THE IMPACTS OF E-WOM, PRICE AND BRAND IMAGE ON PURCHASE INTENTION (A STUDY AT COLLEGE STUDENTS IN MALANG AS EIGER'S CUSTOMER)

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ABSTRACT

This study aims at finding out the relationship between E-WOM, price and brand image on purchase intention. Samples for this research are using 170 college student respondents, purposively selected from the population of Eiger users and know about Eiger's brand in Malang City, The E-WOM, price and brand image are expected to have an influence on consumer satisfaction, happiness, enjoyment, worthiness, and attractiveness. This research is based on collected primary data using a survey technique from Eiger customer and people who know about Eiger. The collected data were processed using multiple regressions with SPSS 21 for windows. The findings of this study show that E-WOM, price and brand image have a significant influence on the purchase intention towards consumer and maintain E-WOM, price and brand image on purchase intention should be considered as one of critical elements.

Keywords: E-WOM, Price, Brand Image, Purchase Intention, Eiger.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara ewom, harga dan citra merek terhadap keinginan pembelian. Sampel yang digunakan sebanyak 170 responden yang diambil dari populasi mahasiswa pengguna dan yang mengetahui produk Eiger di kota Malang. Ewom, harga dan citra merk diharapkan berpengaruh pada kepuasan, kebahagiaan, kenikmatan, kelayakan, dan daya tarik konsumen. Penelitian ini menggunakan data primer yang dikumpulkan dengan menggunakan teknik survei dari konsumen maupun orang yang mengetahui brand Eiger. Data yang terkumpul diolah dengan menggunakan regrensi berganda dengan SPSS 21 untuk windows. Temuan penelitian ini menunjukkan bahwa ewom, harga dan citra merek berpengaruh signifikan keinginan pembelian terhadap Eiger. Dengan demikian, untuk menjaga minat konsumen terhadap keinginan pembelian, ewom, harga dan citra merek harus dianggap sebagai salah satu elemen penting.

Keywords: E-WOM, Price, Brand Image, Purchase Intention, Eiger.

1. Introduction

Nowadays, traveling has become one of the most popular activities and the fastest growing activities in Indonesia. The potential growth of traveling in this era become very popular and high yielding. Many people overcome boredom by traveling but do not consider traveling as a hobby and lifestyle because traveling is considered as tourism for the last three years (Annisa, 2017).

The beginners traveling must to find travel tips for beginners. There are many tips for beginner to plan a safe and fun traveling. Finding information about the destination and prepare the adventure gear which is essential a trip to natural attractions (Hack, 2016).

The quality of adventure gear is vital in order to enjoy the trip and minimize the risk of outdoor activities like tracking or hiking. The adventure gear ingredients can improve the quality of adventure gear. The right adventure gear serves comfort for the trip and protects the traveler (John, 2018).

The innovation of adventure gear has evolved over the years for example, is the mountain backpack. Mountain bag is important to traveling because that bag has many pocket to put other adventure gears. As time goes by, the average mountain backpack has evolved using lighter, water-resistant and more comfortable material for traveling (Jediah, 2017).

Indonesia is one of the favorite countries for a travel destination. According to the Central Bureau of Statistics, foreign tourists in Indonesia by April 2018 is 1.30 million, and it is increased by 11.04% from April 2017 (Eko, 2019). In Indonesia, nature-based tourism is a popular travel destination.

Indonesia has rich nature attractions, large area, and tropical country. Eiger, with their slogan “tropical adventure,” is one of the adventure gears that are compatible with Indonesia nature. Tourists may experience many attractions by exploring Indonesia because the country is the largest archipelago in the world with 1,904,569 million square kilometers, range from Sabang in Aceh

to Merauke in Papua (Annisa, 2017).

Eiger is an adventure gear brand originated from Bandung, Indonesia, which focused on adventure equipment for a tropical region. The marketer of Eiger using "Tropical adventure" as slogan of their product. Eiger marketing communication manager, Arief Hussein, stated that Eiger is the complete adventure gears for a tropical region in the world (Ahmad, 2018).

Collaborating with various adventure communities and get the product reward is one of other ways to Eiger promoting their product. Federation of Rock Climbing Indonesia has been collaborating with Eiger to support Indonesian rock-climbing athletes to compete in the national and international arena (Sri, 2018). Eiger won the awards from ICMA (Indonesia Content Marketing Award) for "The Best Content Marketing Implementation of The Year" and "The Best Content Marketing Implementation in Apparel Category" (Maya, 2018).

Based on the data, E-WOM is important to introducing a product because internet has become the modern way to promote a product as well as the official website for a customer who wants more info about it. According to Christy (2010), the needs of information drive the customer to receive or share product information in order to know more about the product review.

Official website of the product provides the customer with information about the price. Price is one of the factors that customer in Indonesia considers before purchasing; it is whether the prices are high or not. According to Ashworth and McShane (2012), the price is one of the factors that affect a customer's purchase intention based on whether the brand is expensive or not.

Many companies develop strategies for a good reputation; one of the examples is implementing corporate social responsibility. Through corporate social responsibility, the good company reputation is guaranteed. According to Lyonita *et al.* (2012), the company has many opportunities when it has a good brand image.

A company must identify how to create a customer's intention to purchase the product. Customer who

decides to purchase can find more information about the product. According to Schifmann and Kanuk (2008), purchase intention shows that customer follow up the journey, preference, and motivation to collect the information.

This research may provide information about how important the phenomena above and how it affects purchase intention. Based on the background, the researcher would like to propose research entitled "**The Impacts of E-WOM, Price and Brand Image on Purchase Intention (a Study at College Students in Malang as Eiger's Customer).**"

2. Literature Review

2.1 *E-WOM*

According to (Ye et al., 2009) E-WOM is an informal way to communicate or introduce a product. E-WOM engaged in the communications gap between the users and actual content creators remains large (Boo and Kim 2013).

2.2 *Price*

According to Kotler (2012), the price is an element of the marketing mix that produces revenue, the elements produce costs and theories from psychology elaborate that marketing researchers have examined customers' perceptions of price, such as price-quality relationship, reference price concepts, price fairness, price knowledge, memory, and numerical cognition (Monroe, 2011).

2.3 *Brand Image*

According to (Hartline O. F., 2011), brand image is all the positive and negative impression from the customer including corporate reputation, and positive product attitudes (Nagar, 2015). According to Lin and Ryan (2016), a strong brand image creates trust between customer and company, so customer feels secure when selecting a particular product.

2.4 *Purchase Intention*

Purchase intention usually is talking about behavior and perceptions of customers. According to Keller (2012), purchase intention is the decision of customer preference on many brands research. Researchers have proposed six stages before deciding to buy the product, which is: awareness, knowledge, interest, preference, persuasion, and purchase (Kawa et al., 2013).

2.5 The Relationship Between Variables

Bataineh (2015) investigation shows that quality, credibility, and the quantity of E-WOM have positive and significant effect towards purchase intention. Price has been considered as an indicator of product cost and an important parameter in marketing literature. Reasonable price has a significant positive impact on the customer to consider their purchase intention (Sadeghzadeh and Saed, 2012). Kudeshia and Chetna (2017) stated that positive which E-WOM is generated from social networking sites significantly affects the brand attitude and purchase intention to customers.

2.6 Hypothesis

H1: E-WOM has a significant positive impact on purchase intention

H2: Price has a significant positive impact on purchase intention

H3: Brand Image has a significant positive impact on purchase intention

3. Research Method

The characteristic of the problem, is quantitative research. Population in this study is active college students in Malang who know about Eiger. This research utilizes 17 items, and the minimum of the respondent is 17 x 10 = 170.

Sampling technique in this research is non-probability sampling. In this case, the sampling is designed to avoid the attached non-probability towards the chosen population, Belong to 17 years old age group or older, Respondents have media social account and familiar with the internet and Familiar with Eiger. The scale of measurement used in this study for questionnaire is Likert scale and using validity test, reliability test, and classical assumption test. Data analysis method using multiple regression analysis and determination coefficient uji to analysis the significant of independent variable on dependent variable. Hypothesis test on direct impact using t test.

4. Result Discussion

4.1.1 Validity Test

Testing criteria to accept or reject the hypothesis of a valid statement or cannot if:

H_0: r = 0, there is no valid data at the error level (α) 5%.

H_1: r ≠ 0, there is no valid data at the Error level (α) 5%.

Zero hypotheses (H_0) is accepted if count r < r table, and the alternative hypothesis (H_1) accepted if count r > r table.

Table 1

Variable Validity Test

Item	Count r	Sig.	r Table	Result
X1.1	0.880	0.000	0.1258	Valid
X1.2	0.910	0.000	0.1258	Valid
X1.3	0.907	0.000	0.1258	Valid
X1.4	0.890	0.000	0.1258	Valid
X2.1	0.858	0.000	0.1258	Valid
X2.2	0.864	0.000	0.1258	Valid
X2.3	0.876	0.000	0.1258	Valid
X2.4	0.811	0.000	0.1258	Valid
X3.1	0.814	0.000	0.1258	Valid
X3.2	0.795	0.000	0.1258	Valid
X3.3	0.820	0.000	0.1258	Valid
X3.4	0.747	0.000	0.1258	Valid
X3.5	0.743	0.000	0.1258	Valid
Y1	0.876	0.000	0.1258	Valid
Y2	0.849	0.000	0.1258	Valid
Y3	0.829	0.000	0.1258	Valid
Y4	0.802	0.000	0.1258	Valid

Source: Processed Primary Data (2018)

4.1.2 Reliability Test

Reliability testing technique employs an alpha reliability coefficient. The decision-making criteria are if the value of the alpha reliability coefficient is greater than 0.6 then the variable is reliable

Table 2: Reliability Test

Variable Reliability Test

No.	Variable	Reliability coefficient	Result
1	X1	0.830	Reliable
2	X2	0.873	Reliable
3	X3	0.918	Reliable
4	Y	0.859	Reliable

Source: Processed Primary Data (2018)

4.2 Classical Assumption Test

4.2.1 Normality Test

The test procedure is carried out by the Kolmogorov-Smirnov test, with the following conditions:

The hypothesis used:

H_0: residuals spread normally

H_1: residuals not spread normally

If p-value >0,05, H_0 is accepted and means normality is fulfilled.

Table 3 : Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		170
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.71814866
Most Extreme Differences	Absolute	.071
	Positive	.043
	Negative	-.071
Kolmogorov-Smirnov Z		.929
Asymp. Sig. (2-tailed)		.354

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed Primary Data (2018)

4.2.2 Multicollinearity Test

The test method is to compare the tolerance value obtained from multiple regression calculations; if the tolerance value is <0.1, then multicollinearity occurs

Table 4 : Multicollinearity Test Result

Independent Variable	Collinearity Statistics	
	Tolerance	VIF
X1	0.764	1.309
X2	0.739	1.353
X3	0.691	1.447

Source: Processed Primary Data (2018)

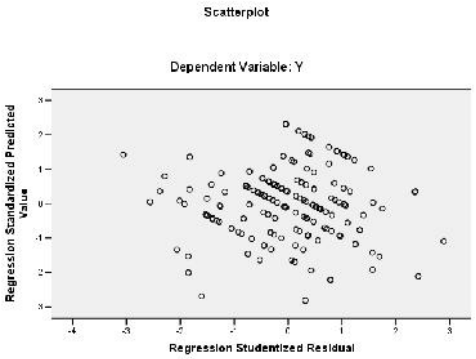
The results obtained from the overall tolerance value is > 0.1. Therefore it can be concluded that there is no multicollinearity between independent variables.

4.2.3 Heteroscedasticity test

The test procedure is done by testing scatter plots. Homogeneity testing of various features is based on the hypothesis:

H_0: the range of features is homogeneous

H_1: the range of features is not homogeneous



Source: Processed Primary Data (2018)

4.3 Data Analysis Method

4.3.1 Multiple Regression Analysis

This regression analysis is used to calculate the amount of influence between independent variables, as dependent variable:

Figure 1
Heteroscedasticity Test

Table 5 : Result of Regression Recapitulation

Variabel Terikat	Variabel Bebas	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
Y	(Constant)	1.815	0.899		2.019	0.045
	X1	0.260	0.048	0.305	5.389	0.000
	X2	0.406	0.055	0.426	7.393	0.000
	X3	0.198	0.049	0.239	4.013	0.000
	Alfa	5%				
	R :	0.770				
	R Square :	0.593				
Adjusted R Square :		0.585		F Tabel :	2.659	
	F hitung :	80.567		T Tabel :	1.974	
	Sig. F :	0.000				

Source: Processed Primary Data (2018)

The regression equation is obtained and presented in Table 5.

$$Y = 0{,}305\ X_1 + 0{,}426\ X_2 + 0{,}239\ X_3 + e$$

4.3.2 Determinant Coefficient (R^2)

From the analysis in Table, the adjusted R (coefficient of determination) is 0.582. It means 58.5% of the purchase intention variable will be affected by its independent variables.

In addition to the coefficient of determination, it is also obtained a correlation coefficient that shows the magnitude of the relationship between the independent variables, and R-value (correlation coefficient) as much as 0.770.

4.3.3 Goodness of Fit Test

F test is a testing model that can be used to find out whether the results of the regression analysis are significant or not; in other words, the model is assumed to be appropriate or not.

H_0 rejected if F count> F table

H_0 accepted if F count< F table

Based on Table 5, the calculated F value is 80.567. While F table (α = 0.05; db regression = 3: db residual = 166) is 2,659. Because F count> F table is 80,567> 2,659 or the value of Sig. F (0,000) <α = 0.05, the regression analysis model is good.

4.4 Hypothesis Test

4.4.1. (T-test / Partial)

The purpose of the T-trial is to find out whether each of the independent variables partially influences on the independent variable. It can also be said, that if t count> t table or -t count <-t table then the result is significant and means H0 is rejected, and H1 is accepted. If t count <t table or -t counts> -t table then the result is not significant, and it means H0 is accepted and H1 is rejected. Based on Table 5 the following results are obtained:

- A t-test between X1 (E-WOM) and Y (Purchase Intention) shows t count = 5.389. While the t table (α = 0.05; db residual = 166) is 1.974. Because t count> t table is 5.389> 1.974 or sig value t (0.000) <α = 0.05. ; db residual = 166) is 1.974. Because t count> t table is 5.389> 1.974 or sig value t (0.000) <α = 0.05,
- A t-test between X2 (Price) and Y (Purchase Intention) shows t count = 7.393. While the t table (α = 0.05; db residual = 166) is 1.974. Because t count> t table is 7.393> 1.974 or the value of sig t (0.000) <α = 0.05,
- A t-test between X3 (Brand Image) with Y (Purchase Intention) shows t count = 4.013. While t table (α = 0.05; db residual = 1666) is 1.985. Because t count> t table is 4.013> 1.974 or sig value t (0.000) <α = 0.05,

4..5 Discussion

4.5.1 The Relationship between E-WOM and Purchase Intention

The results of this study are the electronic word of mouth (E-WOM) has a positive and significant influence on purchases intention. Therefore the electronic word of mouth can influence intention purchase at Eiger. The results in this study show that consumer, through electronic word of mouth, can develop the intention to make a purchase

4.5.2 The Relationship between Price and Purchase Intention

The results of this study show that the price has a positive and significant influence on purchases intention. The results of this study

shows that through price, consumer may develop intention to purchase. From this study, price related to Eiger increases consumer's desire to make a purchase.

4.5.3 The Relationship between Brand Image and Purchase Intention

The results of this study show that brand image has a positive and significant influence on purchase intention.

4.6 Implication Research

1. Consumers have a high tendency to be involved in certain electronic word of mouth activities of products/brands in their social media, and E-WOM activity has an impact on purchase intention.
2. The company can maintain the price of products to be appropriate with product quality and give price education to the customer to attract the customer.
3. The brand image of a product will symbolize the image of the company. So that the image the brand of a product will influence the purchase decision of the product
4. The independent variable on this research can used for the company sells the same product with Eiger to analysis what customers want. Based on this research, E-WOM, Price and Brand Image has significant effect on purchase intention.

5.1. Conclusion

1. Based on the results of the test, it is found that E-WOM variable that have a significant effect on Purchase Intention at study college in Malang as Eiger’s customer.
2. Based on the results of the test, it is found that Price variable that have a significant effect on Purchase Intention at study college in Malang as Eiger’s customer .
3. Based on the results of the test, it is found that Brand Image variable that have a significant effect on Purchase Intention at study college in Malang as Eiger’s customer.

5.2. Recommendation

1. From the result of the study, it is better to the company can maintain and improve the quality of Price, because the Price variable has a dominant influence in influencing Purchase Intention.
2. The company is expected to be able to exploit the phenomenon to build interaction, respond in real-time and initiate positive talks conducted by consumers online.
3. The company must be responsive to responding to the critic about their products, services, and values.
4. Independent variables in this study are very important to influence the purchase intention; it is expected that the results of this study can be used as a reference for future researchers to develop this research by considering other variables which are other variables outside from this study.

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