

Research Article

The Effect of E-WOM and Brand Image on Purchase Intention to Buy Samsung Phones with E-Satisfaction as a Moderation Variable in State One, Students of Feb USU Medan

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ORCIDJessica Claudia: <https://orcid.org/0000-0001-6290-0491>**Abstract.**

This study uses E-Satisfaction as a moderator to identify and examine the effects of E-WOM and brand image on purchase intention. The primary data was collected directly from the 105 respondents who made up the sample. The sampling technique combines both the non-probability sampling technique and the Slovin sampling approach. Quantitative analysis methods were used to investigate survey responses from respondents, and SPSS was used as the analytical tool. Brand image does not significantly affect purchase intentions, but E-WOM and E-Satisfaction do, according to the study's findings. The association between E-WOM and purchase intentions is likewise moderated by e-satisfaction, whereas the link between brand image and purchases is not moderated by e-satisfaction.

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1. Introduction

Information technology is a business activity for Samsung Electronics. Undoubtedly, Samsung is now the most well-known mobile phone maker in the world. Significant cellphone or smartphone sales have been made by this corporation in a number of nations. Additionally, the advancement of smartphone technology is currently outpacing other fields. Customers constantly eagerly anticipate the advancements released by Samsung for the newest features on the brand's mobile phones. The durability of this Samsung smartphone is another benefit that cannot be disputed. It may be used by many people, and Samsung and other One UI users are hip.

Smartphones are becoming a need for both local and long-distance communication. They are instruments for spoken or written communication that can store messages. Because they are portable, they are particularly useful as a communication tool. In addition to serving as a tool for daily communication, a variety of smartphone features

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are also crucial. In this situation, the phone’s functionality may be used as a way to run a number of programs that aid in working with significant data storage medium.

Consumer attitudes toward a product and their belief in its value are factors that affect purchase intention. In this scenario, marketers must comprehend customer preferences. Consumer buying interest is the mindset, interest, and behavior customers exhibit while making decisions and creating plans to purchase a variety of brands. Product features, benefits that marketers choose to highlight, and pricing are all major factors in determining consumer interest.

TABLE 1: Samsung sales information.

Tahun	Merek	Presentase Penjualan
2019	Apple	63.35%
	Samsung	54.37%
	Oppo	49.27%
2020	Apple	66.28%
	Samsung	52.46%
	Oppo	4.157%
2021	Apple	56.45%
	Samsung	57.37%
	Oppo	48.21%

Source: Samsung 2021

The public’s perception of Samsung is strong, according to Table 1.1, however it has declined in the years between 2019 and 2020. Samsung was able to hold on to second spot from 2019 to 2021. Samsung saw a growth in 2021, while from 2019 to 2020, it witnessed a 10.89% fall.

Electronic Word of Mouth (E-WOM) is one of several elements that influence customer purchasing interest. Because so many individuals can access electronic Word of Mouth communications, they are not just for interpersonal communication. E-WOM, according to Schiffman and Kanuk (2010), is word of mouth that takes place online. According to Kamtarin (2012), socializing through eWOM occurs through online or internet media like Facebook, Twitter, Instagram, and a variety of other social media platforms. Customers will immediately share their experiences with the goods or services they seek thanks to this online social networking. To buy. E-WOM-based digital marketing tactics help businesses impact consumer purchasing interest since it is simpler to persuade prospective customers to make purchases because suggestions from experienced consumers are thought to be more accurate, Pradhana (2019).

Customer reviews posted online will affect how Samsung's cellular goods are perceived. When customers hear or see the name of a brand or product, they have certain thoughts and feelings that are known as the brand image (Wijaya, 2013). Customer appraisal and experience with a brand or product make up brand image (Bian & Moutinho, 2011; Wang & Yang, 2015).

When a person expresses their degree of satisfaction after comparing the An individual's level of satisfaction is demonstrated by contrasting the actual performance of a good or service with what was expected. The consumer is happy if the performance lives up to their expectations. The consumer is content or happy if the performance meets or surpasses their expectations (Kotler et al., 2002). Their products are high-quality and bring value in consumers' eyes (Lupiyoadi, 2001). If customers receive good service that meets their needs, they will be happy. Customers who are happy with the company's products have a tendency to express opinions about them (Lupiyoadi, 2001). Customers would feel satisfied and gain faith that others would be astonished by them if one of these scenarios occurs if he uses certain name-brand goods at rates that potential customers can purchase.

2. Literatarture Review

2.1. Purchase Intention

Kotler and Keller (2016) define purchase intention as a type of consumer behavior in which consumers choose or purchase related items or brands based on prior usage, experience, or desire to consume such things. Purchase Intention is a deliberate strategy used by customers to purchase a good or company. Consumers who intend to buy a product will research pertinent information based on experience and the surrounding environment before making a purchase. They will then compare and assess similar products to gauge their opinion of the product or service (Tariq et al., 2017).

2.1.1. E-WOM (Electronic word of mouth)

Because so many individuals may access them, Electronic Word of Mouth (E-WOM) communications are not just for interpersonal communication. E-WOM, according to Schiffman and Kanuk (2010), is word of mouth that takes place online. According to Kamtarin (2012), socializing through eWOM occurs through online or internet media like Facebook, Twitter, Instagram, and a variety of other social media platforms. Customers

will naturally share their experiences and knowledge about the good or service they intend to purchase thanks to this online social interaction. eWOM is often used online through cyberspace.

2.1.2. Brand Image

When customers hear or see the name of a brand or product, they have certain thoughts and feelings that are known as the brand image (Wijaya, 2013). Customer evaluation of a brand or product, as well as consumer comprehension of a brand by leaning toward consumer judgments regarding information about a product, including whether it is good or bad, make up brand image (Bian & Moutinho, 2011; Wang & Yang, 2015).

2.2. E-Satisfaction

E-satisfaction is a comprehensive assessment of the interaction between visitors to websites and retailers. E-satisfaction happens when goods and services go above and beyond what clients had anticipated. This is the degree of happiness that customers feel after comparing their purchasing experiences to their expectations for the subsequent purchase.

Relationships among variables in the study are presented in the framework of thinking as in Figure 1.

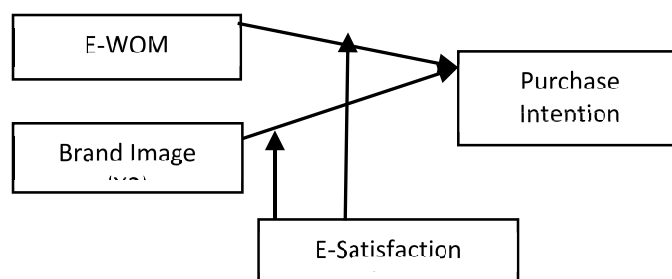


Figure 1: Framework.

3. RESEARCH METHODOLOGY

3.1. Population and sample

All of the students at USU Medan's Faculty of Economics made up the study's population. 2428 individuals made up the study's whole population.

Each component (member) of the population has an equal chance of being picked as a sample member when the probability approach of sampling is utilized. This experiment used 105 distinct samples.

3.2. Data Collection Techniques

1. The information in this study shows that the questionnaire is a method of data collecting that asks respondents to react to a series of questions or written comments. This technique is used to identify the research subject and the study's variables.

2. Conversations that have a defined goal are called interviews. The interviewer, who posed the question, and the interviewee, who provided the answer, were the two participants in the conversation.

3.3. Multiple Linier Regression.

To evaluate whether a hypothesis was accepted or rejected, multiple regression analysis was utilized (Ghozali, 2016).

4. RESULT AND DISCUSSION

The outcomes of route analysis regression are as follows.

TABLE 2: Partial Test.

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. error			
(constant)	27.101	.382		71.029	.000
Zscore: X1	1.721	.336	.425	5.115	.000
Zscore: X2	.513	.394	.127	1.301	.195
Zscore: Z	.868	.281	.215	3.096	.002
Z_X1	.997	.376	.201	2.649	.009
Z_X2	-.980	.346	-.244	-2.833	.005

Source: Results of Data Processing using SPSS

Based on Table 1.2, multiple linear regression is calculated as follows.

$$Y = 27,101 + 1,721X_1 + 0,513X_2 + 0,868Z + 0,997Z_X1 - 0,980_X_3$$

The following explanation applies to the multiple linear regression equation:

The significance level for the E-WOM variable is $0.000 < 0.05$, with a t count of $5.115 > 1.9723$ and a positive coefficient of 1.721 . This shows how much E-WOM affects the willingness of customers for purchase.

Having a positive coefficient of 0.513 , a t value of $1.301 > 1.9723$, and a significance level of $0.195 > 0.05$, the brand image variable is significant. This shows that brand image has an insignificant but positive impact on consumers' purchasing intentions.

With a positive coefficient of 0.868 , a t value of $3.096 > 1.9723$, and a significance level of $0.002 < 0.05$, the E-Satisfaction variable is significant. This shows that e-satisfaction has a significant and beneficial effect on the impulse to make a purchase.

Results of a statistical test on absolute difference The positive e-satisfaction variable's coefficient value, which is 0.997 , has a t value of $2.649 > 1.9723$ and a significance level of $0.009 > 0.05$. This serves as an example of how e-satisfaction could decrease the effect of E-WOM on purchase intention.

Results of a statistical test for absolute difference The positive e-satisfaction variable's coefficient value, which is known to be -0.980 , has a t count of $-2.833 > 1.9723$ and a significant threshold of $0.005 > 0.05$. This is a case study of how e-satisfaction could decrease the effect of E-WOM on purchase intention.

The following tests of significant were run with the following as the selection criteria:

H_0 is accepted if $\text{Sig. } t \geq \alpha$

H_a is accepted if $\text{Sig. } t \leq \alpha$

4.1. Effect of E-WOM on Purchase Intention.

Based on the findings, H_0 is rejected since the statistics show that $0.000 < 0.05$, indicating that E-Wom only slightly influences purchase intention. This demonstrates that increasing E-Wom will cause a noticeable rise in buying intention.

Purchase intentions are pledges made by customers when they make a purchase of a good or service. This dedication is the result of customers' good brand perceptions and their contented consumption of these items (Hicks et al., in Arif, 2019). A corporation needs positive E WOM (Electronic Word Of Mouth) to boost customer interest. The resultant purchase intention is higher the more favorable the E-WOM from customers is (Arif, 2019).

4.2. Effect of Brand Image on Purchase Intention.

H0 is acceptable since the data show that $0.195 > 0.05$, indicating that brand image partially has a negligible impact on purchase intention. This implies that a rise in brand image does not statistically result in an increase in purchase intent.

Consumer perception of a product is referred to as brand image (Keller, 1993). In addition, there are social considerations like the reference group of the reference group, which students frequently consider when making purchases like those for telephones or smartphones. Students typically purchase cellphones or smartphones depending on their group and just to balance their relationship with their reference group, which is why this is the case.

4.3. Effect of E-Satisfaction on Purchase Intention.

The findings show that if $0.002 < 0.05$, then H0 is not accepted, showing that e-satisfaction influences purchase intention in part. Purchase intention will significantly rise as a result of the growing e-satisfaction capabilities.

That is, if Samsung customers feel that the quality of the offered products and services is improving, as measured by E-Satisfaction, which includes online services offered and customer satisfaction following a purchase, then Samsung customers' propensity to make repeat purchases, recommend products to others, and purchase product variants will also rise. The findings of this study corroborate earlier work by Adi Susanto (2018).

4.4. The Effect of E-WOM on Purchase Intention with E-Satisfaction as a Moderating Variable.

The findings show that if 0.009 is more than 0.05, then H0 is not supported, showing that E-satisfaction can assist attenuate E-Womand's partial influence on purchase intention.

With the help of advertising in E-WOM, customers begin to share information about their experiences using goods or services that satisfy customers out of concern for others. Customers will be exposed to both positive and negative E-WOM in this situation; both sorts of information will be very helpful to customers as they evaluate items and decide whether to make a purchase.

4.5. Effect of Brand Image on Purchase Intention with E-satisfaction as Moderating Variable

E-satisfaction moderates Brand image and somewhat influences purchase intention, according to the data, which show that if $0.005 < 0.05$, then H_0 is rejected.

Perception has a role in consumer buying intention. Therefore, every business has to establish a powerful brand that people can simply recall. Companies fight to offer the finest product quality because a brand's identity sets one product apart from another.

5. CONCLUSION

Given that the results indicate a correlation between E-WOM and brand image, E-Satisfaction and purchasing intention, it is hoped that Samsung would keep prices stable and promote the Samsung brand to satisfy customer demand. This will enable consumers to have the proper purchase intentions.

It would be preferable for future researchers if the research time was extended to provide additional supporting data. Utilizing variables that affect other buying intents, the variables may be altered and enlarged.

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