The Impact of EWOM (Electronic Word of Mouth) on Purchase Intention through Brand Image (A Case Study on GoPro Camera) in Malang City

By: Septiawan Vergian Fachrozie

Supervisor: Rahaditya Yunianto, SE., MM

This research used some concepts to analysis data. That concepts are marketing, Word of Mouth Communication, Electronic Word of Mouth (eWOM) Communication, brand image, and purchase intentions. The method of this research is descriptive method with quantitative approach. In this research were used as the population is people who live in Malang City that use GoPro camera or GoPro user that use GoPro or Rent GoPro. Number of population user GoPro camera that comes from an unknown people who have a GoPro and people who rent camera GoPro, so this research used accidental sampling to sampling technique. Researchers determine the sample to make searching on social media with the keyword camera GoPro. Then the data analysis techniques used in this research is descriptive data analysis and regression analysis using quantitative research approaches. This research stated that the calculation results of path coefficient of Electronic Word of Mouth (EWOM) have a significant Influence to Purchase Intention as big as 0,865. Then the calculation results of path coefficient of Electronic Word of Mouth (EWOM) have a significant Influence to Brand Image as big as 1,056. The last the calculation results of path coefficient of Electronic Word of Mouth (EWOM) have a significance Influence to Purchase Intention through Brand Image as big as 0,916 with significant value as big as 0,000 (sig probability < 0,05).

Keywords: Electronic Word of Mouth (eWOM) Communication, Brand Image, Purchase Intention

I. Introduction

The use of social media among teenagers nowadays has become a routine activity starting from searching for information, uploading personal activity, business transaction, and other daily activities. The result of a survey conducted by the Ministry of Communication and Information (Suara Merdeka, 27 Maret 2015), showed that there are 6 most popular social media in Indonesia namely Facebook with its 65 million users, Twitter (19.5 million users) Google+ (3.4 million users), LinkedIn (1 million users), and Path 7000 users, Instagram 500.000 users (Ayun, 2015). 60% of those activities in social media involve the use photos as one of the means of communication. From that phenomenon, a camera has become one of the most important instruments as a media to produce a good photographs and pictures. This makes the the worlds of digital photography develops fast.

In this research, the main subject is GoPro Camera. The point of interest in this research is based on current situation, on this era many people have been interested in sophisticated technology its proof by the data from 2010-2016 GoPro have a good number of purchase (International Data Corporation, 2015).

According to a data from Marketrealist Media (2015) there is increasing number of people who interest with GoPro, and GoPro got almost 50.00% of market share in action camera sector, which is shows that GoPro really superior on action camera sector. People get interest also with action camera sector, based on the data, GoPro also have a competitor in this sector. Its implicated this is a new sector in the world of photography following the growing number of photography specially in action camera sector. The high interest in photography and innovation that GoPro create create triggers the
creation of camera with the type of action camera. The camera manufacturers like GoPro, Sony, Polaroid, and Xiao-mi/ION then issued the edition of action camera and they are all competing in this sector. In spite of the larger number of camera manufacturers, GoPro camera has become a leader and trend setter among other brands. Also in this research, focuses on the Electronic Word of Mouth, it is because from the eWOM like social media there enormous information available on the internet about GoPro camera and innovation that GoPro create is make a viral in internet.

The internet especially social media put the society at ease in getting information about GoPro camera. Actually, there are many people purchase intention of GoPro Camera through the eWOM. Based on the data from Internet World Stat (2017) Indonesia’s one of the biggest country with the high population people in the world, people in Indonesia also one of the highest user of the internet. A usage of camera usually used in place feature interesting object or capture live moment. However, the result of the photo or video might depend on camera setting, advantages, and the viewpoint of photographer (Digital Photography Tips Online, 2015).

One of the cities in Indonesia that provide numerous amazing place and vacation is on Malang city. In this city, there so many play rides and places to do activity such as climbing, camping, outbound, dirt biking and others natural activity makes Malang city have a interesting stuff. Lot of people from other cities in Indonesia as well foreign come to Malang city intend to have their holiday causes Malang city as place for research or holiday. This cannot be separated from an easy access and a lot of information appears (Indonesia Travel, 2016). Usually most of people bring their camera while their on vacation, and that indicate researcher can get the data by accidentally looking their status or search GoPro user by using social media near Malang City. Thus, make this research interesting in conducting a research entitled “The Impact of eWOM on Purchase Intention through Brand image (A Case Study on GoPro Camera) in Malang City”.

II. Literature Review

Marketing plays an important role in every company because it is related to costumers and it will affect the sales of the company. According to Kotler and Keller (2012), "Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably "Marketing aims to identify and satisfy human and social needs. One good and brief definition of marketing is to meet the needs in a profitable way".

2.1 Electronic Word of Maouth

According to Naz (2014) The results of research concerning to the Impact of word of mouth on marketing arises due to social media where people see comments of the people who did shopping from such places. They see whether or not it would be effective for them to buy such things or not so marketers become aware of people choices now and they try to improve or produce better quality to maintain customer loyalty.

EWOM is not a purely interpersonal communication because it can be accessed by many people, but not also fully mass communication as it is only addressed to specific people in specific. Schiffman and Kanuk (2013) defines eWOM as Word of Mouth conducted online. Another definition states that eWOM communication is a positive or negative statement made by potential customers, real consumer, or ex-customers about a product or company that can be accessed by many people or institutions over the internet (Hennig-Thurau, et al., 2011). It can be concluded that the method people used to communicate has noticeably been changed and it has become more convenient for people to share their opinion.
2.2 Brand Image

According to Kotler (2013), it is stated that brand image is the set of beliefs consumers hold about an articular brand. A brand is name, term, sign, symbol, or design, or combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from Reviews those of competitors that is, the brand is a name, term, sign, symbol, or design or a combination there of, which are intended to identify the goods or services of a person or group of seller to distinguish it from competitors' products or goods.

Brand image is related to the association with the brand because when the impression - the impression on a brand arises in consumer’s memory and it will increase along with the increasing number of consumer experience in consuming or buying the brand. Consumers often buy brand products which are famous because they feel more comfortable with things that are already known as it is assumed that the famous brand is more reliable, always available, and easy to find, and has a doubtful quality so the well-known brand is more frequently chosen by consumers than less well-known brands (Aaker, 1991 in Rosliana, 2012). Of the several theories presented by experts, it can be concluded that brand image is a set of beliefs on a name, symbol/design and impression owned a to a brand that is obtained based on information about the facts which are then used as the mark, so that the emerging impression last relatively long term established in the minds of consumers.

2.3 Purchase Intention

Purchase intention means a consumer preference to buy a product or service because he/she finds that he/she needs a particular product or service, or even attitude towards a product and perception of product. In other words, purchase intention means consumer will buy a product once again after she or he evaluates a product and finds out that the product worth buying. While consumers select one particular product, the final decision on accepting a product to buy or rejecting it depends on consumers’ intention. Also, a large number of external factors have been recognized, which can affect purchase intention (Madahi, 2012). According to the theory of planned behavior (TPB), purchase intention is a good determinant of purchase behavior, in which the purchase intention is in turn determined by attitudes (Phau and Teah, 2012).

Conceptual Framework

2.4 Hypotheses

H1: eWOM positively affects purchase intention directly.
H2 : eWOM positively affects Brand Image directly.
H3: eWOM positively affects purchase intention indirectly.
III. Research Methodology

In this research, the researcher uses descriptive method with quantitative approach. Bungin (2012) mentioned that quantitative research with descriptive format aims to explain, summarize a variety of conditions, situations, or variables that arise in the community which is the object of research is based on what is happening, in general, this research uses inductive statistics to analyze the research data. Research is a systematic way to examine and assess the phenomena using applicable scientific methods and rules. According to Sanapiah (2012). "The method is all the principles, rules and techniques that need to be considered and applied in data collection and analysis efforts."

3.1 Research Location

The research location is a place where researchers conduct research activities to obtain necessary data. In this study the selected research location is Malang city, based on Indonesia Travel (2016) Malang is an attractive city in Indonesia, so many places to go such as Kebun Wonasari tea estate where people can take a tour of tea plantations, play a game of tennis or visit the mini zoo in Jawa Timur Park or see the beautiful of Malang City and Batu City In Omah Kayu. For the more adventurous, visitors can hire a guide to take a hike on the dormant volcano, Mount Arjuna, Mount Bromo, and Mount Penanjakan. Those are 2.5 hours from Malang City.

3.2 Population and Sample

Sugiyono (2013) said that population is a generalization region consisting of objects or subjects that have certain qualities and characteristics determined by research to be studied and then drawn conclusions. The population in this study is citizens who live in Malang City, especially for GoPro user camera and people who rent camera in Malang City. The number of population of GoPro camera users that comes from an unknown people in Malang city and people who rent camera in Malang City.

According to Sugiyono (2013), sample is part of the number and characteristics possessed by population. When a large population, and researchers may not learn all that there is in the population. Because the study population is not known, the researcher used a formula to determine the sample of Rao Purba research. The Selection of respondents was taken by accidental sampling. According to Parubak (2012) method, accidental sampling is used because researchers not know definitely the number of population and the location where the sample is located. The researcher determined the sample by jump onto social media using the keyword camera GoPro or simply type hashtags (#) camera GoPro in any social media. It is the easiest way to find out people who use camera GoPro in Malang City.

3.3 Sample Size

Hair et al (2012) stated In Path Analysis, a sample should preferably be minimum to 100 respondents for factor analysis to proceed. Therefore, 105 respondents were chosen. These 105 respondents were chosen by referring to a formula of 100 respondent + 5% of total respondent to minimize the error of this research. In this case, sampling is design that elements in the population have some known, nonzero chance or probability of being selected as sample subjects. In non-probability
sampling is the elements do not have a known or predetermined chance of being selected as subjects. For this case accidental sampling are really suitable. The criteria of respondents that become a sample are from social media explorer and a accidentally meeting by looking object status. The determination of the number samples states the population is large, and the number is not known object, so it can use the Ancient Rao Purba (2013)

3.4 Data Collection Technique

The data collection method used are Primary Data and Secondary data. Primary data that used are Questionnaire and Interview.

According to Arikunto (2002: 128) questionnaire is a number of written questions that are used to obtain information from respondents in terms of his personal report, or the things he knows. According to Sekaran (2003:225) one method of collecting data is to interview respondents to obtain information on the interest issues. This method is believed to be able to get the specific and honest answer because it is face to face and personal.

Secondary data in this research consist of the study on literature and relevant books, journals, articles, online sources, and company’s website.

3.4.1 Validity Test

According to Hair et al. (2009:7), validity is a degree to which a measure accurately represents what is supported to. Ensuring validity starts with a throughout understanding of what is to be measured and then making the measurement as “correct” and accurate as possible. Another definition of validity is a measuring instrument used to measure an instrument (Usman and Akbar, 2011). In other words, the instrument can measure variables desired by researchers.

3.4.2 Reliability Test

According to Hair et al (2012:125), reliability refers to an assessment of the degree of consistency between multiple measurement variable. Reliability is the degree to which the observed variable measures the “true” value and is “error free”. Thus, it is the opposite of measurement error. According to Usman and Akbar (2011), another definition of validity is the tool used to measure the accuracy of the instruments / consistent. Reliability is also called reliability, constancy, consistency or stability.

The instrument which has a level of high reliability tends to produce the same data on a variable or its elements, if repeated at different times in the group of the same individual, so that the instrument can be called as reliable (Mas’ud, 2011).

3.5 Data Analysis Technique

3.5.1 Descriptive Analysis

According to Sekaran and Bougie (2013), the purpose of descriptive studies is to give the researcher a history or to describe the relevant aspects of the phenomenon from the perspective of a person’s attention, organization, industry or other orientation. To describe the results of research in general, it is conducted by classifying a score of the data obtained prior to the percentage.
3.5.2 Path Analysis

According to Bungin (2009) Path Analysis model is a tool for testing the existence of statistical analysis on the relationship between variables X and Y variables. Path analysis model is very useful to know the causal relationship. Furthermore, this path aims to find out the direct or indirect relationship of cause variables (exogenous) to result variable (endogenous). Thus the equation for this method in this research is:

\[ Y_1 = p_{y_1|x_1}X_1 + p_{y_1|\epsilon_1} \]

\[ Y_2 = p_{y_2|x_1}X_1 + p_{y_2|x_2}X_2 + p_{y_2|y_1}Y_1 + p_{y_2|\epsilon_2} \]

Based on hypotheses and design of the study, the data collected in this study were analyzed using the technique of path analysis. Software that will be used to process the data was SPSS 17. Further, according to Sugiyono (2013), it is stated that the path analysis is used to describe and examine the relationship between variables in the form of causation, thus the model of the relationship between these variables consists of both independent and dependent variables.

IV. Result

4.1 Description of Research Object and Overview of GoPro Camera

GoPro, Inc. (GoPro), incorporated on August 24, 2011, produces mountable and wearable cameras (capture devices) and accessories. The Company's products are sold globally through retailers, wholesale distributors and on the Company's Website. The Company develops product solutions to enable consumers to capture, manage, share and enjoy some of the important moments in their lives. GoPro integrates with mobile devices through the GoPro App, which enables engaging self-capture during virtually any activity.

4.2 Description of Respondents

Based on data obtained from 100 respondents the object chosen to be researched is GoPro Camera product. The questionnaire was utilized to collect data from respondents. There are 3 characteristics that about to measured in this research; Age, job, and allowances/income. The respondent of this research dominant in 19–23 years old, and the lowest is above 27 years old, it show that young people more interested to describe about hype of GoPro Camera. Based on job background, student show the the interest of GoPro is higher than the other.

<table>
<thead>
<tr>
<th>No</th>
<th>Age Range</th>
<th>Frequencies</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>16-19 Years</td>
<td>26</td>
<td>26%</td>
</tr>
<tr>
<td>2</td>
<td>19-23 Years</td>
<td>49</td>
<td>49%</td>
</tr>
<tr>
<td>3</td>
<td>23-27 Years</td>
<td>17</td>
<td>17%</td>
</tr>
<tr>
<td>4</td>
<td>&gt;27 Years</td>
<td>8</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Primary data processed, 2017

<table>
<thead>
<tr>
<th>No</th>
<th>Job</th>
<th>Frequencies</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self-employed</td>
<td>11</td>
<td>11%</td>
</tr>
<tr>
<td>2</td>
<td>Civil servants</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>3</td>
<td>Private sector employees</td>
<td>13</td>
<td>13%</td>
</tr>
<tr>
<td>4</td>
<td>Students</td>
<td>69</td>
<td>69%</td>
</tr>
<tr>
<td>5</td>
<td>Other types of employment</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Primary data processed, 2017

<table>
<thead>
<tr>
<th>No</th>
<th>Income</th>
<th>Frequencies</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rp 500,000 - Rp 1,000,000</td>
<td>64</td>
<td>64%</td>
</tr>
<tr>
<td>2</td>
<td>&gt; Rp 1,000,000 - Rp 2,000,000</td>
<td>17</td>
<td>17%</td>
</tr>
<tr>
<td>3</td>
<td>&gt; Rp 2,000,000 - Rp 3,000,000</td>
<td>11</td>
<td>11%</td>
</tr>
<tr>
<td>4</td>
<td>&gt; Rp 3,000,000</td>
<td>8</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>
4.3 Instrument Test

In the test of instruments are used test of validity and test of reliability. The instruments are said well if it satisfies three major requirements, such as (1) valid; (2) reliable and (3) practical (Cooper and Schindler, 2015). If the measuring tools used are not valid and not reliable, so the results can not reflect of the real condition. Therefore, to test the questionnaire using test of validity and test of reliability.

4.3.1 Validity Test

As all the sig. r the item in question is smaller than 0.05 (α = 0.05), which means that each items are valid variable, so it can be concluded that these items can be used to measure the research variables.

4.3.2 Reliability Test

In this test, the value of the Cronbach alpha for all of the variables is greater than 0.6. Thus based on the provisions previously mentioned then all the variables used for this present research are reliable.

variables (exogenous) to the variable result (endogenous).

4.4 Data Analysis Technique

This Path analysis is conducted to determine the relation of independent variables to dependent variable, in this research the variable are consists of eWOM, Brand Image, and Purchase intention. Based on the result of data processing using SPSS for Windows ver. 21

4.5 Path Analysis

The results of path analysis was used to see the influence two variables with looking at the level of significance between two variables, and the relationship between two variables. To see the influence between two variables can be seen from the value of Adjusted R Square ($R^2$) with way of calculating the coefficient of determination (KD) using the formula $KD = R^2 \times 100\%$. Then to see the level of significance between two variables was used value of research significance, if the value of research significance is smaller than 0.05 (Sig <0.05). There are significant influence between those variables. If the value of research significance is greater than 0.05 (Sig> 0.05), there are no influence between two variables and the result are not significant or the result can be viewed by using the t test. If the value of t-count is greater than t-table (t count>t-table) influence between two variables are significant. Conversely, if the value of t-count is smaller than t-table (t-count <t-table) there are no influence between two variables and it may cause the result are not significant.

4.5.1 Coefficient of Influence Line Between Electronic Word of Mouth (eWOM) to Purchase Intention.

The table below describes the results of testing of Influence between Electronic Word of Mouth (eWOM) to Purchase Intention:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t-count</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>eWOM</td>
<td>0.865</td>
<td>30.720</td>
<td>0.000</td>
</tr>
<tr>
<td>$r^2=0.904$</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KD=90.6</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data Processed 2017.

The table showed that testing results of variables influence of Electronic Word of Mouth (eWOM) to Purchase Intention has $R^2$ as big as 0.904 or coefficient of determination (KD) as big as 90.4%. This result
explained that the test results of Electronic Word of Mouth (eWOM) has an influence as big as 90.4% to variable of Purchase Intention.

4.5.2 Coefficient of Influence Line Between Electronic Word of Mouth (EWOM) to Brand Image

The table below describes the results of testing of Influence between Electronic Word of Mouth (eWOM) to Brand Image:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t-count</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>eWOM</td>
<td>1.056</td>
<td>40.702</td>
<td>0.000</td>
</tr>
</tbody>
</table>

$R^2 = 0.944$
$KD = 94.4$

Critical Value of t-table = 1.660

Source: Primary Data Processed 2017.

4.5.3 Coefficient of Influence Line Between Brand Image to Purchase Intention

The table below describes the results of testing of Influence between brand image to purchase intention:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>t-count</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>eWOM</td>
<td>0.891</td>
<td>46.142</td>
<td>0.000</td>
</tr>
</tbody>
</table>

$R^2 = 0.956$
$KD = 95.6$

Critical Value of t-table = 1.660

Source: Primary Data Processed 2017.

Table showed that testing results of variables influence of brand image to purchase intention has $R^2$ as big as 0.956 or coefficient of determination (KD) as big as 94.4%. This result explained that the test results of brand image has an influence as big as 95.6% to variable of purchase intention.

The value of path coefficients (beta) have a positive number, so the results are a significant and positive. It can be concluded that the brand purchase intention (Y) can be explained directly by variable of brand image (Z).

Summary of path coefficients are modeled in this research:

<table>
<thead>
<tr>
<th>Exogenous Variable</th>
<th>Endogenous Variable</th>
<th>Coefficient of Beta</th>
<th>P-Value</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>eWOM</td>
<td>Purchase Intention</td>
<td>0.865</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>eWOM</td>
<td>Brand Image</td>
<td>1.056</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>Brand Image</td>
<td>Purchase Intention</td>
<td>0.891</td>
<td>0.000</td>
<td>Significant</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed 2017.

based on the calculation of path analysis, so can be described in model of equation paths as below:

Result of path analysis

Value e = $1 - r^2$


Note: EWOM (X) : Independent (Exogenous) Variable
Brand Image (Y) : Intervening (Mediator) Variable
Purchase Intention (Z) : Dependent (Endogenous) Variable

4.5.4 Fixity Research Model

Testing of the model fixity using the coefficient of determination ($r^2$) total of the two equations. The first equation obtained $r^2$ values as big as 0.906, and the second equation was obtained $r^2$ values as big as 0.944. Testing of the model fixity using the coefficient of determination ($r^2$) total of the two equations. The first equation $r^2$ values obtained has $r^2$ as big as 0.906 and the second equation was obtained $r^2$ 0.944, it is the fixity of the model obtained by the formula below:

$r^2_{model} = 1 - (1 - r^2_1) (1 - r^2_2) = 1 - (1-0.904) (1-0.944) = 1 - (0.096) (0.056)= 0.993$ or 99.3%
The calculation result of the model fixity as big as 99.5%. This is explained that the contribution of model to describe the structural relationship of the three research variables are 99.3% and the rest are explained by other variables that not included in the model.

4.5.5 Direct and Indirect Influences in Paths Analysis

Path analysis can be used to look at the direct and indirect effects of a variable that is hypothesized as causes to variables that are treated as a effect. This can be explained that path analysis can be used to find explanation about the patterns of direct and indirect relationships of a causal model which is based on considerations of theoretical and knowledge of researchers (Winarsunu in Muljani, 2012).

Through the overview of path analysis can be explained about the magnitude of the lines coefficient at each of the relationship between two variables, where it has a direct and indirect influence.

The results of calculation of direct and indirect influences are presented in the below table:

Source: Primary Data Processed 2017.

<table>
<thead>
<tr>
<th>Influences of Variabel</th>
<th>Direct Influences</th>
<th>Indirect Influences</th>
</tr>
</thead>
<tbody>
<tr>
<td>X to Y</td>
<td>1.056</td>
<td>-</td>
</tr>
<tr>
<td>Y to Z</td>
<td>0.891</td>
<td>-</td>
</tr>
<tr>
<td>X to Z</td>
<td>0.865</td>
<td></td>
</tr>
</tbody>
</table>

| X to Z (Indirect Y)   | (1.056)x(0.891)=0.9408(significant) |

The results of statistical calculation showed that eWOM variable significantly influence on Purchase Intention variable with coefficient value 0.865. eWOM variable also significantly influence on purchase intention through brand image with coefficient value as big as 0.891. So Indirect Influences has a big influence more than direct influences.

4.4 Result of Hypothesis Test

Hypothesis testing carried out to test whether the research hypothesis is accepted or rejected. In this case the hypotheses used to test whether there is significant influence between each of the variables that contained in this research. This hypothesis testing used the regression test. Decision-making for hypothesis testing with used the basic of significance value (Sig-t) with assuming that significance value of the research is smaller than 0.05 (Sig ≤ 0.05) so it has significant influences between two variables. If the significance value of research is greater than 0.05 (Sig ≥ 0.05), so it has not significant influences between variables.

Hypothesis testing 1: The Significance Influence of Electronic Word of Mouth (eWOM) to Purchase Intention

The calculation results of path coefficient of Electronic Word of Mouth (EWM) have a significance Influence to Purchase Intention as big as 0.865 with significance value as big as 0.000 (sig probability<0.05), so it can be concluded that the hypothesis that stated if Electronic Word of Mouth (eWOM) has significant influence to purchase intention can be accepted. Finally the better performed on Electronic Word of Mouth (eWOM variable), will have a good impact on Purchase Intention.

Hypothesis testing 2: The Significance Influence of Electronic Word of Mouth (eWOM) to Brand Image
The calculation results of path coefficient of Electronic Word of Mouth (EWOM) have a significance Influence to Brand Image as big as 1,056 with significant value as big as 0,000 (sig probability < 0,05). so it can be concluded that the hypothesis that stated if Electronic Word of Mouth (eWOM) has significant influence to Brand Image can be accepted. Finally, the better of brand image that offered by a company so will be up to the strategy of Electronic Word of Mouth (eWOM).

Hypothesis testing 3: The Significance Influence of Electronic Word of Mouth (eWOM) to Purchase Intention Through Brand Image

The calculation results of path coefficient of Electronic Word of Mouth (eWOM) have a significance Influence to Purchase Intention through Brand Image as big as 0,916 with significance value as big as 0,000 (sig probability < 0,05). so it can be concluded that the hypothesis that stated if Electronic Word of Mouth (eWOM) has significance influence to Purchase Intention through Brand Image can be accepted. Finally, the better of brand image that offered by a company on Electronic Word of Mouth (eWOM) will have good impact to purchase intention indirectly and directly. The results of research showed the influence of Electronic Word of Mouth (eWOM) to Purchase intention is significant, This explained that the Electronic Word of Mouth (eWOM) is has a big impact, one of the example is on the internet, the internet is very big platform that are really usefull for people now a days, and on this platform people can easily make a review or make advertising about something.

Result from research highlight the most influential from three variables used in this research, first is eWOM. According to eWOM questioner, highest factor is brand/product by GoPro is quite easy to understood by people who like photography and those who interest in photography world, especially for type of action camera. Differs with variable brand image, the highest factor is GoPro has a good brand reliability, with the higher point from any question given. Its showed that GoPro camera are really satisfied people want and very good brand reliability that leads strength of this camera make people got intention to buy or try this product, although he or she owned or

4.7. Discussion

Based on the analysis result, so this research contributes to the analysis about influences eWOM to purchase intention. This research recommended brand image as an intervening variable that strengthens eWOM influences to purchase intention. This can be explained that consumers giving recommendation to a product will strengthen the brand image of the product and this brand image that strengthens consumer recommendation to increase purchase intentions.

The results of calculation of the path coefficient of Electronic Word of Mouth (eWOM) have significant influence to purchase intention through the brand image, so it can be concluded that the hypothesis that stated Electronic Word of Mouth (eWOM) has significant influence to purchase intention through brand image can be accepted. Finally, the better of brand image that offered by a company on Electronic Word of Mouth (eWOM) will have good impact to purchase intention indirectly and directly. The results of research showed the influence of Electronic Word of Mouth (eWOM) to Purchase intention is significant, This explained that the Electronic Word of Mouth (eWOM) is has a big impact, one of the example is on the internet, the internet is very big platform that are really usefull for people now a days, and on this platform people can easily make a review or make advertising about something.
rent the camera. The last is variable purchase intention, supporting factor that really impact is comment and review that people give on internet about GoPro product makes people thinks about buying a brand new GoPro camera. Basically review and comment that spread on the internet done by video expert and famous person. Viral marketing that done by GoPro to promote and interesting review by experts and famous people that causes GoPro get high point on questioner spread in research.

### 4.8 Theoretical Implication

The theory that can be implement in the future using this research result is a theory of Marketing and eWOM marketing. The result of this research can serve as the reference for a company or small business that wants to make a great sales and effective marketing strategy using a internet, In order to create a great eWOM and brand image was two of important things to consider in branding of product or service, because the consumer will be aware to purchase the product and finally, the experience of other people who firstly try a product or service can make them purchase and repurchase the product.

### 4.9 Managerial Implication

For its managerial implication, GoPro Inc has to focus on maximizing its eWOM (X) and Brand Image (Y) to get Purchase Intention (Z). Moreover, the impact from eWOM through brand image is has a big impact to this case. GoPro is required to improve its eWOM and brand image by developing more product innovation, promoting strategies, maintaining quality done to support GoPro by offering uniqueness of the brand that differs from other competitors of the same product.

For managerial practice, it can help the GoPro Inc to do more effort of branding because of the great feature, high technology start to imply by others company, so the eWOM marketing, brand innovation such as good quality product and reliability is the key to get consumer intention to purcase. According to Christy (2010), eWOM communication use electronic media can make consumer know more about detail information not only from people who they are know as individual, but people in any other geographic that experimented about the product or service can easily tracked by using internet. Its showed that eWOM marketing are really usefull and impacted to other who want to buy a product/service or try a product/services.

### 4.10 Research Limitation

There were a number of limitations in this research. The limitations are elaborated as follow:

1. The object in this research was limited. The research only obtains a GoPro user and people who rent camera GoPro in Malang without or with knowing the real results of user of this product in Malang.
2. Most of questionnaires fullfilled by respondent do not follow the guideline, so it will affect the accuracy of the results. Sometimes they also do not really understand well about the questions and the answer might not be accurate when it is processed.
3. Factors that influence purchase intention in this research consist of only two variables, that are so many factors that can use to elaborate more and give impact to purchase intention

V. CONCLUSION AND SUGGESTION

5.1 Conclusion

After reviewing previous literature, gathering the research data, and finding the results, the conclusion are given in this research to point out the important finding and answer the research questions as described in the earlier chapters of this research. Therefore, the significant finding of this research will be useful. This research is conducted to determine which eWOM and brand image that have significant influence on customer Purchase Intention. The conclusions of this research are stated as follow:

1. eWOM marketing that GoPro camera create on social media does have significant influence on the purchase intention directly, specially in Malang City as a research location.
2. eWOM marketing that GoPro camera create does have significant influence on the brand image directly, cause brand image can influence the profits earned by GoPro company, and impressive brand image can also make consumer pay a premium price. So eWOM has widely hit the purchasing behaviours of consumers and online opinion seekers via internet by brand image it self.
3. eWOM marketing that GoPro camera create does have significant influence on the purchase intention indirectly through the Brand Image, it because social media networks has strong impact on brand image which ultimately affects the purchase intention of consumers, the good quality of product, service, and experience from the expert triggers consumers to buy or try a GoPro camera.

From the three variables we can see how eWOM give an impact to purchase intention by intervening brand image as a variable, the aim of this study was to investigate factors that may influence and determine the adoption of online review related to GoPro product, and after that impact of this adopted information on brand image and purchase intention was also analyzed. The impact of electronic word of mouth on brand image and purchase intention is also significant.

5.2 Suggestion

Based on the research result, there are some suggestions which are expected to be useful for the company as well as for other parties. The suggestions are as follow:

1. For the product, GoPro is an innovative brand and the company in America generally, it is expected that the company can maintain and improve services based on people who like photography and traveling to capturing their moments. eWOM and Brand Image is a variable
having a dominant influence in affecting consumers Purchase Intention by making use of the image of GoPro which has already become a popular brand. It can be done by doing more promotion in term of advertisement in internet, creating more innovation, and making a new and unique way in photography world. Hopefully, the consumers Purchase Intention will increase.

2. For the next research, the researcher suggests to include some variables that can influence consumers Purchase Intention, such as reference group, product attribute, brand positioning, consumer loyalty, consumer behavior, and etc. Moreover, the next researcher can also add more respondents to be included in the next research.

3. For further research, it is expected to continue to develop this research. This study was designed to investigate eWOM in general, so it has not focused on eWOM objects in depth, so for other researchers subsequently to be more focused on one or several dimensions of eWOM only in order to create new findings within the scope of eWOM.

4. Hopefully, this research can be used as a reference for further research by considering other variables which are not included in this present research.

REFERENCES


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