     |
| 3              | Saya berniat untuk membeli produk H&M di masa depan                      |           |   |   |    |     |





**VARIABEL E-REFERRAL**

| No. | er1 | er2 | er3 | er4 |
|-----|-----|-----|-----|-----|
| 1   | 3   | 2   | 4   | 4   |
| 2   | 3   | 3   | 4   | 4   |
| 3   | 5   | 4   | 3   | 3   |
| 4   | 4   | 4   | 4   | 3   |
| 5   | 4   | 4   | 4   | 4   |
| 6   | 4   | 4   | 4   | 4   |
| 7   | 4   | 4   | 4   | 4   |
| 8   | 5   | 3   | 5   | 3   |
| 9   | 5   | 4   | 4   | 4   |
| 10  | 4   | 4   | 4   | 4   |
| 11  | 4   | 4   | 4   | 4   |
| 12  | 2   | 2   | 2   | 2   |
| 13  | 3   | 2   | 3   | 2   |
| 14  | 4   | 3   | 3   | 3   |
| 15  | 5   | 4   | 5   | 3   |
| 16  | 4   | 4   | 4   | 4   |
| 17  | 4   | 4   | 4   | 4   |
| 18  | 4   | 4   | 4   | 4   |
| 19  | 4   | 4   | 4   | 4   |
| 20  | 3   | 4   | 4   | 4   |
| 21  | 4   | 4   | 4   | 4   |
| 22  | 4   | 4   | 4   | 4   |
| 23  | 4   | 4   | 5   | 5   |
| 24  | 4   | 4   | 3   | 4   |
| 25  | 4   | 4   | 3   | 4   |
| 26  | 4   | 3   | 4   | 4   |
| 27  | 4   | 4   | 3   | 4   |
| 28  | 4   | 4   | 5   | 3   |
| 29  | 4   | 4   | 3   | 4   |
| 30  | 4   | 4   | 4   | 4   |
| 31  | 2   | 2   | 2   | 3   |
| 32  | 4   | 4   | 3   | 4   |
| 33  | 4   | 4   | 4   | 4   |
| 34  | 4   | 4   | 4   | 3   |
| 35  | 4   | 4   | 3   | 4   |

|    |   |   |   |   |
|----|---|---|---|---|
| 36 | 2 | 2 | 2 | 5 |
| 37 | 4 | 4 | 4 | 5 |
| 38 | 4 | 4 | 4 | 5 |
| 39 | 1 | 1 | 2 | 2 |
| 40 | 4 | 4 | 5 | 5 |
| 41 | 4 | 4 | 4 | 5 |
| 42 | 4 | 4 | 4 | 5 |
| 43 | 2 | 4 | 3 | 5 |
| 44 | 3 | 3 | 3 | 4 |
| 45 | 3 | 4 | 4 | 4 |
| 46 | 4 | 4 | 4 | 4 |
| 47 | 4 | 4 | 4 | 4 |
| 48 | 4 | 4 | 4 | 4 |
| 49 | 3 | 4 | 4 | 3 |
| 50 | 2 | 4 | 2 | 4 |
| 51 | 4 | 5 | 4 | 5 |
| 52 | 3 | 3 | 5 | 4 |
| 53 | 1 | 1 | 2 | 2 |
| 54 | 2 | 2 | 2 | 1 |
| 55 | 2 | 2 | 2 | 4 |
| 56 | 4 | 3 | 4 | 4 |
| 57 | 2 | 2 | 2 | 2 |
| 58 | 2 | 2 | 2 | 2 |
| 59 | 4 | 4 | 3 | 4 |
| 60 | 4 | 4 | 4 | 4 |
| 61 | 3 | 4 | 3 | 3 |
| 62 | 4 | 4 | 4 | 4 |
| 63 | 4 | 4 | 4 | 4 |
| 64 | 5 | 5 | 5 | 5 |
| 65 | 4 | 4 | 2 | 4 |
| 66 | 4 | 2 | 2 | 2 |
| 67 | 4 | 4 | 4 | 4 |
| 68 | 4 | 3 | 4 | 4 |
| 69 | 4 | 4 | 4 | 4 |
| 70 | 3 | 3 | 2 | 2 |
| 71 | 4 | 4 | 3 | 4 |
| 72 | 2 | 4 | 2 | 2 |
| 73 | 5 | 4 | 4 | 4 |
| 74 | 5 | 4 | 4 | 4 |

|     |   |   |   |   |
|-----|---|---|---|---|
| 75  | 4 | 4 | 4 | 4 |
| 76  | 3 | 3 | 3 | 4 |
| 77  | 4 | 4 | 4 | 4 |
| 78  | 4 | 4 | 4 | 4 |
| 79  | 3 | 2 | 4 | 3 |
| 80  | 3 | 2 | 4 | 4 |
| 81  | 4 | 4 | 4 | 4 |
| 82  | 4 | 4 | 2 | 3 |
| 83  | 4 | 4 | 4 | 3 |
| 84  | 2 | 2 | 2 | 4 |
| 85  | 5 | 5 | 4 | 4 |
| 86  | 5 | 4 | 4 | 4 |
| 87  | 2 | 2 | 1 | 1 |
| 88  | 5 | 4 | 5 | 5 |
| 89  | 4 | 4 | 2 | 2 |
| 90  | 5 | 5 | 4 | 5 |
| 91  | 2 | 4 | 4 | 4 |
| 92  | 1 | 5 | 1 | 5 |
| 93  | 5 | 5 | 5 | 5 |
| 94  | 4 | 4 | 2 | 3 |
| 95  | 4 | 5 | 2 | 4 |
| 96  | 4 | 4 | 3 | 4 |
| 97  | 5 | 5 | 4 | 4 |
| 98  | 4 | 4 | 3 | 3 |
| 99  | 4 | 4 | 4 | 3 |
| 100 | 4 | 3 | 3 | 3 |
| 101 | 2 | 3 | 2 | 2 |
| 102 | 4 | 3 | 3 | 1 |
| 103 | 5 | 5 | 4 | 5 |
| 104 | 4 | 4 | 3 | 3 |
| 105 | 4 | 4 | 2 | 3 |
| 106 | 5 | 4 | 4 | 4 |
| 107 | 5 | 2 | 3 | 5 |
| 108 | 4 | 5 | 5 | 4 |
| 109 | 4 | 4 | 4 | 4 |
| 110 | 4 | 4 | 3 | 4 |
| 111 | 3 | 4 | 2 | 2 |
| 112 | 5 | 4 | 4 | 5 |
| 113 | 5 | 5 | 5 | 5 |

|     |   |   |   |   |
|-----|---|---|---|---|
| 114 | 4 | 4 | 2 | 2 |
| 115 | 5 | 4 | 4 | 5 |
| 116 | 4 | 4 | 2 | 2 |
| 117 | 2 | 4 | 4 | 4 |
| 118 | 5 | 5 | 4 | 4 |
| 119 | 3 | 2 | 2 | 2 |
| 120 | 4 | 4 | 4 | 4 |
| 121 | 5 | 5 | 5 | 5 |
| 122 | 5 | 5 | 4 | 4 |
| 123 | 3 | 3 | 3 | 3 |
| 124 | 4 | 5 | 5 | 4 |
| 125 | 4 | 4 | 4 | 4 |
| 126 | 5 | 5 | 5 | 5 |
| 127 | 4 | 5 | 5 | 2 |
| 128 | 4 | 5 | 5 | 3 |
| 129 | 4 | 5 | 4 | 4 |
| 130 | 5 | 4 | 4 | 4 |
| 131 | 4 | 4 | 4 | 4 |
| 132 | 5 | 5 | 4 | 5 |
| 133 | 5 | 4 | 4 | 4 |
| 134 | 4 | 4 | 5 | 4 |
| 135 | 4 | 4 | 4 | 4 |
| 136 | 5 | 4 | 4 | 5 |
| 137 | 4 | 4 | 4 | 4 |
| 138 | 4 | 5 | 5 | 4 |
| 139 | 4 | 4 | 4 | 5 |
| 140 | 5 | 4 | 4 | 4 |
| 141 | 4 | 4 | 4 | 4 |
| 142 | 3 | 4 | 5 | 4 |
| 143 | 4 | 5 | 5 | 4 |
| 144 | 5 | 4 | 4 | 4 |
| 145 | 4 | 4 | 3 | 5 |
| 146 | 4 | 5 | 4 | 5 |
| 147 | 4 | 5 | 3 | 5 |
| 148 | 4 | 4 | 4 | 5 |
| 149 | 5 | 4 | 4 | 4 |
| 150 | 5 | 4 | 4 | 5 |

### VARIABEL *E-WOM*

| No. | ew1 | ew2 | ew3 | ew4 | ew5 | ew6 |
|-----|-----|-----|-----|-----|-----|-----|
| 1   | 4   | 3   | 4   | 4   | 3   | 3   |
| 2   | 3   | 2   | 4   | 4   | 4   | 2   |
| 3   | 1   | 3   | 5   | 5   | 1   | 3   |
| 4   | 3   | 4   | 4   | 3   | 4   | 4   |
| 5   | 3   | 2   | 3   | 2   | 3   | 2   |
| 6   | 3   | 3   | 3   | 3   | 3   | 3   |
| 7   | 5   | 4   | 5   | 4   | 4   | 4   |
| 8   | 2   | 2   | 3   | 3   | 3   | 2   |
| 9   | 2   | 3   | 3   | 3   | 2   | 3   |
| 10  | 2   | 3   | 2   | 3   | 2   | 3   |
| 11  | 2   | 2   | 2   | 2   | 2   | 2   |
| 12  | 3   | 2   | 3   | 2   | 3   | 2   |
| 13  | 2   | 2   | 3   | 3   | 3   | 2   |
| 14  | 4   | 4   | 3   | 5   | 4   | 4   |
| 15  | 2   | 2   | 2   | 2   | 2   | 2   |
| 16  | 5   | 4   | 4   | 4   | 5   | 4   |
| 17  | 4   | 4   | 4   | 4   | 4   | 4   |
| 18  | 4   | 4   | 4   | 3   | 3   | 4   |
| 19  | 4   | 4   | 4   | 4   | 4   | 4   |
| 20  | 4   | 4   | 4   | 3   | 3   | 5   |
| 21  | 4   | 4   | 4   | 4   | 4   | 4   |
| 22  | 4   | 4   | 4   | 4   | 4   | 4   |
| 23  | 4   | 4   | 3   | 3   | 4   | 4   |
| 24  | 4   | 4   | 4   | 5   | 4   | 4   |
| 25  | 5   | 5   | 4   | 4   | 4   | 4   |
| 26  | 3   | 3   | 3   | 4   | 4   | 4   |
| 27  | 4   | 4   | 3   | 4   | 4   | 4   |
| 28  | 4   | 4   | 2   | 4   | 4   | 4   |
| 29  | 3   | 4   | 4   | 3   | 3   | 4   |
| 30  | 4   | 4   | 4   | 4   | 4   | 4   |
| 31  | 3   | 2   | 2   | 2   | 2   | 2   |
| 32  | 3   | 4   | 4   | 3   | 3   | 4   |
| 33  | 4   | 4   | 4   | 4   | 4   | 4   |

|    |   |   |   |   |   |   |
|----|---|---|---|---|---|---|
| 34 | 3 | 4 | 4 | 4 | 4 | 4 |
| 35 | 4 | 5 | 4 | 3 | 4 | 5 |
| 36 | 4 | 5 | 4 | 4 | 4 | 5 |
| 37 | 4 | 5 | 4 | 4 | 4 | 5 |
| 38 | 4 | 5 | 4 | 4 | 4 | 5 |
| 39 | 4 | 4 | 3 | 3 | 4 | 4 |
| 40 | 4 | 4 | 3 | 3 | 4 | 4 |
| 41 | 4 | 5 | 4 | 5 | 4 | 4 |
| 42 | 4 | 5 | 4 | 5 | 4 | 4 |
| 43 | 4 | 5 | 4 | 5 | 4 | 4 |
| 44 | 3 | 2 | 4 | 3 | 3 | 3 |
| 45 | 2 | 2 | 4 | 4 | 3 | 4 |
| 46 | 5 | 4 | 4 | 4 | 5 | 4 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 |
| 48 | 4 | 4 | 4 | 3 | 3 | 4 |
| 49 | 3 | 4 | 4 | 2 | 4 | 4 |
| 50 | 4 | 4 | 2 | 3 | 3 | 5 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 |
| 52 | 3 | 4 | 2 | 3 | 3 | 3 |
| 53 | 4 | 4 | 3 | 3 | 2 | 2 |
| 54 | 2 | 1 | 1 | 5 | 4 | 4 |
| 55 | 5 | 5 | 4 | 4 | 4 | 4 |
| 56 | 3 | 3 | 3 | 4 | 4 | 4 |
| 57 | 2 | 4 | 2 | 4 | 4 | 4 |
| 58 | 2 | 4 | 2 | 4 | 4 | 4 |
| 59 | 3 | 4 | 4 | 3 | 3 | 4 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 |
| 61 | 4 | 4 | 3 | 3 | 4 | 3 |
| 62 | 3 | 3 | 4 | 4 | 3 | 3 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 |
| 64 | 5 | 5 | 5 | 5 | 5 | 5 |
| 65 | 4 | 3 | 3 | 4 | 3 | 4 |
| 66 | 4 | 2 | 2 | 2 | 2 | 2 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 |
| 68 | 4 | 3 | 3 | 3 | 3 | 3 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 |
| 70 | 3 | 3 | 2 | 3 | 2 | 2 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 |
| 72 | 2 | 2 | 2 | 2 | 2 | 2 |

|     |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|
| 73  | 4 | 4 | 4 | 4 | 4 | 5 |
| 74  | 4 | 5 | 4 | 4 | 4 | 4 |
| 75  | 4 | 4 | 4 | 4 | 4 | 4 |
| 76  | 3 | 5 | 4 | 2 | 3 | 4 |
| 77  | 4 | 3 | 3 | 3 | 4 | 4 |
| 78  | 4 | 4 | 4 | 4 | 4 | 4 |
| 79  | 4 | 4 | 3 | 3 | 3 | 3 |
| 80  | 2 | 2 | 2 | 2 | 3 | 2 |
| 81  | 4 | 3 | 3 | 4 | 4 | 4 |
| 82  | 4 | 4 | 4 | 4 | 4 | 4 |
| 83  | 4 | 4 | 4 | 4 | 3 | 3 |
| 84  | 4 | 4 | 4 | 3 | 4 | 4 |
| 85  | 5 | 4 | 4 | 4 | 4 | 4 |
| 86  | 4 | 4 | 2 | 2 | 2 | 2 |
| 87  | 4 | 2 | 4 | 5 | 5 | 4 |
| 88  | 5 | 4 | 4 | 4 | 5 | 5 |
| 89  | 3 | 3 | 4 | 4 | 4 | 4 |
| 90  | 5 | 5 | 5 | 5 | 5 | 5 |
| 91  | 5 | 5 | 5 | 5 | 4 | 5 |
| 92  | 1 | 5 | 5 | 5 | 5 | 5 |
| 93  | 5 | 4 | 5 | 5 | 5 | 5 |
| 94  | 3 | 2 | 2 | 2 | 2 | 2 |
| 95  | 5 | 5 | 5 | 5 | 5 | 5 |
| 96  | 4 | 4 | 4 | 4 | 4 | 4 |
| 97  | 4 | 4 | 4 | 4 | 4 | 5 |
| 98  | 2 | 3 | 4 | 2 | 3 | 3 |
| 99  | 3 | 4 | 4 | 3 | 4 | 4 |
| 100 | 3 | 3 | 3 | 3 | 3 | 3 |
| 101 | 2 | 2 | 2 | 4 | 2 | 2 |
| 102 | 3 | 3 | 2 | 2 | 3 | 3 |
| 103 | 5 | 5 | 4 | 5 | 5 | 5 |
| 104 | 3 | 3 | 3 | 4 | 3 | 3 |
| 105 | 3 | 3 | 3 | 3 | 3 | 3 |
| 106 | 4 | 4 | 4 | 4 | 4 | 4 |
| 107 | 4 | 5 | 4 | 4 | 2 | 5 |
| 108 | 3 | 3 | 3 | 4 | 5 | 1 |
| 109 | 4 | 4 | 4 | 4 | 4 | 4 |
| 110 | 4 | 4 | 3 | 4 | 3 | 4 |
| 111 | 4 | 4 | 4 | 4 | 3 | 3 |



|     |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|
| 112 | 4 | 4 | 4 | 4 | 4 | 4 |
| 113 | 5 | 4 | 4 | 4 | 4 | 4 |
| 114 | 4 | 4 | 4 | 4 | 2 | 2 |
| 115 | 5 | 5 | 4 | 4 | 5 | 4 |
| 116 | 4 | 4 | 4 | 4 | 4 | 3 |
| 117 | 4 | 2 | 4 | 3 | 4 | 4 |
| 118 | 5 | 5 | 5 | 5 | 4 | 4 |
| 119 | 3 | 3 | 3 | 3 | 2 | 2 |
| 120 | 5 | 4 | 4 | 5 | 4 | 4 |
| 121 | 5 | 5 | 5 | 5 | 5 | 5 |
| 122 | 4 | 4 | 4 | 4 | 4 | 4 |
| 123 | 3 | 3 | 3 | 3 | 3 | 3 |
| 124 | 4 | 3 | 5 | 4 | 4 | 5 |
| 125 | 4 | 5 | 4 | 4 | 4 | 4 |
| 126 | 4 | 4 | 5 | 5 | 5 | 5 |
| 127 | 1 | 4 | 1 | 1 | 4 | 1 |
| 128 | 4 | 4 | 5 | 3 | 4 | 5 |
| 129 | 4 | 4 | 4 | 4 | 4 | 4 |
| 130 | 4 | 3 | 3 | 4 | 5 | 5 |
| 131 | 4 | 4 | 4 | 4 | 4 | 4 |
| 132 | 4 | 4 | 4 | 4 | 5 | 4 |
| 133 | 5 | 4 | 5 | 5 | 4 | 4 |
| 134 | 4 | 3 | 4 | 4 | 4 | 5 |
| 135 | 4 | 5 | 5 | 4 | 4 | 4 |
| 136 | 5 | 4 | 4 | 4 | 4 | 5 |
| 137 | 4 | 2 | 4 | 4 | 4 | 4 |
| 138 | 5 | 4 | 4 | 4 | 4 | 5 |
| 139 | 4 | 4 | 5 | 4 | 4 | 4 |
| 140 | 5 | 4 | 5 | 4 | 4 | 4 |
| 141 | 4 | 4 | 4 | 4 | 4 | 4 |
| 142 | 3 | 4 | 4 | 4 | 3 | 4 |
| 143 | 4 | 5 | 3 | 4 | 4 | 4 |
| 144 | 5 | 5 | 4 | 4 | 4 | 4 |
| 145 | 4 | 4 | 4 | 4 | 3 | 4 |
| 146 | 4 | 4 | 3 | 4 | 3 | 5 |
| 147 | 3 | 4 | 4 | 4 | 4 | 4 |
| 148 | 3 | 4 | 3 | 4 | 4 | 4 |
| 149 | 4 | 5 | 5 | 5 | 5 | 4 |
| 150 | 4 | 5 | 5 | 5 | 4 | 4 |

## VARIABEL CITRA MEREK

| No. | cm1 | cm2 | cm3 | cm4 |
|-----|-----|-----|-----|-----|
| 1   | 4   | 4   | 4   | 4   |
| 2   | 4   | 3   | 4   | 5   |
| 3   | 4   | 4   | 4   | 5   |
| 4   | 4   | 3   | 4   | 4   |
| 5   | 4   | 4   | 4   | 5   |
| 6   | 5   | 4   | 5   | 5   |
| 7   | 5   | 4   | 5   | 5   |
| 8   | 5   | 4   | 5   | 5   |
| 9   | 4   | 3   | 3   | 4   |
| 10  | 4   | 3   | 3   | 4   |
| 11  | 4   | 4   | 5   | 4   |
| 12  | 4   | 4   | 5   | 4   |
| 13  | 4   | 4   | 5   | 4   |
| 14  | 4   | 4   | 4   | 5   |
| 15  | 4   | 3   | 4   | 4   |
| 16  | 5   | 4   | 5   | 5   |
| 17  | 4   | 4   | 4   | 5   |
| 18  | 3   | 3   | 3   | 4   |
| 19  | 4   | 3   | 4   | 4   |
| 20  | 3   | 3   | 3   | 4   |
| 21  | 4   | 4   | 4   | 5   |
| 22  | 4   | 4   | 4   | 5   |
| 23  | 4   | 4   | 4   | 4   |
| 24  | 4   | 3   | 4   | 5   |
| 25  | 4   | 4   | 4   | 4   |
| 26  | 3   | 3   | 4   | 5   |
| 27  | 4   | 3   | 4   | 4   |
| 28  | 4   | 3   | 4   | 4   |
| 29  | 4   | 3   | 4   | 4   |
| 30  | 5   | 3   | 4   | 5   |
| 31  | 2   | 2   | 2   | 4   |
| 32  | 4   | 3   | 4   | 5   |
| 33  | 4   | 4   | 5   | 4   |
| 34  | 4   | 3   | 4   | 4   |
| 35  | 4   | 4   | 4   | 5   |

|    |   |   |   |   |
|----|---|---|---|---|
| 36 | 5 | 4 | 5 | 5 |
| 37 | 5 | 4 | 5 | 5 |
| 38 | 5 | 4 | 5 | 5 |
| 39 | 4 | 3 | 3 | 4 |
| 40 | 4 | 3 | 3 | 4 |
| 41 | 4 | 4 | 5 | 4 |
| 42 | 4 | 4 | 5 | 4 |
| 43 | 4 | 4 | 5 | 4 |
| 44 | 2 | 4 | 4 | 4 |
| 45 | 2 | 2 | 2 | 4 |
| 46 | 5 | 4 | 5 | 5 |
| 47 | 4 | 4 | 4 | 5 |
| 48 | 3 | 3 | 3 | 4 |
| 49 | 4 | 3 | 4 | 4 |
| 50 | 3 | 3 | 3 | 4 |
| 51 | 4 | 4 | 4 | 5 |
| 52 | 5 | 4 | 4 | 5 |
| 53 | 4 | 4 | 4 | 4 |
| 54 | 4 | 2 | 2 | 2 |
| 55 | 4 | 4 | 4 | 4 |
| 56 | 3 | 2 | 2 | 2 |
| 57 | 4 | 3 | 2 | 4 |
| 58 | 4 | 2 | 2 | 4 |
| 59 | 4 | 3 | 4 | 4 |
| 60 | 5 | 3 | 4 | 5 |
| 61 | 4 | 4 | 5 | 5 |
| 62 | 4 | 3 | 4 | 4 |
| 63 | 4 | 4 | 4 | 4 |
| 64 | 5 | 5 | 5 | 5 |
| 65 | 5 | 5 | 5 | 5 |
| 66 | 4 | 4 | 4 | 4 |
| 67 | 4 | 4 | 4 | 4 |
| 68 | 3 | 3 | 3 | 5 |
| 69 | 4 | 4 | 5 | 5 |
| 70 | 4 | 3 | 4 | 4 |
| 71 | 4 | 4 | 4 | 4 |
| 72 | 4 | 3 | 3 | 4 |
| 73 | 4 | 3 | 5 | 5 |
| 74 | 5 | 4 | 5 | 5 |

|     |   |   |   |   |
|-----|---|---|---|---|
| 75  | 5 | 3 | 4 | 5 |
| 76  | 4 | 4 | 4 | 5 |
| 77  | 2 | 2 | 2 | 4 |
| 78  | 4 | 4 | 3 | 5 |
| 79  | 3 | 4 | 4 | 4 |
| 80  | 3 | 4 | 4 | 4 |
| 81  | 4 | 2 | 4 | 4 |
| 82  | 4 | 3 | 2 | 4 |
| 83  | 4 | 3 | 4 | 5 |
| 84  | 5 | 3 | 4 | 5 |
| 85  | 5 | 3 | 4 | 5 |
| 86  | 5 | 3 | 4 | 5 |
| 87  | 4 | 2 | 4 | 4 |
| 88  | 5 | 3 | 4 | 5 |
| 89  | 4 | 4 | 4 | 4 |
| 90  | 5 | 5 | 5 | 5 |
| 91  | 4 | 4 | 4 | 4 |
| 92  | 4 | 4 | 5 | 3 |
| 93  | 5 | 5 | 5 | 5 |
| 94  | 5 | 3 | 4 | 4 |
| 95  | 4 | 5 | 5 | 5 |
| 96  | 4 | 4 | 4 | 4 |
| 97  | 5 | 3 | 4 | 5 |
| 98  | 4 | 4 | 4 | 4 |
| 99  | 4 | 4 | 4 | 4 |
| 100 | 4 | 4 | 4 | 4 |
| 101 | 4 | 4 | 4 | 4 |
| 102 | 5 | 3 | 3 | 5 |
| 103 | 5 | 5 | 5 | 5 |
| 104 | 4 | 3 | 3 | 4 |
| 105 | 5 | 3 | 3 | 4 |
| 106 | 5 | 3 | 4 | 5 |
| 107 | 5 | 4 | 4 | 5 |
| 108 | 2 | 2 | 4 | 5 |
| 109 | 4 | 4 | 4 | 4 |
| 110 | 4 | 4 | 4 | 4 |
| 111 | 4 | 4 | 4 | 4 |
| 112 | 5 | 4 | 4 | 5 |
| 113 | 5 | 3 | 4 | 5 |

|     |   |   |   |   |
|-----|---|---|---|---|
| 114 | 4 | 4 | 4 | 4 |
| 115 | 5 | 4 | 4 | 5 |
| 116 | 4 | 4 | 4 | 4 |
| 117 | 5 | 4 | 4 | 4 |
| 118 | 5 | 4 | 5 | 5 |
| 119 | 4 | 3 | 3 | 4 |
| 120 | 5 | 4 | 4 | 5 |
| 121 | 5 | 5 | 5 | 5 |
| 122 | 5 | 4 | 4 | 5 |
| 123 | 3 | 3 | 3 | 3 |
| 124 | 4 | 3 | 4 | 5 |
| 125 | 5 | 4 | 4 | 5 |
| 126 | 5 | 5 | 5 | 5 |
| 127 | 4 | 5 | 4 | 4 |
| 128 | 4 | 5 | 4 | 4 |
| 129 | 3 | 4 | 5 | 4 |
| 130 | 4 | 4 | 5 | 4 |
| 131 | 4 | 5 | 3 | 4 |
| 132 | 4 | 4 | 4 | 5 |
| 133 | 5 | 4 | 4 | 5 |
| 134 | 4 | 4 | 4 | 5 |
| 135 | 4 | 4 | 5 | 4 |
| 136 | 4 | 4 | 4 | 4 |
| 137 | 5 | 4 | 4 | 4 |
| 138 | 4 | 4 | 4 | 4 |
| 139 | 4 | 4 | 4 | 4 |
| 140 | 4 | 5 | 4 | 4 |
| 141 | 4 | 3 | 4 | 4 |
| 142 | 4 | 3 | 4 | 4 |
| 143 | 4 | 4 | 4 | 4 |
| 144 | 5 | 4 | 4 | 4 |
| 145 | 4 | 4 | 5 | 4 |
| 146 | 4 | 4 | 5 | 5 |
| 147 | 5 | 4 | 5 | 5 |
| 148 | 5 | 3 | 4 | 4 |
| 149 | 4 | 4 | 4 | 5 |
| 150 | 4 | 5 | 4 | 5 |

## VARIABEL NIAT PEMBELIAN

| No. | np1 | np2 | np3 |
|-----|-----|-----|-----|
| 1   | 5   | 4   | 3   |
| 2   | 4   | 4   | 4   |
| 3   | 4   | 4   | 4   |
| 4   | 5   | 4   | 4   |
| 5   | 4   | 4   | 4   |
| 6   | 5   | 5   | 5   |
| 7   | 5   | 5   | 5   |
| 8   | 5   | 5   | 5   |
| 9   | 4   | 3   | 4   |
| 10  | 4   | 3   | 4   |
| 11  | 4   | 4   | 4   |
| 12  | 4   | 4   | 4   |
| 13  | 4   | 4   | 4   |
| 14  | 4   | 4   | 4   |
| 15  | 4   | 4   | 4   |
| 16  | 4   | 4   | 5   |
| 17  | 4   | 4   | 4   |
| 18  | 3   | 3   | 3   |
| 19  | 4   | 4   | 4   |
| 20  | 4   | 4   | 4   |
| 21  | 4   | 4   | 4   |
| 22  | 4   | 4   | 4   |
| 23  | 3   | 3   | 3   |
| 24  | 4   | 4   | 4   |
| 25  | 4   | 4   | 4   |
| 26  | 3   | 4   | 3   |
| 27  | 3   | 3   | 4   |
| 28  | 3   | 4   | 4   |
| 29  | 4   | 4   | 4   |
| 30  | 4   | 4   | 4   |
| 31  | 5   | 4   | 3   |
| 32  | 4   | 4   | 4   |
| 33  | 4   | 4   | 4   |
| 34  | 5   | 4   | 4   |
| 35  | 4   | 4   | 4   |

|    |   |   |   |
|----|---|---|---|
| 36 | 5 | 5 | 5 |
| 37 | 5 | 5 | 5 |
| 38 | 5 | 5 | 5 |
| 39 | 4 | 3 | 4 |
| 40 | 4 | 3 | 4 |
| 41 | 4 | 4 | 4 |
| 42 | 4 | 4 | 4 |
| 43 | 4 | 4 | 4 |
| 44 | 3 | 3 | 3 |
| 45 | 4 | 4 | 4 |
| 46 | 4 | 4 | 5 |
| 47 | 4 | 4 | 5 |
| 48 | 4 | 4 | 4 |
| 49 | 4 | 4 | 4 |
| 50 | 3 | 2 | 3 |
| 51 | 4 | 4 | 4 |
| 52 | 3 | 4 | 4 |
| 53 | 3 | 3 | 3 |
| 54 | 4 | 4 | 4 |
| 55 | 2 | 2 | 4 |
| 56 | 2 | 4 | 3 |
| 57 | 2 | 3 | 4 |
| 58 | 2 | 2 | 4 |
| 59 | 4 | 4 | 4 |
| 60 | 4 | 4 | 4 |
| 61 | 5 | 5 | 5 |
| 62 | 4 | 4 | 4 |
| 63 | 4 | 5 | 5 |
| 64 | 4 | 5 | 5 |
| 65 | 5 | 5 | 5 |
| 66 | 4 | 4 | 5 |
| 67 | 4 | 4 | 5 |
| 68 | 4 | 4 | 5 |
| 69 | 4 | 4 | 5 |
| 70 | 4 | 3 | 3 |
| 71 | 4 | 4 | 4 |
| 72 | 4 | 3 | 3 |
| 73 | 4 | 4 | 4 |
| 74 | 5 | 4 | 5 |

|     |   |   |   |
|-----|---|---|---|
| 75  | 5 | 5 | 4 |
| 76  | 4 | 4 | 5 |
| 77  | 4 | 4 | 5 |
| 78  | 5 | 5 | 5 |
| 79  | 3 | 3 | 3 |
| 80  | 3 | 4 | 5 |
| 81  | 4 | 4 | 4 |
| 82  | 4 | 4 | 4 |
| 83  | 4 | 4 | 4 |
| 84  | 5 | 4 | 4 |
| 85  | 5 | 5 | 5 |
| 86  | 4 | 4 | 4 |
| 87  | 4 | 3 | 4 |
| 88  | 5 | 4 | 5 |
| 89  | 4 | 4 | 4 |
| 90  | 5 | 5 | 5 |
| 91  | 4 | 4 | 5 |
| 92  | 4 | 4 | 4 |
| 93  | 5 | 5 | 5 |
| 94  | 4 | 4 | 4 |
| 95  | 5 | 5 | 5 |
| 96  | 4 | 4 | 4 |
| 97  | 5 | 4 | 5 |
| 98  | 4 | 4 | 4 |
| 99  | 5 | 5 | 5 |
| 100 | 5 | 3 | 5 |
| 101 | 4 | 3 | 4 |
| 102 | 4 | 4 | 4 |
| 103 | 5 | 5 | 5 |
| 104 | 4 | 4 | 4 |
| 105 | 5 | 5 | 5 |
| 106 | 5 | 3 | 5 |
| 107 | 5 | 5 | 5 |
| 108 | 5 | 4 | 4 |
| 109 | 5 | 5 | 5 |
| 110 | 5 | 5 | 5 |
| 111 | 4 | 4 | 4 |
| 112 | 5 | 5 | 5 |
| 113 | 4 | 4 | 4 |



|     |   |   |   |
|-----|---|---|---|
| 114 | 4 | 3 | 4 |
| 115 | 5 | 4 | 5 |
| 116 | 4 | 4 | 4 |
| 117 | 3 | 4 | 5 |
| 118 | 5 | 5 | 5 |
| 119 | 3 | 3 | 3 |
| 120 | 5 | 5 | 5 |
| 121 | 5 | 5 | 5 |
| 122 | 4 | 4 | 4 |
| 123 | 3 | 3 | 3 |
| 124 | 5 | 5 | 5 |
| 125 | 4 | 4 | 4 |
| 126 | 5 | 5 | 5 |
| 127 | 5 | 4 | 4 |
| 128 | 4 | 5 | 5 |
| 129 | 4 | 5 | 5 |
| 130 | 4 | 4 | 5 |
| 131 | 5 | 4 | 4 |
| 132 | 5 | 5 | 4 |
| 133 | 4 | 4 | 4 |
| 134 | 5 | 5 | 5 |
| 135 | 5 | 4 | 5 |
| 136 | 4 | 5 | 5 |
| 137 | 5 | 4 | 5 |
| 138 | 5 | 5 | 5 |
| 139 | 4 | 5 | 5 |
| 140 | 4 | 4 | 5 |
| 141 | 4 | 4 | 5 |
| 142 | 5 | 4 | 5 |
| 143 | 5 | 5 | 5 |
| 144 | 4 | 4 | 5 |
| 145 | 5 | 5 | 5 |
| 146 | 4 | 4 | 4 |
| 147 | 4 | 4 | 4 |
| 148 | 5 | 3 | 4 |
| 149 | 5 | 5 | 5 |
| 150 | 5 | 4 | 4 |

**LAMPIRAN III**

**UJI VALIDITAS DAN UJI**

**REALIBILITAS**

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .734             | 4          |

#### Item Statistics

|     | Mean | Std. Deviation | N  |
|-----|------|----------------|----|
| er1 | 3.93 | .640           | 30 |
| er2 | 3.67 | .661           | 30 |
| er3 | 3.83 | .699           | 30 |
| er4 | 3.70 | .651           | 30 |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| er1 | 11.20                      | 2.441                          | .531                             | .671                             |
| er2 | 11.47                      | 2.189                          | .658                             | .594                             |
| er3 | 11.30                      | 2.424                          | .459                             | .714                             |
| er4 | 11.43                      | 2.530                          | .463                             | .709                             |

**Scale Statistics**

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 15.13 | 3.913    | 1.978          | 4          |

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .885             | 6          |

#### Item Statistics

|     | Mean | Std. Deviation | N  |
|-----|------|----------------|----|
| ew1 | 3.37 | 1.033          | 30 |
| ew2 | 3.37 | .890           | 30 |
| ew3 | 3.47 | .819           | 30 |
| ew4 | 3.50 | .861           | 30 |
| ew5 | 3.37 | .890           | 30 |
| ew6 | 3.40 | .894           | 30 |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| ew1 | 17.10                      | 11.886                         | .783                             | .851                             |
| ew2 | 17.10                      | 12.438                         | .845                             | .841                             |
| ew3 | 17.00                      | 14.690                         | .505                             | .893                             |
| ew4 | 16.97                      | 13.964                         | .595                             | .881                             |
| ew5 | 17.10                      | 13.403                         | .666                             | .870                             |
| ew6 | 17.07                      | 12.616                         | .805                             | .847                             |

**Scale Statistics**

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 20.47 | 18.533   | 4.305          | 6          |

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .762             | 4          |

#### Item Statistics

|     | Mean | Std. Deviation | N  |
|-----|------|----------------|----|
| cm1 | 4.07 | .521           | 30 |
| cm2 | 3.53 | .507           | 30 |
| cm3 | 4.10 | .607           | 30 |
| cm4 | 4.47 | .507           | 30 |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| cm1 | 12.10                      | 1.610                          | .616                             | .677                             |
| cm2 | 12.63                      | 1.689                          | .568                             | .703                             |
| cm3 | 12.07                      | 1.375                          | .668                             | .642                             |
| cm4 | 11.70                      | 1.872                          | .407                             | .781                             |

**Scale Statistics**

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 16.17 | 2.695    | 1.642          | 4          |



## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .829             | 3          |

#### Item Statistics

|     | Mean | Std. Deviation | N  |
|-----|------|----------------|----|
| np1 | 4.00 | .587           | 30 |
| np2 | 3.93 | .521           | 30 |
| np3 | 4.00 | .525           | 30 |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| np1 | 7.93                       | .892                           | .684                             | .773                             |
| np2 | 8.00                       | .966                           | .741                             | .714                             |
| np3 | 7.93                       | 1.030                          | .647                             | .804                             |

**Scale Statistics**

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 11.93 | 1.995    | 1.413          | 3          |

**LAMPIRAN IV**

**UJI REGRESI LINIER**

**SEDERHANA**

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered    | Variables Removed | Method  |
|-------|----------------------|-------------------|---------|
| 1     | TotalCM <sup>a</sup> |                   | . Enter |

a. All requested variables entered.

b. Dependent Variable: TotalNP

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .563 <sup>a</sup> | .317     | .313              | .48374                     |

a. Predictors: (Constant), TotalCM

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 16.093         | 1   | 16.093      | 68.775 | .000 <sup>a</sup> |
|       | Residual   | 34.632         | 148 | .234        |        |                   |
|       | Total      | 50.726         | 149 |             |        |                   |

a. Predictors: (Constant), TotalCM

b. Dependent Variable: TotalNP

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      | t     | Sig. |
| 1     | (Constant) | 1.648                       | .309       |                           | 5.326 | .000 |
|       | TotalCM    | .629                        | .076       | .563                      | 8.293 | .000 |

a. Dependent Variable: TotalNP

**LAMPIRAN V**

**UJI REGRESI LINIER BERGANDA**

**Variables Entered/Removed**

| Model | Variables Entered             | Variables Removed | Method  |
|-------|-------------------------------|-------------------|---------|
| 1     | TotalEW, TotalER <sup>a</sup> |                   | . Enter |

a. All requested variables entered.

**Model Summary**

| Model | Model Summary     |          |                   |                            |
|-------|-------------------|----------|-------------------|----------------------------|
|       | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1     | .518 <sup>a</sup> | .269     | .259              | .45003                     |

a. Predictors: (Constant), TotalEW, TotalER

**Model Summary**

| Model | Change Statistics |          |     |     |               |
|-------|-------------------|----------|-----|-----|---------------|
|       | R Square Change   | F Change | df1 | df2 | Sig. F Change |
| 1     | .269              | 27.008   | 2   | 147 | .000          |

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 10.940         | 2   | 5.470       | 27.008 | .000 <sup>a</sup> |
|       | Residual   | 29.772         | 147 | .203        |        |                   |
|       | Total      | 40.712         | 149 |             |        |                   |

a. Predictors: (Constant), TotalEW, TotalER

b. Dependent Variable: TotalCM

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 2.426                       | .224       |                           | 10.835 | .000 |
|       | TotalER    | .197                        | .057       | .282                      | 3.448  | .001 |
|       | TotalEW    | .238                        | .061       | .316                      | 3.870  | .000 |

a. Dependent Variable: TotalCM



**Variables Entered/Removed**

| Model | Variables Entered             | Variables Removed | Method  |
|-------|-------------------------------|-------------------|---------|
| 1     | TotalEW, TotalER <sup>a</sup> |                   | . Enter |

a. All requested variables entered.

**Model Summary**

| Model |                   |          |                   |                            |
|-------|-------------------|----------|-------------------|----------------------------|
|       | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1     | .542 <sup>a</sup> | .294     | .284              | .49360                     |

a. Predictors: (Constant), TotalEW, TotalER

**Model Summary**

| Model | Change Statistics |          |     |     |               |
|-------|-------------------|----------|-----|-----|---------------|
|       | R Square Change   | F Change | df1 | df2 | Sig. F Change |
| 1     | .294              | 30.601   | 2   | 147 | .000          |

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 14.911         | 2   | 7.456       | 30.601 | .000 <sup>a</sup> |
|       | Residual   | 35.815         | 147 | .244        |        |                   |
|       | Total      | 50.726         | 149 |             |        |                   |

a. Predictors: (Constant), TotalEW, TotalER

b. Dependent Variable: TotalNP

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 2.342                       | .246       |                           | 9.540 | .000 |
|       | TotalER    | .311                        | .063       | .398                      | 4.961 | .000 |
|       | TotalEW    | .184                        | .067       | .219                      | 2.727 | .007 |

a. Dependent Variable: TotalNP

## **LAMPIRAN VI**

### **UJI MEDIASI**

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered | Variables Removed | Method  |
|-------|-------------------|-------------------|---------|
| 1     | ert <sup>a</sup>  |                   | . Enter |

a. All requested variables entered.

b. Dependent Variable: npt

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .508 <sup>a</sup> | .258     | .253              | 1.513                      |

a. Predictors: (Constant), ert

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 117.915        | 1   | 117.915     | 51.536 | .000 <sup>a</sup> |
|       | Residual   | 338.625        | 148 | 2.288       |        |                   |
|       | Total      | 456.540        | 149 |             |        |                   |

a. Predictors: (Constant), ert

b. Dependent Variable: npt

**Coefficients<sup>a</sup>**

| Model | Unstandardized Coefficients |            | Standardized Coefficients | t    | Sig.   |      |
|-------|-----------------------------|------------|---------------------------|------|--------|------|
|       | B                           | Std. Error | Beta                      |      |        |      |
| 1     | (Constant)                  | 8.099      | .636                      |      | 12.729 | .000 |
|       | ert                         | .298       | .042                      | .508 | 7.179  | .000 |

a. Dependent Variable: npt

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered     | Variables Removed | Method  |
|-------|-----------------------|-------------------|---------|
| 1     | cmt, ert <sup>a</sup> |                   | . Enter |

a. All requested variables entered.

b. Dependent Variable: npt

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .633 <sup>a</sup> | .401     | .393              | 1.364                      |

a. Predictors: (Constant), cmt, ert

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 183.149        | 2   | 91.575      | 49.239 | .000 <sup>a</sup> |
|       | Residual   | 273.391        | 147 | 1.860       |        |                   |
|       | Total      | 456.540        | 149 |             |        |                   |

a. Predictors: (Constant), cmt, ert

b. Dependent Variable: npt

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 4.027                       | .895       |                           | 4.497 | .000 |
|       | ert        | .189                        | .042       | .323                      | 4.538 | .000 |
|       | cmt        | .353                        | .060       | .421                      | 5.922 | .000 |

a. Dependent Variable: npt

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered | Variables Removed | Method  |
|-------|-------------------|-------------------|---------|
| 1     | ewt <sup>a</sup>  |                   | . Enter |

a. All requested variables entered.

b. Dependent Variable: npt

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .419 <sup>a</sup> | .176     | .170              | 1.595                      |

a. Predictors: (Constant), ewt

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 80.259         | 1   | 80.259      | 31.567 | .000 <sup>a</sup> |
|       | Residual   | 376.281        | 148 | 2.542       |        |                   |
|       | Total      | 456.540        | 149 |             |        |                   |

a. Predictors: (Constant), ewt

b. Dependent Variable: npt



**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 8.663                       | .709       |                           | 12.215 | .000 |
|       | ewt        | .176                        | .031       | .419                      | 5.618  | .000 |

a. Dependent Variable: npt

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered     | Variables Removed | Method  |
|-------|-----------------------|-------------------|---------|
| 1     | cmt, ewt <sup>a</sup> |                   | . Enter |

a. All requested variables entered.

b. Dependent Variable: npt

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .592 <sup>a</sup> | .350     | .341              | 1.421                      |

a. Predictors: (Constant), cmt, ewt

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 159.907        | 2   | 79.954      | 39.622 | .000 <sup>a</sup> |
|       | Residual   | 296.633        | 147 | 2.018       |        |                   |
|       | Total      | 456.540        | 149 |             |        |                   |

a. Predictors: (Constant), cmt, ewt

b. Dependent Variable: npt

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 4.303                       | .938       |                           | 4.585 | .000 |
|       | ewt        | .086                        | .031       | .204                      | 2.731 | .007 |
|       | cmt        | .393                        | .063       | .470                      | 6.283 | .000 |

a. Dependent Variable: npt

## **LAMPIRAN VII**

### **UJI BEDA**

### Descriptives

|    |        | N           | Mean        | Std. Deviation | Std. Error  | 95% Confidence Interval for Mean |             | Minimum     | Maximum     |
|----|--------|-------------|-------------|----------------|-------------|----------------------------------|-------------|-------------|-------------|
|    |        | Lower Bound | Upper Bound | Lower Bound    | Upper Bound | Lower Bound                      | Upper Bound | Lower Bound | Upper Bound |
| ER | Pria   | 66          | 3,77        | ,856           | ,105        | 3,56                             | 3,98        | 2           | 5           |
|    | Wanita | 84          | 3,93        | ,690           | ,075        | 3,78                             | 4,08        | 2           | 5           |
|    | Total  | 150         | 3,86        | ,769           | ,063        | 3,74                             | 3,98        | 2           | 5           |
| EW | Pria   | 66          | 3,73        | ,692           | ,085        | 3,56                             | 3,90        | 2           | 5           |
|    | Wanita | 84          | 3,81        | ,702           | ,077        | 3,66                             | 3,96        | 2           | 5           |
|    | Total  | 150         | 3,77        | ,697           | ,057        | 3,66                             | 3,89        | 2           | 5           |
| CM | Pria   | 66          | 4,02        | ,511           | ,063        | 3,89                             | 4,14        | 3           | 5           |
|    | Wanita | 84          | 4,18        | ,584           | ,064        | 4,05                             | 4,31        | 2           | 5           |
|    | Total  | 150         | 4,11        | ,557           | ,046        | 4,02                             | 4,20        | 2           | 5           |
| NP | Pria   | 66          | 4,06        | ,630           | ,077        | 3,91                             | 4,22        | 3           | 5           |
|    | Wanita | 84          | 4,30        | ,576           | ,063        | 4,17                             | 4,42        | 3           | 5           |
|    | Total  | 150         | 4,19        | ,610           | ,050        | 4,09                             | 4,29        | 3           | 5           |

### Test of Homogeneity of Variances

|    | Levene Statistic | df1 | df2 | Sig. |
|----|------------------|-----|-----|------|
| ER | 3,916            | 1   | 148 | ,050 |
| EW | ,218             | 1   | 148 | ,641 |
| CM | 5,721            | 1   | 148 | ,018 |
| NP | 1,516            | 1   | 148 | ,220 |

### ANOVA

|    |                | Sum of Squares | df  | Mean Square | F     | Sig. |
|----|----------------|----------------|-----|-------------|-------|------|
| ER | Between Groups | ,898           | 1   | ,898        | 1,524 | ,219 |
|    | Within Groups  | 87,162         | 148 | ,589        |       |      |
|    | Total          | 88,060         | 149 |             |       |      |
| EW | Between Groups | ,250           | 1   | ,250        | ,514  | ,475 |
|    | Within Groups  | 72,043         | 148 | ,487        |       |      |
|    | Total          | 72,293         | 149 |             |       |      |
| CM | Between Groups | ,987           | 1   | ,987        | 3,224 | ,075 |
|    | Within Groups  | 45,306         | 148 | ,306        |       |      |
|    | Total          | 46,293         | 149 |             |       |      |
| NP | Between Groups | 2,076          | 1   | 2,076       | 5,763 | ,018 |
|    | Within Groups  | 53,317         | 148 | ,360        |       |      |
|    | Total          | 55,393         | 149 |             |       |      |

### Robust Tests of Equality of Means

|    |                | Statistic(a) | df1 | df2     | Sig. |
|----|----------------|--------------|-----|---------|------|
| ER | Brown-Forsythe | 1,448        | 1   | 123,259 | ,231 |
| EW | Brown-Forsythe | ,516         | 1   | 140,687 | ,474 |
| CM | Brown-Forsythe | 3,329        | 1   | 146,243 | ,070 |
| NP | Brown-Forsythe | 5,642        | 1   | 133,459 | ,019 |

a Asymptotically F distributed.

**LAMPIRAN VIII**  
**JURNAL ACUAN**



## Marketing Intelligence & Planning

eWOM, eReferral and gender in the virtual community  
Abubakar Mohammed Abubakar, Mustafa Ilkan, Pinar Sahin,

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# eWOM, eReferral and gender in the virtual community

Abubakar Mohammed Abubakar

*Department of Economics and Business Administration,  
Eastern Mediterranean University, Famagusta, North Cyprus, and*

Mustafa Ilkan and Pinar Sahin

*School of Computing and Technology,  
Eastern Mediterranean University, North Cyprus*

## Abstract

**Purpose** – The purpose of this paper is to examine the influence of electronic referral (eReferral) marketing and electronic word-of-mouth (eWOM) on brand image and purchase intention, coupled with the moderating effect of gender in the relationship.

**Design/methodology/approach** – Structural equation modeling was applied to examine the interplay between the proposed variables, using a random sample of 308 respondents in Cyprus.

**Findings** – The empirical results suggest the following: eReferral does influence brand image, and the impact is significant with women only; eWOM influences brand image, and the impact is more significant with women than men; eWOM influences purchase intention, and the impact is the same for both genders; brand image influences purchase intention, and the impact is more significant with women than men.

**Research limitations/implications** – Marketing managers can benefit from these competitive advantage tools. Brand image, awareness and sales volume can be increased by utilizing eWOM or eReferral, depending on the product and/or service functionality as well as gender.

**Originality/value** – While there is a substantial research stream on eWOM, to the best of the authors' knowledge no research has differentiated eReferral from eWOM. This paper provides useful insights regarding the two concepts.

**Keywords** Gender, Cyprus, Brand image, eReferral, eWOM, Purchase intention

**Paper type** Research paper

## 1. Introduction

Previous studies have highlighted the importance of word-of-mouth (WOM) in the marketplace particularly its diffusion and adoption. Modern WOM is often referred to as the electronic word-of-mouth (eWOM). eWOM is defined as any positive or negative statement made by present or previous customers about a product, service or company, which is made available to large audiences via the internet (Hennig-Thurau *et al.*, 2004; Abubakar, 2012). eWOM plays a significant role in influencing consumers' attitudes as well as their purchase decisions (Chevalier and Mayzlin, 2006; Sen and Lerman, 2007; Abubakar and Ilkan, 2016). This type of communication is considered to have great persuasiveness because of the perceived credibility and trustworthiness (Chatterjee, 2001).

Electronic referral (eReferral) is often confused with eWOM. The two concepts are different because of the onymous nature of eReferral, and it takes place among individuals with strong social ties. Referral is also known as affiliate marketing, which

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is one of the least understood components of the online marketing mix (Dennis, 2004). Technically, eReferral has two dimensions – the reciprocal and customer referrals. Reciprocal referrals occur when two or more organizations agree to cross-refer customers to each other (Buttle, 1998). Dennis (2004) added that when a company (the publisher) agrees to place links or banners on its website that drive customers to another company's site (the affiliate), customer referrals may be either customer-initiated or company-initiated. Customer-initiated referrals usually originate from previous or present customers who had a positive or memorable service experience. In company-initiated referrals, companies often offer incentives to customers to refer their friends and families (Buttle, 1998). Based on this, we translated traditional referral to eReferral (online context).

This research has several contributions to the existing literature. First, this study attempts to throw light on the two concepts (eWOM and eReferral) by examining their joint effects on brand image and purchase intention, coupled with the moderating role of gender. Our work enriches understanding of eWOM and eReferral in conjunction with gender, and draws implications for how firms can better leverage these tools. The paper also extends prior work in this area, theoretically the paper explicates the strength of weak ties in online atmosphere. Trusov *et al.* (2009) stated that the virtual community offers an appealing context to study eWOM and eReferral. The authors added that the sites allow users to invite others to join the network, thus these outbound referrals open a new window into the effects of eWOM (Trusov *et al.*, 2009). Relying on this, we came up with the concept of eReferral, which may create an alternative avenue to reach customers through their social networks; because firms need to establish and maintain eWOM message credibility (Reichelt *et al.*, 2014). To the best of our knowledge, no research has investigated the impact of eWOM when it co-exists with eReferral as well as the gender differences on the proposed variables.

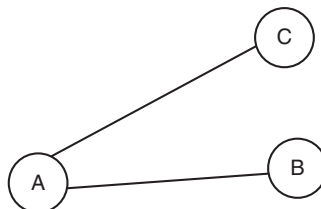
## 2. Theoretical background

The process of getting customers to pass along a company's marketing message to friends, family members and colleagues is known as referral (Laudon and Carol, 2001). However, when evaluated in an online context, eReferral can be defined as the process by which consumers pass along a company's marketing message and/or their product or service evaluations to their close allies, e.g. friends, family members, colleagues and group members via the internet. Bagozzi's (2000) work partially talked about eReferral, by demonstrating how consumers make group-wise decisions because they share a common sense of social identity. Dholakia *et al.* (2004) categorized virtual community behavior into network based and small group based. In our opinion, the network-based behavior refers to the eWOM communication, while small group based refers to the eReferral communication. eReferral information can be transmitted between friends, family members and group members who have and/or share common social ties. Online journal referrals by colleagues or fellow researchers, drop box invitation by friends, family members and colleagues are examples of eReferral. So, the first person in every referral is a friend, family member or colleague, who could potentially be a valued customer.

eWOM consists of reviews from various people in different social classes, locations and with limited social ties. Examples of eWOM messages include anonymous online product reviews posted on e-commerce sites such as ebay by previous or present consumers, and such messages are made available to millions of users. However, potential consumers cannot identify the identity, expertise and information credibility of the sender or poster. While in eReferrals, potential consumers can easily identify the

sender's identity, expertise and information credibility because the sender is a close ally or a friend. Further, Okazaki (2009) conceptualized eWOM as an informal network that possesses the primary part of the social influence model. However, we argue that eWOM is a semi-formal network due to the absence of strong social ties. eReferral may be considered an informal network given the strong social ties involved. The strength of an interpersonal tie is a combination of the amount of time, the emotional intensity, the intimacy (mutual confiding) and the reciprocal services that characterize the tie (Granovetter, 1973). Some scholars claimed that the strength of tie has significant influence on WOM communications. For example, Brown and Reingen (1987) posited that strong tie sources were perceived as more influential than weak tie sources. However, De Bruyna and Lilien (2008) criticized the scope of their research as well as the results. eWOM is based on weak tie diffusion pattern, whereas it diffuses and reaches a larger number of people, and traverses greater social distances (i.e. path length)[1], compared to when information travels through strong tie (eReferral). For instance, if one tells a rumor to all his close friends, and they do likewise, many will hear the rumor a second and third time, since those linked by strong ties tend to share friends (Granovetter, 1973). Thus, the information transmitted through strong ties is limited to a few cliques, than the one transmitted through weak ties. eWOM is more powerful than eReferral in terms of effectiveness, because if a rumor or information is transmitted through weak ties, the coverage is infinite and has no final boundary (Granovetter, 1973). In sum, information credibility in eWOM messages is debatable when compared with the information in eReferral messages.

Consider the strong tie A-B, if A has another strong tie with C, then forbidding the triad of Figure 1 implies that a tie exists between C and B, so that the path A-C-B exists between A and B, hence A-B is not a bridge. A strong tie can be a bridge, therefore, only if neither party to it has any other strong ties, which is unlikely in a social network of any size (though possible in a small group). Weak ties suffer no such restriction, though they are certainly not automatically bridges. What is important, is that all bridges are weak ties (Granovetter, 1973). Subsequently, Phelps *et al.* (2004) stated that the pass along effect occurs when internet users access and consume electronic contents (e.g. videos, articles, pictures, useful information, etc.). When they find certain market intelligence that is worth their time and effort, they tend to forward this information to other internet users. According to the *New York Times*, 65 percent of new business comes from referrals; indicating that most customers are gained through referrals and not advertisement (Referral Marketing, 2015). Nielsen (2012) reported that consumers are four times more likely to purchase a product and/or service when referred by a friend, family member or colleague and not through a salesperson or advert. Hence, a steady stream of referrals can attract profitable customers, and improve customer loyalty (Van-den, 2010). In addition, customers that come from referrals are more likely to pay full price for a product/service since it was highly recommended by a trusted



**Figure 1.**  
Triad of strong tie

source, and their belief is that they will receive top notch service (Van-den, 2010). In their study, Martin and Lueg (2013) stated that eWOM information lacks statistical evidence, and may be viewed as biased and not highly trusted. Therein, the reader's trust in the information may be the only reason s/he uses information from that particular source. Martin and Lueg (2013) argued that "when WOM is provided via face-to-face interaction, the relationship between evidence and usage is stronger." In our view, eReferral might be more effective since the sender or source is known and trusted by the receiver. Further, strong tie information sources are perceived as more credible than weak tie information sources (Rogers, 1983). Steffes and Burgee (2009) argued that strong tie information sources are not likely to be used as preferred sources of information. The conflict in the literature provides additional space for more exploration. Thus, the following hypothesis is proposed:

*H1. eReferral will influence purchase intention.*

Every 60 seconds, consumers post more than 600,000 pieces of content, upload 48 hours of video, text more than 100,000 messages and create over 25,000 posts within social media networks (Bennett 2012; Daugherty and Hoffman, 2014). Given the huge amount of information available, consumers must consciously or sub-consciously identify, sort and filter which elements they will absorb or discard. This has increased the complexity in capturing useful, reliable information more than ever before. Individuals tend to trust others within their social circle and tend to share similar preferences. Houston (2010), the CEO of Dropbox, stated that online referral marketing increased their signups by 60 percent, and referrals account for roughly 35 percent of their daily signups. Dropbox estimated that their users had sent about 2.8 million direct referral invitations to their friends, family and colleagues. Gerner *et al.* (2013) explored how to improve the trust model for agents in multi-agent systems when a social network or advisor is employed as part of the trust modeling. The authors posited that limiting advisor network size and the use of referrals can enhance trust. That is, limiting product and/or service-related decisions within the boundaries of a known advisor (e.g. friends, colleagues and family members) in order to reduce risk. In our view, eReferral would equally have the same effect, since online review trust is enhanced by the availability of the sender's identification, information and ties. Hence, the perceived brand image and purchase intention would increase. In spite of the rich referral marketing literature, little research has been conducted to investigate brand image enhancement through eReferral. Thus, the following hypothesis is proposed:

*H2. eReferral will influence brand image.*

eWOM is mischievously nicknamed free advertising. Marketers are particularly interested in better understanding eWOM, because traditional forms of communication advertising appear to be losing its effectiveness. To avoid the risk of buying undesirable or useless products, consumers always seek product information on the web (Standifird, 2001). Similarly, other scholars asserted that purchase intention is influenced not only by the product value and benefits but also by testimonies from other consumers (Lin *et al.*, 2006; Zhang, 2006; Hu *et al.*, 2011) Subsequently, WOMMA (2012) reported that 90 percent of small businesses considered WOM marketing *very important* as one of their marketing tools, and 59 percent of people say that a driving force in their purchase decision is based on eWOM. *Promo Magazine* (2009) reported that 84 percent of Americans' decision to purchase a product or service was influenced by online reviews. Although a lot of researchers have made emphasis on the

relation between eWOM and purchase intention (Chevalier and Mayzlin, 2006; Bambauer-Sachse and Mangold, 2011), the framework seems to be incoherent and there is need for more exploration. Jalilvand and Samiei (2012) suggested that eWOM is positively related to purchase intention in the automobile industry. Brown and Reingen (1987) stated that information from strong ties such as eReferral are perceived as more influential in a receiver's decision-making process than the information obtained from weak ties such as eWOM. This study seeks to reexamine the effect and clarify the difference between the two identical constructs. Thus, the following hypothesis is proposed:

*H3. eWOM will influence purchase intention.*

Hypermedia has created many opportunities for eWOM communication in the field of marketing, as information can be readily accessed online (Abubakar and Ilkan, 2013), which in turn affects the way brands are perceived. Previous research proved that consumers rely on WOM messages to reduce perceived risk and uncertainty (Murray, 1991). One aspect of e-commerce that is influencing behaviors and judgments of consumers is the eWOM (Lee *et al.*, 2008). Social influence can enhance favorability toward a product or service, and is an antecedent of trust toward the seller (Xu, 2014). Chevalier and Mayzlin (2006) explored the effect of online reviews on the relative sales of two online bookshops; the authors claimed that eWOM influenced consumers' behavior. Jalilvand and Samiei (2012) investigated the impact of eWOM on brand image in the automobile industry; the authors claimed that eWOM positively influenced brand image. Charo *et al.* (2015) also provided evidence that eWOM does influence brand image in the food industry. Lin *et al.* (2013) tested and showed that brand image moderated the relationship between eWOM and purchase intention. Thus, there is a need for more exploration, and the effect will be tested simultaneously with eReferral. Thus, the following hypothesis is proposed:

*H4. eWOM will influence brand image.*

Brand is the personality that identifies a product, service or company. It is a symbolic construct created within the minds of people, consisting of all the information and expectations associated with a product/brand (Nijssen, 2014, p. 98). Meenaghan (1995) defined brand image as product knowledge that enables consumers to identify a specific product/service. Brand image primarily highlights the advantage of using a product and/or service, based on certain features or functions (Keller, 2008). Further, Aaker (1991) argued that strong brand image helps consumers to develop positive attitudes and feelings, and also transfer such feelings to enhancement which may increase the perceived value. Brand image was found to positively correlate with purchase intention by many studies (Charo *et al.*, 2015). WOMMA (2012) reported that nine out of ten people mentioned brand names at least 60 times a week in their daily conversation. Brand image plays a moderating role between service quality and purchase intention relationship (Wang and Yang 2010; Wu *et al.*, 2011). Jalilvand and Samiei (2012) and Lin *et al.* (2013) showed that brand image influenced purchase intention. Nevertheless, the simultaneous impact of eReferral and eWOM on brand image, coupled with the indirect impact of brand image on purchase intention remain elusive. Thus, the following hypothesis is proposed:

*H5. Brand image will influence purchase intention.*

### 2.1 Gender role

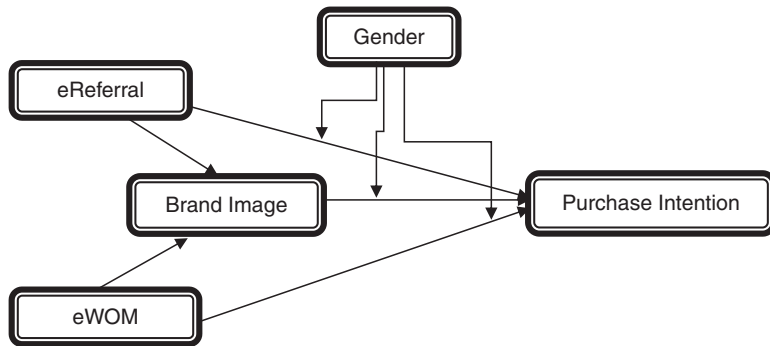
With regard to gender difference, men tend to have more positive attitudes toward online advertisements than women (Wolin and Korgaonkar, 2005). Men and women differ significantly on several dimensions concerning motivation to use the internet information, specifically social network sites and other consumer platforms. The tendency to post a review and engage in online dialogue is greater with men than women (Gretzel and Yoo, 2007; Abubakar, 2012). Men post more than women, and women lurk more than men (Awad and Ragowsky 2008; Abubakar, 2012). Choi and Kim (2014) argued that women tend to use online WOM messages for interpersonal communication, while men use it for entertainment, leisure and functional purposes. Similarly, Tufekci (2008) suggested that women use social network sites as a means to communicate with friends they already know, while men tend to use it as a means to discover new friends and information (Taylor *et al.*, 2011). From a theoretical perspective, gender differences arise from social, cultural, psychological and other environmental forces (Meyers-Levy and Loken, 2015). A number of empirical studies have shown that men differ from women in terms of online shopping behaviors (Rodgers and Harris, 2003; Chen *et al.*, 2015). It is important to understand how gender difference work in connection with other factors relying on practical grounds. Men tend to purchase products/services for functional purposes rather than social interaction. Social and emotional association regarding a product/service influenced women's purchase decisions (Dittmar *et al.*, 2004). Therein, emotional and social-experiential elements of shopping play dominant roles in the virtual server. Similarly, Eagly and Wood (1991, p. 309) noted that social role theory characterized men as agentic (independent, masterful, assertive and instrumentally competent), and women as communal (friendly, unselfish, concerned with others and emotionally expressive).

We opine that men will be indifferent of eReferral and eWOM while women may prefer eReferral messages than eWOM. In fact, risk perception is higher for females (van Slyke and Belanger, 2002; Pascual-Miguel *et al.*, 2015) because they consider the probability of negative consequences in online shopping to be higher than men do (Pascual-Miguel *et al.*, 2015). Given this, eReferral would be an alternative information-seeking avenue for female shoppers. Prior studies posited that women are more trusting than men (Feingold, 1994). However, when evaluated in an online shopping context (specifically eWOM), the outcome is contradictory. These contexts often involve short, anonymous interactions whereas men tend to be more trusting (Midha, 2012). Women's lack of trust in online relationships is related to their greater concern about online privacy (Midha, 2012). Women are more concerned about the misuse of online information (Garbarino and Strahilevitz, 2004). These concerns are abated for women but not for men when a website is recommended by a friend (Garbarino and Strahilevitz, 2004; Meyers-Levy and Loken, 2015). In our view, eReferral would serve female shoppers' preferred method. Thus, the following hypothesis is proposed:

*H6.* Gender will moderate the relationship between eReferral, eWOM and brand image and, purchase intention (Figure 2).

### 3. Methodology

To achieve this study's objectives, a self-administered questionnaire was developed; the items were in English and then back-translated to Greek and Turkish. A pilot survey was conducted with 20 respondents each and then revised. eWOM was operationalized with six items, adopted from previous studies (Bambauer-Sachse and Mangold, 2011).



**Figure 2.**  
Conceptual model

eReferral was operationalized with four items developed from the eWOM literature (Jalilvand and Samiei, 2012). The items were modified to fit the eReferral. Brand image was operationalized with four items adopted from Davis *et al.*'s (2009) study. Purchase intention was operationalized with three items adopted from Shukla's (2010) study. The measurements were carried out using a five-point scale, ranging from strongly disagree (1) to strongly agree (5). Demographic variables include gender, age, marital status, income and education. Confidentiality and anonymity of the respondents was guaranteed to eliminate social desirability bias as suggested by Podsakoff *et al.* (2003).

The diverse nature of Cyprus Island provides a good basis for our study. The Island is made up of both eastern and western settlers, namely: Greeks, Turkish, British expatriates and many other ethnic groups. The Greek Cypriots are more connected to the motherland Greece, are carriers of the Hellenic civilization, and at the same time are proud of their contributions to the western civilization (Fong and Chuang, 2004, p. 281). The Greeks have a strong sense of neighborhood, have both strong and weak family ties, and are more individualistic. For the Turkish Cypriots, the connection to the motherland Turkey was due to their proud association with the Ottoman heritage and self-definition as Turks that lived in other regions other than Turkey (Fong and Chuang, 2004, p. 281). They also have a strong sense of neighborhood, have strong family ties, and are more conservative than the Greeks. Generally speaking, Cyprus society is a little more individualistic, high indulgence and a little more collectivistic. Thus, this provides us the ground to analyze our variables (eWOM and eReferral) on a unique multicultural and diverse market.

A judgmental sampling technique was employed for this purpose. Churchill (1995, p. 582) noted that a judgmental sampling procedure is when the "sample objects are chosen because it is believed that they are the nominated population of interest." A total of 1,100 e-mails containing a link to the survey were sent to potential respondents in Cyprus. The survey page has an option in which respondents can change the survey language. The respondents were consumers living in both northern and southern parts of Cyprus, and are users of famous websites and social media sites. Only 579 questionnaires were completed, resulting in a 53 percent response rate; 308 usable responses were used for data analysis, due to missing data. In total, 57 percent of the respondents were females and the rest were males. The majority of respondents (44.5 percent) were aged between 21 and 30 years; 14.6 percent of the respondents were under the age of 20; 15.9 percent were aged between 31 and 40; 16.2 percent were aged between 41 and 50, and the rest were above 50. In total, 65 percent of the respondents

were single and the rest were married. In total, 32 percent of the respondents' monthly income was less than €999, 30 percent had monthly income above €3,000; 17 percent had monthly income between €1,000 and €1,499; 11 percent had monthly income between €2,000 and €2,499, and the rest was between €1,500 and €2,000. The overwhelming majority of respondents (37 percent) had higher education degrees, 33.8 percent had bachelor's degrees, 11 percent had some college degrees, 17 percent had high school certificates, and the rest were primary school certificate holders. The proposed structural model was estimated with AMOS to investigate the causal relationships and goodness-of-fit of the model. Confirmatory factor analysis CFA was utilized in this study.

#### 4. Data analysis and results

The results show evidence of model fit as suggested by numerous scholars (Wheaton *et al.*, 1977; Bentler and Bonett, 1980; Jöreskog and Sörbom, 1984; Tanaka and Huba, 1985; Bollen, 1989a, b; Hu and Bentler, 1999). In estimating the fitness of the structural model ( $\chi^2 = 118.99$ ,  $df = 83$ ,  $p < 0.001$ ), goodness-of-fit indices (GFI), Normed fit index (NFI), comparative fit index (CFI), root mean square error of approximation (RMSEA), root mean square (RMR) and  $\chi^2$  re-estimate test (CMIN/df) were used. Based on the outcome (GFI = 0.95, 1 = maximum fit) (NFI = 0.93, 1 = maximum fit) (CFI = 0.98, 1 = maximum fit) (RMSEA = 0.038, values < 0.06 indicating good fit) (RMR = 0.044, values < 0.08 indicating good fit) (CMIN/df = 1.43, values > 1 and < 3 are accepted). The study variables Cronbach's  $\alpha$  exceeded 0.60; composite reliability exceeded 0.70 and average variance extracted values were approximately at or above 0.50 (Hair *et al.*, 1998). Thus, showing reliability, convergent and discriminant validity of the applied scales (see Table I).

Harman's single-factor test was administered; the result showed that one factor model only explained 31 percent of the variance, hence the potential threat of common method bias was diminished (Podsakoff *et al.*, 2003). Table II presents means, standard deviations and correlations of study variables. The structural equation modeling reveals that eReferral is negatively related to brand image ( $r = -0.123$   $p < 0.05$ ), whereas eWOM is positively related to brand image ( $r = 0.36$   $p < 0.01$ ) and purchase intention ( $r = 0.33$   $p < 0.01$ ). Brand image is positively related to purchase intention ( $r = 0.46$   $p < 0.01$ ). The outcome renders preliminary support to the *H2-H5*.

Table III shows the estimated path coefficients of the hierarchical regression model. The estimated coefficient was statistically significant between eReferral and brand image ( $\beta = -0.10$ ,  $p = 0.058$ ,  $t = -1.90$ ); eWOM and brand image ( $\beta = 0.35$ ,  $p < 0.01$ ,  $t = 6.63$ ); eWOM and purchase intention ( $\beta = 0.35$ ,  $p < 0.01$ ,  $t = 6.63$ ); brand image and purchase intention ( $\beta = 0.39$ ,  $p < 0.01$ ,  $t = 7.47$ ). The results provided confirmatory support to *H2-H5*. Nevertheless, *H1* was rejected.

Table IV presents total, direct and indirect effect of the study variables. Although eReferral did not have significant impact on purchase intention, the result shows that eReferral indirectly influences purchase intention through brand image ( $-0.040$ ). eWOM has a positive indirect impact on purchase intention (0.140), suggesting that brand image mediated the relationship.

We conducted multi-group moderation analyses; at model level, the groups were not different. However, the groups were different at path level. The results in Table V show that the relationship between eReferral and brand image is significant for females, but not for males. The relationship between eWOM and brand image is significant for both genders, but stronger for females. Likewise, the relationship between brand image and



MIP  
34,5

700

| Scale items  | Loadings       | Mean | SD   |
|--|----------------|------|------|
| <i>Electronic referral</i> ( $\alpha = 0.70$ ; $CR = 0.70$ ; $AVE = 0.47$ ; $variance = 11\%$ )                          |                |      |      |
| I often buy product/brands referred by my friends, colleagues and family   | 0.74           | 4.71 | 0.45 |
| I often buy product/brands referred by trusted firms and social network sites  | – <sup>a</sup> | –    | –    |
| When I buy product/brands not referred I worry about my decision   | 0.68           | 4.68 | 0.47 |
| Online referrals increase my confidence in purchasing a product/brand  | 0.60           | 4.77 | 0.42 |
| <i>Electronic word-of-mouth</i> ( $\alpha = 0.86$ ; $CR = 0.88$ ; $AVE = 0.52$ ; $variance = 24\%$ )                     |                |      |      |
| I often read other consumers' online product/brands reviews to know what products/brands make good impressions on others | 0.61           | 3.42 | 1.25 |
| To make sure I buy the right product/brand, I often read other consumers' online product reviews                         | 0.81           | 3.66 | 1.14 |
| I often consult other consumers' online product/brands reviews to help choose the right product/ brand                   | 0.77           | 3.46 | 1.19 |
| I frequently gather information from online consumers' product reviews before I buy a certain product/brands             | 0.84           | 3.47 | 1.15 |
| If I do not read consumers' online product reviews when I buy a product/ brands, I worry about my decision               | 0.54           | 2.81 | 1.21 |
| When I buy a product/brand, consumers' online product reviews make me confident in purchasing the product/brands         | 0.67           | 3.30 | 1.14 |
| <i>Brand image</i> ( $\alpha = 0.70$ ; $CR = 0.75$ ; $AVE = 0.51$ ; $variance = 12\%$ )                                  |                |      |      |
| In comparison to other products/brand, Apple product/brand has high quality  | – <sup>a</sup> | –    | –    |
| Apple product/brand has a rich history   | 0.61           | 4.06 | 1.25 |
| Customers (we) can reliably predict how Apple product/brand will perform   | 0.72           | 4.02 | 1.04 |
| Referred product/brands are reliable   | 0.79           | 3.88 | 1.12 |
| <i>Purchase intention</i> ( $\alpha = 0.77$ ; $CR = 0.79$ ; $AVE = 0.57$ ; $variance = 14\%$ )                           |                |      |      |
| I would buy Apple product/brand rather than any other brands available   | 0.50           | 3.87 | 1.13 |
| I am willing to recommend others to buy Apple product/brand  | 0.92           | 3.61 | 1.16 |
| I intend to purchase Apple product/brand in the future   | 0.79           | 3.64 | 1.19 |

**Table I.**  
Psychometrics  
properties of  
the measures

**Notes:** KMO measure of sampling adequacy = 0.81; Bartlett's test of sphericity = 1,590,  $df = 105$ ,  $p < 0.001$ . The total variance explained by all factors is 61 percent. <sup>a</sup>Dropped as a result of CFA

**Table II.**  
Means, standard  
deviations (SD) and  
correlations of study  
variables

| Variables              | Mean | SD   | 1       | 2       | 3       | 4 |
|------------------------|------|------|---------|---------|---------|---|
| 1. eReferral           | 4.72 | 0.33 | –       |         |         |   |
| 2. eWOM                | 3.35 | 0.91 | –0.065  | –       |         |   |
| 3. Brand image         | 3.97 | 0.87 | –0.123* | 0.358** | –       |   |
| 4. Purchase intentions | 3.71 | 0.96 | –0.001  | 0.331** | 0.460** | – |

**Notes:** Composite scores for each variable were computed by averaging respective item scores. \*,\*\*Correlations significant at 0.05 and 0.01 level, respectively

purchase intention was stronger for females. Finally, eReferral failed to manifest purchase intention, therefore a moderating effect of gender in the linkage was not observed. *H6* received empirical support.

## 5. Discussion and conclusion

In fact, everyone has the ability to publish information on the web; thus, the quality of online information has diminished. This has attracted the attention of marketers to

create reliable information sources that are not generated through marketing communication or a biased source. We opine that eReferral may restore the quality of online information, and online marketing managers can utilize this medium. The aim of this study is to differentiate eWOM from eReferral; to investigate the impact of eWOM and eReferral on brand image and purchase intention; and finally to examine the moderating effect of gender in the relationship.

Contrary to our prediction, eReferral failed to influence purchase intention. Previous studies (Van-den, 2010; Nielsen, 2012) noted that referrals can influence purchase intention, while others (De Bruyna and Lilien, 2008; Steffes and Burgee, 2009) argued that referrals do not always influence purchase intention. Relying on the current findings, we concluded that eReferral does not influence purchase intention. However, there is a scope for further research and analysis, and we encourage other scholars to verify the validity our findings by conducting a similar study. Previous researches (Houston, 2010; Gorner *et al.*, 2013) showed that referrals do influence trust because information comes from someone that consumers have social ties with; trust is the ingredient that enhances brand image. As expected, eReferral influenced brand image but the relationship was negative, although we expected a positive relationship between the variables. One reason might be

| Exogenous variables | Endogenous variables | Standardized estimates | SE    | t-statistics | p      |
|---------------------|----------------------|------------------------|-------|--------------|--------|
| eReferral           | Brand image          | -0.101                 | 0.142 | -1.90        | 0.058* |
| eReferral           | Purchase intention   | 0.060                  | 0.146 | 1.21         | 0.226  |
| eWOM                | Brand image          | 0.352                  | 0.051 | 6.63         | ***    |
| eWOM                | Purchase intention   | 0.192                  | 0.056 | 3.62         | ***    |
| Brand image         | Purchase intention   | 0.398                  | 0.059 | 7.47         | ***    |

**Notes:**  $n = 308$ . Significant at the \* $p < 0.1$  level (two-tailed);  $t \geq 1.645$ ; \*\* $p < 0.05$  level (two-tailed);  $t \geq 1.960$ ; \*\*\* $p < 0.001$  level (two-tailed);  $t \geq 3.291$

**Table III.**  
Maximum likelihood  
estimates for the  
research model

| Exogenous variables | Endogenous variables | Total effect | Direct effect | Indirect effect |
|---------------------|----------------------|--------------|---------------|-----------------|
| eReferral           | Brand image          | -0.101       | -0.101        | 0.000           |
| eReferral           | Purchase intention   | 0.020        | 0.060         | -0.040          |
| eWOM                | Brand image          | 0.352        | 0.352         | 0.000           |
| eWOM                | Purchase intention   | 0.332        | 0.192         | 0.140           |
| Brand image         | Purchase intention   | 0.398        | 0.398         | 0.000           |

**Note:**  $n = 308$

**Table IV.**  
Breakdown of  
total effect of the  
research model

| Exogenous variables | Endogenous variables | Male ( $n = 131$ )<br>$\beta(t)$ | Female ( $n = 177$ )<br>$\beta(t)$ | $\chi^2 (p)$       | Decision |
|---------------------|----------------------|----------------------------------|------------------------------------|--------------------|----------|
| eReferral           | →Brand image         | -0.116 (-0.572)                  | -0.321 (-1.66*)                    | 8.2 ( $< 0.10$ )   | Accepted |
| eWOM                | →Brand image         | 0.250 (3.25***)                  | 0.417 (6.28***)                    | 8.4 ( $p < 0.10$ ) | Accepted |
| eWOM                | →Purchase intention  | 0.216 (3.93***)                  | 0.216 (3.93***)                    | 6.1 ( $p = 0.29$ ) | Rejected |
| Brand Image         | →Purchase intention  | 0.291 (3.57***)                  | 0.489 (6.28***)                    | 9.3 ( $p < 0.05$ ) | Accepted |

**Notes:**  $n = 308$ . Significant at the \* $p < 0.1$  level (two-tailed);  $t \geq 1.645$ ; \*\* $p < 0.05$  level (two-tailed);  $t \geq 1.960$ ; \*\*\* $p < 0.001$  level (two-tailed);  $t \geq 3.291$

**Table V.**  
Multi-group  
moderation

the set of consumers in our sample. Second, we attributed the negative influence on the ground that people share eReferral if they have had an unpleasant experience, which is due to their concern for others (Hennig-Thurau *et al.*, 2004; Abubakar, 2012). Furthermore, we spiced the relationship by investigating gender differences using multi-group moderation analyses. eReferral influence on brand image was significant among female consumers. In our view, women may prefer to use information from eReferral rather than eWOM due to a number of factors like privacy, information misuse, risk, trust, emotional and social attachment (Chen *et al.*, 2015; Pascual-Miguel *et al.*, 2015).

As predicted, eWOM positively influenced purchase intention. Previous research (Lin *et al.*, 2006; Zhang, 2006; Bambauer-Sachse and Mangold, 2011) have established similar results. The effect was the same for both males and females in the relationship. The impact of eWOM on brand image was significant and positive. The impact was about two times stronger for females than for males, in line with the established theoretical framework, which highlighted that women are influenced more by social and emotional elements of a product and/or service (Dittmar *et al.*, 2004). In other words, opinions of other consumers appear to influence the way women view a product/service. Brand image influenced purchase intention, and that the impact was about two times stronger for females than for males. In our view, positive brand image would reduce the risk perception, and the probability of adverse effect would be lowered since these are the main concerns for female consumers (van Slyke and Belanger, 2002; Pascual-Miguel *et al.*, 2015). Given that eWOM positively influenced purchase intention and brand image, brand image influence on purchase intention for women would be higher due to the fact that their concerns were addressed. Consumers tend to have positive brand image when the information in eWOM has some sort of credibility. eWOM message credibility is also important for men but not as in women, because men are agentic and men use eWOM messages to discover new things (Taylor *et al.*, 2011).

The research shows that eReferral and eWOM are the key factors affecting brand image in the eyes of consumers. For female shoppers, eReferral affects brand image significantly. While for both genders, eWOM influenced brand image and, brand image influenced purchase intention, respectively. However, in all the relationships, the impact was higher for females. This is because risk perception in online transactions is higher for women (Pascual-Miguel *et al.*, 2015). Second, because men post more than women, and women lurk more than men (Abubakar, 2012). eReferral would be useful for companies providing services/products used by women since the risk perception is reduced when a website or product is recommended by a friend (Meyers-Levy and Loken, 2015). Luo *et al.* (2014) noted that consumers with strong individualistic cultures will incline to evaluate the credibility of the information based on their own cognitions, and are more likely to accept an argument viewpoint in eWOM messages. Consumers with strong collectivistic cultures are accustomed to following the social/group norms; as such they are more willing to conform to others opinions instead of their own cognitions (Luo *et al.*, 2014). As prospective consumers may espouse different cultural values, companies need to identify the target customers' values and norms, and then adopt different online marketing strategies to influence their cognitions and motivate their purchase intentions. In sum, we argue that eReferral can produce effective results in a collectivistic culture, this call for empirical research.

### 5.1 Implications for theory and practice

This paper came up with an ideal definition for eReferral, and differentiated eWOM from eReferral. eWOM requires that readers screen useful information out of the multitude of

search results. These search results tend to create information overload in the web server, which makes it difficult for consumers to filter, and absorb correct and undistorted information. Perhaps, online marketers should celebrate the birth of eReferral, as it has the ability to eliminate the need for information screening from consumer's perspective, since the information comes directly from someone that the consumer knows.

From a theoretical point of view, the gate has been opened for other scholars to evaluate the strengths and weaknesses of eReferral and eWOM in various marketing domains. Our results show that online information trust concerns for female consumers can be abated by employing eReferral marketing programs. This is because eReferral is a form of online information that is created, initiated, circulated and used by consumers with strong ties along with the desire to educate each other about products, brands and services. eWOM marketing programs are essential as well, however, emphasis should be placed on eReferral, especially if the target customers are women.

Therefore, practitioners willing to incorporate eWOM and eReferral into their marketing strategies should also take into account the specific aspects of the focal culture. Intuitively speaking, eReferral would produce effective results in a collective society more so than eWOM; this is due to eReferral's reliance on strong social ties. eWOM should equally do the same in an individualistic society because of its non-reliance on strong social ties, although there is a need for confirmation through empirical research.

Based on the outcomes in this study, we formulated some practitioners' points. On the negative front, poor product or service quality is known to drive away prospective or current customers, and 48 percent of the consumers will share their experience (through eReferral or eWOM) with at least ten other people, particularly when they have had a bad experience (Dixon *et al.*, 2010). On the positive front, top notch service experience can induce positive eReferrals or eWOMs; as such, we suggest that online marketers embrace customer relationship management systems to develop and offer customized products and services, which in turn will increase customer satisfaction and also facilitate the conveyance of positive eReferrals or eWOMs (Tsao *et al.*, 2015). This will also facilitate indirect customer brand co-creation due to the interactive processes involved as suggested by France *et al.* (2015).

We encourage companies to have diverse communication channels (offline and online) in order to keep complaints under their control and avoid devastating consequences. Otherwise, things might get tricky when negative eWOM appears on third-party review websites (Tanford and Montgomery, 2014); or when negative eReferral appears on a friend, family member or colleague's social network profile. Broken windows theory posits that any negative phenomenon could convey a message that can cause other negative phenomena to spread (Tsao *et al.*, 2015). Thus, negative eReferrals or eWOMs that are created after product or service failure can act as broken windows, which may be exaggerated by the senders or receivers. We encourage companies to respond to dissatisfied consumers' criticism in a timely manner to avoid the occurrence of broken windows, and to enhance product or service recovery. Online marketers should also bear in mind that, responding to consumers' complaints should be sincere, neutral, accompanied with an explanation stating the cause of the failure; apologies should be issued and a prompt solution proposed. This will not only delight the present and potential customers, but also will increase the sense of being highly valued by the company; hence, the number of negative eReferrals or eWOMs will decrease. Finally, we encourage online marketers to utilize both eWOM and eReferral in maximizing their market shares and profits by considering the type of product/service they offer, the target gender, and the societal make-up of potential consumers.

### 5.2 Method concerns and future research course

This study has several limitations, thus the outcome should be considered with caution. Although we used both procedural and statistical methods to tackle common method bias, the cross-sectional design used may be a potential threat to our findings. The absence of experimental design in selecting respondents may have interfered with our results. Our sample was drawn from Cyprus Island and may not be applicable to other countries. Another shortcoming of the current study is that the cultural make-up of Cyprus may have profound effects on our results. Thus, we encourage other researchers to make independent investigations in pure individualistic society (e.g. France, Canada or UK) or collectivistic society (e.g. India, China or Egypt). From an academic viewpoint, several areas for further research arise from this study. To better understand the role of culture, future studies should include socio-demographic characteristics (e.g. social power, ethnicity, age and educational level) in the research model. A cross-cultural study may be fruitful; adopting a longitudinal design may address causal status of the variables examined in this study. Future studies can make significant contribution to current knowledge by assessing the moderating effect of consumer personality in the relationship.

### Note

1. We may define the “social distance” between two individuals in a network as the number of lines in the shortest path from one to another. This is the same as the definition of “distance” between points in graph theory (Harary *et al.* 1965, pp. 32-33). The exact role of this quantity in diffusion and epidemic theory is discussed by Solomonoff and Rapoport (1951).

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### Further reading

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## Appendix

### eReferrals

I often buy product/brands referred by my friends, colleagues and family.

Ben genellikle ailem, arkadaşlarım veya iş arkadaşlarım tarafından önerilen ürün veya herhangi bir markayı satın alırım

Συνήθως αγοράζω προϊόντα/μάρκες που αναφέρθηκαν από φίλους, συναδέλφους και οικογένεια

I often buy product/brands referred by trusted firms and social network site.

Genellikle güvenilir firmalar veya sosyal medya ve siteler tarafından yönlendirilen markaları satın alırım.

Συνήθως αγοράζω προϊόντα/μάρκες που προτείνονται από γνώστες εταιρείες και ιστοσελίδες

When I buy product/brands not referred I worry about my decision.

Bir ürün satın alırken genellikle endişelerimi ifade edemem.

Όταν αγοράζω άγνωστα προϊόντα/μάρκες, ανισχύω

Online referrals increase my confidence in purchasing a product/brand.

Ürün satın alırken çevrimiçi yapılan tavsiyeler benim güvenimi artırır.

Αναφορές στο ίντερνετ μου δίνουν εμπιστωσύνη ως προς τα προϊόντα/μάρκες

### Electronic word-of-mouth

I often read other consumers' online product reviews to know what products/brands make good impressions on others.

Bir marka veya ürün hakkında yapılan çevrimiçi yorumları sık sık okurum.

Συνήθως διαβάζω online σχόλια των άλλών καταναλωτών για να μάθω ποιά προϊόντα/μάρκες τους άφησαν περισσότερη εντύπωση

To make sure I buy the right product/brand, I often read other consumers' online product reviews.

Doğru ürünü veya markayı satın alıp kullanacağımdan emin olmak için diğer tüketicilerin yorumlarını kesinlikle okurum.

Συνήθως διαβάζω online σχόλια των άλλών καταναλωτών για να είμαι σιγούρος ότι κάνω σωστή αγορά.

I often consult other consumers' online product reviews to help choose the right product/brand.

Genellikle doğru ürün veya doğru marka seçimine yardımcı olacak tüketici yorumlarını okurum.

Συνήθως συμβουλευομαι online σχόλια των άλλών καταναλωτών για να με βοηθήσουν να κάνω σωστή αγορά

I frequently gather information from online consumers' product reviews before I buy a certain product/brand.

Herhangi bir ürünü satın almadan önce tüketicilerin yapmış olduğu çevrimiçi yorumları okuyup bilgi toplarım.

Πολυ συχνά μαζεύω πληροφορίες απο online σχόλια των άλλών καταναλωτών πριν αγοράσω κάποιο συγκεκριμένο προϊόν/μάρκα

If I don't read consumers' online product reviews when I buy a product/brand, I worry about my decision.

Bir ürün satın aldığımda tüketicilerin çevrimiçi yorumlarını okumamışsam kararımdan endişe duyarm.

Όταν δεν διαβάζω online σχόλια των άλλών καταναλωτών ανισχύω για την επιλογή μου

When I buy a product/brand, consumers' online product reviews make me confident in purchasing the product/brand.

Bir ürün satın aldığımda tüketicilerin çevrimiçi yorumlarını okuduğumda kararımdan emin olabilirim.

Τα online σχόλια των άλλών καταναλωτών με κάνουν να αισθάνομαι πιο ασφαλής όταν κάνω αγορά

**Brand image**

In comparison to other products/brand, Apple product/brand has high quality.  
Apple markanın diğer ürünlerle karşılaştırıldığında daha yüksek kalitede olmasına önem veririm.  
Σε σύγκριση με τα άλλα προϊόντα/μάγκες, αυτό το προϊόν/μαρκα είναι πώτητας

Apple product/brand has a rich history.  
Apple Ürün veya markasi zengin bir geçmişi olmalıdır.  
αυτό το προϊόν/μαρκα έχει μια μεγάλη ιστορία

Customers (we) can reliably predict how Apple product/brand will perform.  
(Biz) Müşteriler Apple marka veya ürünün nasıl bir güvenilir performans sergileyebileceğini tahmin edebiliyoruz.

Οι καταναλωτές (εμείς) μπορούν να εκτιμήσουν το πως αυτό το προϊόν θα αποδώσει

Referred product/brand are reliable.  
Marka referansları güvenilir olmalıdır.  
Προτεινόμενα προϊόντα είναι αξιόπιστα

**Purchase intention**

I would buy Apple product/brand rather than any other brands available.  
Mevcut olan diğer markalardan daha iyi olanını satın alırım.  
Θα προτιμούσα να αγοράσω το συγκεκριμένο προϊόν παρά τα άλλα,

I am willing to recommend others to buy Apple product/brand  
Kullandığım Apple ürünü hakkında başkalarına tavsiye verebilirim.  
Θα προτείνω στους άλλους αυτό το προϊόν

I intend to purchase Apple product/brand in the future.  
Yapılan tavsiyeler sonucunda Apple ürünü satın alabilirim.  
Έχω πρόθεση να αγοράσω αυτό το προϊόν/μάγκες στο μέλλον

**About the authors**

Abubakar Mohammed Abubakar is an Assistant Professor at the Department of Management Information System, Aksaray University, Turkey. His research spans into organization behavior and management information system domains. His focus include the socioeconomic implications of digital marketplaces (i.e., eWOM platforms, online labor platforms, & virtual economies) and workplace conflicts (i.e., work-family interference, workplace incivility, & psychological health). Abubakar Mohammed Abubakar is the corresponding author and can be contacted at: me@mohammedabubakar.com

Mustafa Ilkan is affiliated with the Eastern Mediterranean University. His research areas include IT project management, risk management and security, business solutions, eWOM, knowledge management and IT and tourism management.

Pinar Sahin is affiliated with the Eastern Mediterranean University. Her research areas include IT project management, online consumerism, learning and online tourism management.

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# The effect of electronic word of mouth on brand image and purchase intention

## An empirical study in the automobile industry in Iran

Mohammad Reza Jalilvand

*Department of New Sciences and Technologies, University of Tehran,  
Tehran, Iran, and*

Neda Samiei

*Department of Economics, Faculty of Administrative Sciences and Economics,  
University of Isfahan, Isfahan, Iran*

### Abstract

**Purpose** – Word-of-mouth (WOM) has been recognized as one of the most influential resources of information transmission. Advances in information technology and the emergence of online social network sites have changed the way information is transmitted. This phenomenon impacts consumers as this easily accessible information could greatly affect the consumption decision. The purpose of this paper is to examine the extent to which e-WOM among consumers can influence brand image and purchase intention in the automobile industry.

**Design/methodology/approach** – Measurement items are adapted from existing scales found in the marketing literature. Academic colleagues reviewed the items for face validity and readability. The scales are evaluated for reliability, convergent validity, and discriminant validity using data collected in a survey of Iran Khodro's prospective customers in Iran. A structural equation modeling procedure is applied to the examination of the influences of e-WOM on brand image and purchase intention. The research model was tested empirically using a sample of 341 respondents who had experience within online communities of customers and referred to Iran Khodro's agencies during the period of research.

**Findings** – The paper found that e-WOM is one of the most effective factors influencing brand image and purchase intention of brands in consumer markets.

**Research limitations/implications** – The paper outlines ways to promote a brand effectively through online customer communities, as well as general tips for website and forum moderators for facilitating such presentation in a manner useful to the members of their online communities. While there is a substantial research stream that examines the branding of consumers goods and an increasing literature on product brands, little is known about brand image in the context of online communications. This paper extends existing measurement of brand image to a new setting, namely e-WOM.

**Originality/value** – This paper provides valuable insight into the measurement of e-WOM, brand image, and purchase intention in the automobile industry and offers a foundation for future product branding research.

**Keywords** Internet, Consumer behaviour, Word of mouth, Brand image, Social networks, Iran

**Paper type** Research paper



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## 1. Introduction

Word-of-mouth (WOM) communication is generally acknowledged to play a considerable role in influencing and forming consumer attitudes and behavioral intentions (e.g. Chatterjee, 2001; Chevalier and Mayzlin, 2006; Herr *et al.*, 1991; Kiecker and Cowles, 2001; Sen and Lerman, 2007; Smith and Vogt, 1995; Weinberger and Dillon, 1980; Xia and Bechwati, 2008). Research has shown that WOM communication is more influential than communication through other sources such as editorial recommendations or advertisements (e.g. Bickart and Schindler, 2001; Smith *et al.*, 2005; Trusov *et al.*, 2009) because it is perceived to provide comparatively reliable information (Gruen *et al.*, 2006). Consequently, this type of communication is considered as having a great persuasiveness through higher perceived credibility and trustworthiness (e.g. Chatterjee, 2001; Godes and Mayzlin, 2004; Mayzlin, 2006). Whereas WOM communication initially referred to the idea of person-to-person conversation between consumers about a product (Chatterjee, 2001; Sen and Lerman, 2007), the worldwide spread of the internet brought up a less personal but more ubiquitous form of WOM communication, so-called online WOM communication (e.g. Brown *et al.*, 2007; Chatterjee, 2001; Davis and Khazanachi, 2008; Godes and Mayzlin, 2004; Kiecker and Cowles, 2001; Xia and Bechwati, 2008). This new type of WOM communication has become an important venue for consumer opinions (Bickart and Schindler, 2001; Godes and Mayzlin, 2004; Hennig-Thurau *et al.*, 2004; Mayzlin, 2006) and it is assumed to be even more effective than WOM communication in the offline world due to its greater accessibility and high reach (Chatterjee, 2001). Product reviews that consumers post on the internet constitute one of the most important forms of online WOM communication (Schindler and Bickart, 2005; Sen and Lerman, 2007), and for consumers it is increasingly common to look for online product reviews when gathering pre-purchase product information (Adjei *et al.*, 2009; Zhu and Zhang, 2010) and forming purchase intentions (Zhang and Tran, 2009). Furthermore, the issue of branding has been deemed as primary capital for many industries. Strong brands can increase customers' trust in the product or service purchased and enabling them to better visualize and understand intangible factors. According to Yoo and Donthu (2001), brand image can influence a company's future profits and long-term cash flow, a consumer's willingness to pay premium prices, merger and acquisition decision making, stock prices, sustainable competitive advantage, and marketing success. Based on the argument that especially vividly presented WOM communication has a strong impact on product judgments (Herr *et al.*, 1991), we argue that online WOM communications that are posted in such a vivid and interactive medium as the internet might have strong effects on brand image and as a result, purchase intention. Brand image is the perceptions about a brand as reflected by the brand associations held in consumer memory (Keller, 1993). Brand image stems from all of a consumer's consumption experiences, and perceived service quality is a function of these consumption experiences. Thus, customer perception about service quality directly affects brand image (Aydin and Ozer, 2005). Intangibles such as after sale services cannot be evaluated before the consumption experience; therefore, purchasing intangible products and services brings a higher risk, so customers are more dependent on the interpersonal influence of e-WOM (Lewis and Chambers, 2000; Litvin *et al.*, 2008). Despite the significant impact of e-WOM in the manufacturing segment, little research has been done to investigate e-WOM in this field. Based on these findings in

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the literature, we understand that e-WOM messages can affect the brand image and purchase intention. Since no relevant explanation has been proposed to explain these effects, this study applied experimental design methodology to explore:

- the impact of e-WOM communications on image brand;
- the impact of e-WOM communications on purchase intention; and
- the impact of brand image on purchase intention.

The rest of this paper is organized as below. First, we provide a review on the literature related to e-WOM and brand image. Second, we introduce hypotheses and the research model. Next, we describe the research methodology and discuss the statistical results. Finally, we summarize the findings and discuss the implications for both research and practice.

## 2. Empirical background

As no studies exist on the link between online WOM communications, brand image, and purchase intention, we will provide separate literature reviews of the research streams on the effects of e-WOM and brand image.

### 2.1 Previous research on the effects of electronic word of mouth

With the advancement of internet technologies, increasing numbers of consumers are using the internet to seek information about a product or a company, and e-WOM has emerged as a result. Hennig-Thurau *et al.* (2004) defined e-WOM as “any positive or negative statement made by potential, actual, or former customers about a product or company which is made available to multitude of the people and institutes via the Internet”. Researchers are interested in investigating the motives for seeking e-WOM (e.g. Goldsmith and Horowitz, 2006) and for sharing or articulating the e-WOM (e.g. Hennig-Thurau *et al.*, 2004; Lee *et al.*, 2006), providing implications for marketers to better understand online consumer behavior. Stauss (1997, 2000) discussed the threats and opportunities for businesses brought about by the rise in online customer articulations. A recent survey found that most consumers perceive online opinions to be as trustworthy as brand websites (ACNielsen, 2007). Rowley (2001) also proposed that commercial enterprises should try organizing online communities rather than to simply advertise on the internet. These studies indicate how great of a potential impact e-WOM can have on the consumer decision process. Senecal and Nantel (2004) examined how e-WOM influences product choice using an experimental study of consumers’ use of online recommendation sources. The various platforms themselves that facilitate e-WOM, such as discussion boards and other online communication tools, are also increasingly being recognized for how they influence the adoption and use of products and services (Subramani and Rajagopalan, 2003). Gilly *et al.* (1998) indicated that the lack of effective information to distinguish products raises the risk of purchase. At this moment, a WOM message will be a very important reference for consumers to establish their purchasing decision-making process. Some related studies have also indicated that e-WOM messages are an important means whereby consumers can obtain information about product or service quality (Chevalier and Mayzlin, 2006). Moreover, this kind of message can effectively reduce the risk and uncertainty recognized by consumers when purchasing products or services, so that their purchase intention and decision-making can be further influenced (Chatterjee,

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2001). Chevalier and Mayzlin (2006) examined the effects of online product reviews on the relative sales of two online bookshops based on publicly available data from two leading online booksellers. The results of their study showed that such online communications significantly affect other consumers' purchase behavior. In spite of the rich literature on the effects of e-WOM on purchase intention, to date no research has been conducted in order to investigate which e-WOM has strong effects on brand image. To our knowledge, only one study exists in this area that is related to our purpose. Bambauer-Sachse and Mangold (2011) examined the effects of negative online product reviews, a specific type of word-of-mouth communication, on consumer-based brand equity. The results of their empirical study supported the assumed detrimental effect of negative online product reviews on consumer-based brand equity. The above studies spell out the reality that e-WOM has become a permanent element of the online marketing mix by contributing a great deal to the brand image and the purchasing decisions of online consumers.

### *2.2 Previous research on brand image and its effects*

Over the last decade, firms have markedly increased their investments in the creation and development of brands. The creation of a brand implies communicating a certain brand image in such a way that all the firm's target groups link such a brand (and thus the services sold using its name) with a set of associations. Aaker (1991, p. 15) conceptualizes brand equity as "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers". Building on Aaker's work, Keller (1993) develops the behavioral concept of customer based brand equity (CBBE), which consists of the two dimensions of brand awareness and brand image and is defined as the differential effect of brand knowledge on customer response to the marketing of the brand. Brand image comprises the attributes and benefits associated with a brand that make the brand distinctive, thereby distinguishing the firm's offer from competition (Webster and Keller, 2004). Attributes are those descriptive features that characterize a brand, such as what a consumer thinks the brand is or has and what is involved with its purchase or consumption. Benefits are the personal value consumers attach to the brand attributes, that is, what consumers think the brand can do for them (Keller, 1993, 1998). In firm-customer relationships, every interaction between a firm and its customers becomes an input to brand image. Because a service brand communicates a commitment to provide a certain kind of experience, it is critical that service firms assure that everyone in the organization understands the importance of delivering consistent, predictable, high quality performance to the customer (Webster and Keller, 2004). In B2C exchanges, customers face serious disruptions if product/service providers fail to meet expectations. Consequently, customers typically rely on a small number of trusted product/service providers that consistently deliver high quality products or services (Cousins and Menguc, 2006). At the same time, product/service providers depend on a handful of key customers for a significant portion of their revenues. The underlying goal is for the brand is to evoke feelings of trust, confidence, security, strength, durability, speed, status, and exclusivity (Aaker, 1996; Keller, 1993). Ultimately, a strong product/service brand conveys the core value proposition of both the organization and its product/service in a way that resonates with customers. Although empirical evidences indicated that brand equity can affect purchase

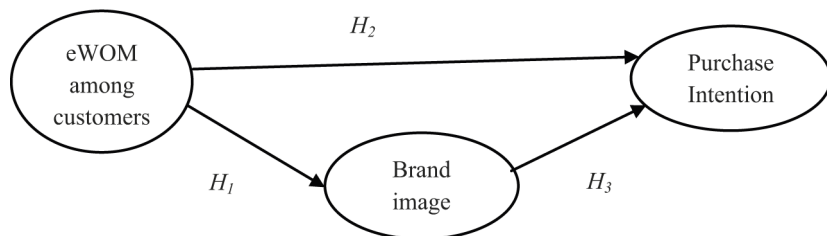


intention in the various contexts (Ashill and Sinha, 2004; Chang and Liu, 2009), the number of studies which measure the effect of brand image on purchase intention is limited. Wang and Yang (2010) investigated the impact of brand credibility on consumers' brand purchase intention focusing on China's automobile industry. They proposed that brand awareness and brand image play a moderating role in this relationship. However, Bian and Moutinho (2011) examined the impact of perceived brand image, direct and indirect effects (mediator and moderator effects) of product involvement and product knowledge on consumer purchase intention of counterfeits in the context of non-deceptive counterfeiting. Their results indicated that brand image is not a mediator of the effects of involvement/knowledge on purchase intention. Wu *et al.* (2011) also investigated the direct effects of store image and service quality on brand image and purchase intention for a private label brand. Their study revealed that store image has a direct and positive effect on brand image and purchase intention. Additionally, they showed that service quality has a direct and positive effect on brand image. Shukla (2010) indicated that interpersonal influences and branding cues shape consumer luxury purchase intentions. The results of his study showed that while normative interpersonal influences were found to be significant across nations, the role of informational interpersonal influences was significant among consumers. Moreover, brand image was a significant moderator between normative interpersonal influences and luxury purchase intentions. Davis *et al.* (2009) also suggested that brand awareness, brand image, and brand equity scales are valid and reliable in the context of logistics services. The arguments presented above lead to our research hypotheses:

- H1.* Electronic word of mouth has a significant impact on brand image.
- H2.* Electronic word of mouth has a significant impact on purchase intention.
- H3.* Brand image has a significant impact on purchase intention.

### 2.3 Conclusion of the literature reviews

An overview of studies in the field of the effects of online WOM communication has led to the insight that e-WOM can have effects on variables such as brand image or purchase intention. In this section we will develop the research model that provides a basis for the assumed effect and test this effect in a new empirical study. The assumed link between e-WOM and brand image has not previously been examined empirically and will be analyzed in the empirical study presented subsequently (Figure 1).



**Figure 1.**  
Research model

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### 3. Methodology

#### 3.1 Measurement

To achieve the study objectives, a self-administered survey questionnaire was developed based on the findings of the literature review. The questionnaire was pre-tested and revised. The survey consisted of four parts covering the following issues:

- (1) e-WOM;
- (2) brand image;
- (3) purchase intention; and
- (4) demographics.

In the e-WOM section, with six items, respondents were asked about using online WOM communications (Bambauer-Sachse and Mangold, 2011). In the brand image section, with three items, respondents were asked to rate their level of agreement on the importance of brand image regarding automobile X (Davis *et al.*, 2009). In the purchase intention section, with three items, respondents were asked about their intention to purchase this automobile (Shukla, 2010). Measurement of “Electronic word of mouth”, “Brand image” and “Purchase intention” were carried out using a seven-point Likert scale, ranging from strongly agree (1) to strongly disagree (7). The advantage of using an interval scale is that it permits the researchers to use a variety of statistical techniques that can be applied to nominal and ordinal scale data in addition to the arithmetic mean, standard deviation, product-moment correlations, and other statistics commonly used in marketing research (Malhotra, 1999). The measures are presented in Table I. The last section of the questionnaire gathered demographic information regarding the respondents, such as age, gender, education, and monthly income.

#### 3.2. Data collection and analyses

The questionnaires were distributed based on a cluster sampling method and collected at Iran Khodro’s (a well-known automobile brand in Iran’s automobile industry) agencies in Isfahan during the month of March 2011. Four hundred questionnaires were distributed and 341 usable samples were obtained after excluding incomplete questionnaires, yielding an 85 percent response rate from those who agree to participate. Cronbach’s  $\alpha$  was used to verify the internal consistency reliability. Data analysis involved descriptive statistics using SPSS and structural equation modeling using the AMOS structural equation program. AMOS is designed to estimate and test structural equation models (SEMs). SEMs are statistical models of linear relationships among latent (unobserved) variables and manifest (observed) variables. Its purpose is estimating the coefficients in a set of structural equations. For this research AMOS is used to investigate the causal relationships, where the path coefficients are tested for significance and goodness-of-fit. The overall model fit measures were used to evaluate the fit of the structural model. In estimating the goodness-of-fit indices (GFI) for measurement and structural models, the  $\chi^2$  test was used. In addition, the root mean square error of approximation (RMSEA) was used as an absolute fit index. The incremental fit index (IFI), the Tucker-Lewis index (TLI) and the comparative fit index (CFI) were used as incremental fit indices. Standardized estimates were used in reporting the causal relationships between the exogenous and endogenous constructs.

**Table I.**  
Measures

|   |   |
|---|---|
| Electronic word of mouth<br>(Bambauer-Sachse and Mangold, 2011) | <p>(e-WOM1) I often read other consumers' online product reviews to know what products/brands make good impressions on others</p> <p>(e-WOM2) To make sure I buy the right product/brand, I often read other consumers' online product reviews</p> <p>(e-WOM3) I often consult other consumers' online product reviews to help choose the right product/brand</p> <p>(e-WOM4) I frequently gather information from online consumers' product reviews before I buy a certain product/brand</p> <p>(e-WOM5) If I don't read consumers' online product reviews when I buy a product/brand, I worry about my decision</p> <p>(e-WOM6) When I buy a product/brand, consumers' online product reviews make me confident in purchasing the product/brand</p> |
| Brand image (Davis <i>et al.</i> , 2009)                        | <p>(BI1) In comparison to other products/brand, this product/brand has high quality</p> <p>(BI2) This product/brand has a rich history</p> <p>(BI3) Customers (we) can reliably predict how this product/brand will perform</p>   |
| Purchase intention (Shukla, 2010)                               | <p>(PI1) I would buy this product/brand rather than any other brands available</p> <p>(PI2) I am willing to recommend others to buy this product/brand</p> <p>(PI3) I intend to purchase this product/brand in the future</p>   |

The path diagram of the structural model specified (Figure 1) is proposed based on the past literature discussed in section 2.

#### 4. Data analysis and results

##### 4.1 Sample profile

Of a total sample of 341 respondents, 64.8 percent (221) were male and 35.2 percent (120) were female. A large majority of respondents' ages were in the ranges 26-35 (32.3 percent), 36-45 (36.7 percent) and 46-55 (24.9 percent). The majority of the respondents (41.1 percent) had a monthly income of more than 600 dollars. In addition, the majority of the respondents' education (53.1 percent) was a two year college or associate's degree. Descriptive statistics are displayed in Table II.

##### 4.2 Measurement model

The proposed structural model was estimated by structural equation modeling (SEM), which included a test of the overall model fit and individual tests of the significance of the relationships among the variables. These tests indicated the relationship between e-WOM communication, brand image and customers' purchase intention. The estimations of the parameters and the overall fit index of the measurement model are

| Characteristic                         | Frequency | Percentage | CF (percent) | Electronic word of mouth |
|--|-----------|------------|--------------|--------------------------|
| <i>Age</i>                             |           |            |              |                          |
| 25 or under                            | 12        | 3.5        | 3.5          |                          |
| 26-35                                  | 110       | 32.3       | 35.8         |                          |
| 36-45                                  | 125       | 36.7       | 72.4         |                          |
| 46-55                                  | 85        | 24.9       | 97.4         |                          |
| Above 55                               | 7         | 2.3        | 100          |                          |
| <i>Gender</i>                          |           |            |              |                          |
| Male                                   | 221       | 64.8       | 64.8         |                          |
| Female                                 | 120       | 35.2       | 100          |                          |
| <i>Monthly income</i>                  |           |            |              |                          |
| Under \$200                            | 21        | 6.2        | 6.2          |                          |
| \$200-\$299                            | 56        | 16.4       | 22.6         |                          |
| \$300-\$600                            | 124       | 36.4       | 58.9         |                          |
| Above \$600                            | 140       | 41.1       | 100          |                          |
| <i>Education</i>                       |           |            |              |                          |
| Below high school graduate             | 5         | 1.5        | 1.5          |                          |
| High school                            | 25        | 7.3        | 8.8          |                          |
| Two-year college or associate's degree | 181       | 53.1       | 61.9         |                          |
| Bachelor's degree                      | 91        | 26.7       | 88.6         |                          |
| Postgraduate                           | 39        | 11.4       | 100          |                          |

**Table II.**  
Demographic characteristics of respondents

based on the maximum likelihood (ML) method. The basic conditions assumed for the use of ML estimation (Byrne, 2001) are met or closely approximated in the study. Further, the sample is sufficiently large ( $n = 341$  cases), over the recommended size of 200 cases (Medsker *et al.*, 1994), the scale of observed variables is continuous, and no violations of multivariate normality are found in the survey responses. As presented in Table III, the reliability of the measurement items was verified using Cronbach's  $\alpha$  to assess the internal consistency of the constructs in the applied model. The level of internal consistency for each construct was acceptable, with the value of  $\alpha$  ranging from 0.727 to 0.788, which exceeded the minimum hurdle of 0.60 (Hair *et al.*, 1998). All measurement items had standardized loading estimates of 0.5 or higher (ranging from 0.518 to 0.702) at the  $\alpha$  level of 0.05, indicating the convergent validity of the measurement model. Construct reliability was verified to estimate convergent validity; each construct had acceptable construct reliability, with the estimates ranging from 0.801 to 0.836 (Hair *et al.*, 1998).

In addition, because the average variance extracted (AVE) from all three constructs exceeded the minimum criterion of 0.5 (ranging from 0.593 to 0.670), convergent validity was assured (Hair *et al.*, 1998). To test the discriminant validity among the constructs, we estimated correlations among the constructs to determine whether they were significantly different from 1; the confidence intervals of the correlations, calculated as correlations  $\pm 1.96 \times$  standard error of estimate, did not contain 1, so these results indicated the discriminant validity of the measurement model. The correlations for the constructs are shown in Table IV. Overall, these measurement results are satisfactory and suggest that it is appropriate to proceed with the evaluation of the structural model.

| Construct   | Item  | Standardized loading | t-statistic | Mean | SD    | Cronbach's $\alpha$ |
|---|-------|----------------------|-------------|------|-------|---------------------|
| Electronic word of mouth<br>(CR = 0.836, AVE = 0.631) | EWOM1 | 0.702                | 9.483       | 4.72 | 1.202 | 0.788               |
|   | EWOM2 | 0.591                | 8.464       | 4.33 | 1.175 |                     |
|   | EWOM3 | 0.590                | 8.454       | 4.65 | 1.081 |                     |
|   | EWOM4 | 0.627                | 8.820       | 4.41 | 1.302 |                     |
|   | EWOM5 | 0.614                | 8.693       | 4.39 | 1.177 |                     |
|   | EWOM6 | 0.573                | –           | 4.38 | 1.189 |                     |
| Brand image<br>(CR = 0.813, AVE = 0.593)              | BI1   | 0.653                | 9.040       | 5.35 | 1.135 | 0.760               |
|   | BI2   | 0.567                | 8.184       | 5.32 | 1.194 |                     |
|   | BI3   | 0.604                | –           | 4.86 | 1.298 |                     |
| Purchase intention<br>(CR = 0.801, AVE = 0.670)       | PI1   | 0.518                | –           | 6.16 | 0.801 | 0.727               |
|   | PI2   | 0.627                | 7.551       | 6.22 | 0.852 |                     |
|   | PI3   | 0.520                | 6.790       | 6.11 | 0.828 |                     |

**Table III.**

Psychometric properties of measures

**Notes:** CR, construct reliability; AVE, average variance extracted; EWOM, electronic word of mouth; BI, brand image; PI, purchase intention

#### 4.3 Structural model

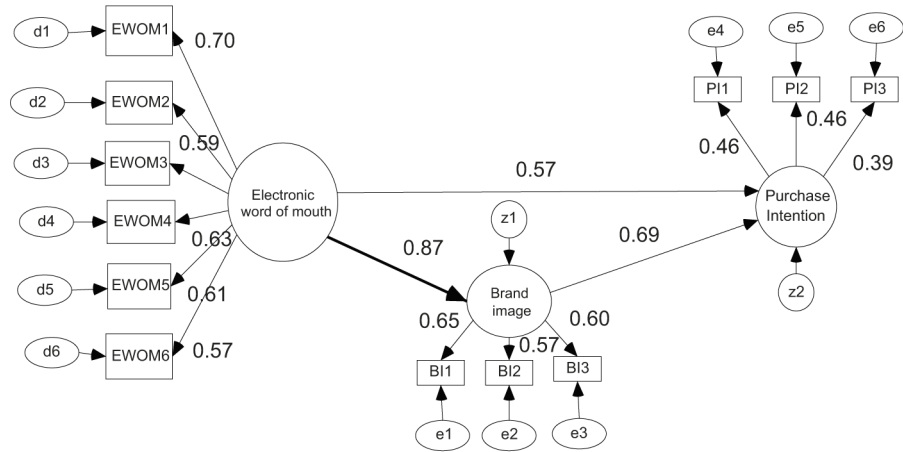
Figure 2 shows the overall explanatory power, the standardized path regression coefficients that indicate the direct influences of the predictor upon the predicted latent constructs for the model, and associated t-values of the paths of the research model. The model fit indices of the structural model and the cut-off value of those fit indices are presented in Tables V and VI. The goodness-of fit statistics show that the structural model fit the data reasonably well. The three-item model produced a  $\chi^2$  of 83.2 (df = 51,  $p = 0.003$ ). While the overall  $\chi^2$  for this measurement model was significant ( $p < 0.05$ ), it is well established that this statistic is sensitive to large sample sizes (e.g. Hair *et al.*, 1998). To alleviate the sensitivity of the  $\chi^2$  statistics, the value of  $\chi^2$  is commonly divided by the degrees of freedom. The re-estimated  $\chi^2$  value was 1.631 and this new value is within an acceptable cut-off value range, from 1.0 to 3.0. The goodness of fit index (GFI = 0.961, with 1 indicating maximum fit), comparative fit index (CFI = 0.969, 1 = maximum fit), the comparative fit index (NFI = 0.925, with 1 indicating maximum fit), Tucker-Lewis index (TLI = 0.960, 1 = maximum fit) and the incremental fit index (IFI = 0.970) met the proposed criterion of 0.90 or higher. Finally, the root mean square error of approximation (RMSEA = 0.043, with values  $< 0.08$  indicating good fit), one of the indices best suited to our model with a large sample, indicated that the structural model was a reasonable fit.

Table V presents the results of the individual tests of the significance of the relationship among the variables. Among the three relationships tested, one was found to be significant at the  $\alpha$  level of 0.01, and two relationships were significant at the  $\alpha$  level of 0.05. e-WOM had a significantly positive impact on brand image, with  $\beta = 0.866$ ,  $t = 7.842$ , and  $p = 0.000$ , indicating that customers' e-WOM communication was an important antecedent of brand image. e-WOM also had a strong positive effect on purchase intention ( $\beta = 0.574$ ,  $t = 2.224$ ,  $p = 0.026$ ). These results suggest that compared to other promotional media, e-WOM communication

|       | EWOM1 | EWOM2 | EWOM3 | EWOM4 | EWOM5 | EWOM6 | BI1   | BI2   | BI3   | PI1   | PI2   | PI3  |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|
| EWOM1 | 1.00  |       |       |       |       |       |       |       |       |       |       |      |
| EWOM2 | 0.356 | 1.00  |       |       |       |       |       |       |       |       |       |      |
| EWOM3 | 0.408 | 0.371 | 1.00  |       |       |       |       |       |       |       |       |      |
| EWOM4 | 0.396 | 0.395 | 0.381 | 1.00  |       |       |       |       |       |       |       |      |
| EWOM5 | 0.424 | 0.321 | 0.415 | 0.398 | 1.00  |       |       |       |       |       |       |      |
| EWOM6 | 0.387 | 0.352 | 0.347 | 0.408 | 0.402 | 1.00  |       |       |       |       |       |      |
| BI1   | 0.470 | 0.403 | 0.299 | 0.420 | 0.277 | 0.266 | 1.00  |       |       |       |       |      |
| BI2   | 0.316 | 0.342 | 0.306 | 0.275 | 0.269 | 0.244 | 0.335 | 1.00  |       |       |       |      |
| BI3   | 0.421 | 0.393 | 0.288 | 0.264 | 0.273 | 0.243 | 0.411 | 0.361 | 1.00  |       |       |      |
| PI1   | 0.478 | 0.269 | 0.255 | 0.323 | 0.332 | 0.342 | 0.329 | 0.299 | 0.327 | 1.00  |       |      |
| PI2   | 0.369 | 0.297 | 0.292 | 0.347 | 0.373 | 0.310 | 0.332 | 0.368 | 0.307 | 0.201 | 1.00  |      |
| PI3   | 0.321 | 0.317 | 0.289 | 0.270 | 0.255 | 0.176 | 0.280 | 0.280 | 0.274 | 0.173 | 0.199 | 1.00 |

**Note:** All of the correlations are significant at the 0.01 level. EWOM, electronic word of mouth; BI, brand image; PI, purchase intention

**Table IV.**  
Correlation matrix



**Figure 2.**  
Standardized regression  
coefficients proposed  
model

**Notes:** = Significant at  $p < 0.01$  (two-tailed)  
 = Significant at  $p < 0.05$  (two-tailed)

| Independent variable     | Dependant variable    | Estimate | Standardized estimate | Standard error | <i>t</i> -statistic | <i>p</i> |
|--------------------------|-----------------------|----------|-----------------------|----------------|---------------------|----------|
| Electronic word of mouth | Brand image           | 0.997    | 0.866                 | 0.127          | 7.842               | **       |
| Electronic word of mouth | Intention to purchase | 0.312    | 0.574                 | 0.140          | 2.224               | 0.026*   |
| Brand image              | Intention to purchase | 0.325    | 0.690                 | 0.129          | 2.518               | 0.012*   |

**Table V.**  
Maximum likelihood  
estimates for research  
model ( $n = 341$ )

**Notes:** \*Significant at the  $p < 0.05$  level (two-tailed); \*\*significant at the  $p < 0.001$  level (two-tailed)

| Structural model | Fit statistics | Cut-off value       |
|------------------|----------------|---------------------|
| $\chi^2$         | 83.2           |                     |
| df               | 51             |                     |
| <i>p</i> -value  | < 0.05         |                     |
| Normed $\chi^2$  | 1.631          | 1.0-3.0             |
| GFI              | 0.961          | > 0.90              |
| NFI              | 0.925          | > 0.90              |
| CFI              | 0.969          | > 0.90              |
| TLI              | 0.960          | > 0.90              |
| RMR              | 0.48           | < 0.50              |
| RMSEA            | 0.043          | < 0.08 <sup>a</sup> |

**Table VI.**  
Model fit statistics

**Note:** <sup>a</sup>Indicates good fit

plays a major role as an important antecedent of customer's behavioral intentions. Finally, brand image influenced purchase intention, with  $\beta = 0.690$ ,  $t = 2.518$ , and  $p = 0.012$ , indicating that brand image was an antecedent of purchase intention. The statistical results, summarized in Table IV, generated three major findings:

- (1) e-WOM communication has a positive impact on brand image;
- (2) e-WOM communication has a strong positive impact on purchase intention; and
- (3) brand image influences purchase intention.

In addition, 45 percent of respondents said they used e-mail for their e-WOM, 40 percent relied on company websites, and 30 percent used other media (e.g. Facebook.com) for e-WOM communication.

To examine the interplay between the two variables that affect intention to purchase, an analysis of the standardized direct, indirect and total effects was conducted (see Table VII). Of particular interest is the direct effect of e-WOM on intention to purchase (0.574). The analysis also indicates that e-WOM has an indirect impact on purchase intention (0.597) through its impact on brand image.

## 5. Conclusion and implications for further research

The starting point of this paper was the observation that virtual communities (e.g. Facebook.com) where consumers can disseminate their product/service experience become increasingly popular. Moreover, both practical experience and previous research suggested that in an online WOM context, consumers are especially interested in writing and reading pleasant and unpleasant experiences. Consequently, from a marketer's perspective, the question arose of what effects online WOM might have on response variables that are relevant in marketing. A response variable that plays an important role in marketing but has not been considered in the context of effects of online WOM communication yet, is brand image. Therefore, it stood to reason to extend the existing body of research in the field of effects of online WOM communication by introducing the concept of brand image in this context and examining possible effects of e-WOM. This research builds on prior studies and explores the unique contribution of interpersonal influences on brand image and purchase intention in automobile industry. Our empirical study shows that e-WOM has considerable effects on brand image and indirectly leads to intention to purchase, particularly in the automobile industry. In addition, we showed that e-WOM has a strong direct effect on purchase intention. This point has been established by numerous studies prior to our study (e.g. Chevalier and Mayzlin, 2006), but not in the automobile industry. Our results have several important implications. The finding that online WOM communication can cause purchase intention is particularly important for automobile manufacturers. Through mobile internet, which is becoming increasingly

| Independent variable     | Dependent variable | Total effect | Direct effect | Indirect effect |
|--------------------------|--------------------|--------------|---------------|-----------------|
| Electronic word of mouth | Brand image        | 0.866        | 0.866         | 0.000           |
| Electronic word of mouth | Purchase intention | 1.172        | 0.574         | 0.597           |
| Brand image              | Purchase intention | 0.690        | 0.690         | 0.000           |

**Table VII.**  
Decomposition of total  
effects for research model  
( $n = 341$ )



popular, customers can read online recommendations for the product they are interested in directly at the point of purchase, which might have strong effects on their purchase decisions. Therefore, managers could initiate point-of-sale activities in the form of product trials with the objective of motivating online WOM communication by enabling consumers to form their own impressions. Many studies have investigated customers' perceptions of service quality as a predictor of customers' behavior intentions, such as WOM communication. Boulding *et al.* (1993) indicated that service quality positively affects behavioral outcomes such as loyalty and positive WOM. Zeithaml *et al.* (1996) proposed a model of the behavioral consequences of service quality and suggested that perceived service quality was related to positive behavioral intentions including WOM, purchase intentions, complaining behavior, and price sensitivity. Based on Zeithaml *et al.*'s study, Alexandris *et al.* (2002) indicated that service quality explained 93 percent of the variance in WOM. In addition, managers can improve the brand image by increasing product variety, enhancing product quality, offering the products in the price worthy of value, and pleasantly providing after sale services. These improvements directly increase the purchase intention of the products. However, companies with high equity brands should not rely on the benefits of high brand image such as customer loyalty that can be found in the literature (Aaker, 1991; Agarwal and Rao, 1996; Keller and Lehmann, 2006). Instead, such companies should be aware of the risks of negative online WOM communication, because even high brand equity can be significantly diluted by negative online WOM and because such detrimental effects will become even more important with increasing improvements in, and spread of, network technology. In addition, the accessibility, reach, and transparency of the internet allow marketers and organizations to monitor the online WOM communication about their brands continuously (Kozinets *et al.*, 2010). Marketers could develop appropriate communication tools to make consumers more knowledgeable about specific brand or bank characteristics and try to change some of the negative associations that consumers have about the brand or the product through online WOM. It is important to say that positive WOM and e-WOM play an important role in increasing customers' purchase intentions, creating a favorable image of the company and its brand, and reducing promotional expenditures. Furthermore, it would be interesting to analyze the effects of online WOM communication on brand image for more brands and in other product categories such as financial services because WOM communication may have a particularly important influence on consumers' perceptions of products/services that have high credence qualities (Sweeney *et al.*, 2008). Finally, it would be useful to test an expanded model that more fully examines brand image by including functional, experiential, and attitudinal dimensions of brand image (Keller, 1993). In addition to testing this construct within internet networks, exploring the antecedents to brand image would provide guidance for managers who want to strengthen their products' brands.

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**Corresponding author**

Mohammad Reza Jalilvand can be contacted at: [rezajalilvand@ut.ac.ir](mailto:rezajalilvand@ut.ac.ir)

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