

The Impact of Electronic Word of Mouth on Purchase Intention in Xiaomi Smartphones on Instagram; With Brand Image as Mediation (Case Study on Instagram Users in Jakarta)

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ABSTRACT

This study analyzes the impact of electronic Word of Mouth and brand image as mediating variables on the purchase intention of Xiaomi smartphones in the capital city of Indonesia, Jakarta. The research data was obtained by distributing questionnaires to 100 respondents who were active consumers of Xiaomi and Instagram smartphones at Capital City Jakarta. The data analysis method used is Structural Equation Modeling (SEM) with the PLS-SEM technique. The results showed that electronic Word of Mouth had a positive and significant effect on Xiaomi's brand image, electronic Word of Mouth had a positive and significant impact on purchase intention interest in Xiaomi smartphones. Brand image has a positive and significant effect on purchase intention in Xiaomi consumers. Brand image mediates a positive and significant relationship between electronic Word of Mouth and consumer purchase intention in Xiaomi smartphones.

Keywords: electronic Word of Mouth, Brand Image, Purchase intention, Instagram, Smartphone Xiaomi, Jakarta

1. INTRODUCTION

Along with the increasingly sophisticated technological developments in the industrial 4.0 era, the use of the internet become familiar. Technological advances provide changes to the business world. According to Goldsmith et al., (2008) the progress of the internet and the growth of the World Wide Web (www) have made a new world for consumers to communicate and influence one another. According to Chan et al., (2011) the use of the internet in general not only provides facilities for consumers to give their opinions about products, but the internet and information technology are also marketing tools and channels for companies.

In the business world, the internet has changing impact on people's behavior. According to Putranti et al., (2015), people are now starting to be interested in using online shopping services, electronics goods, telephone credit, and other goods. Changes in consumer behavior, slowly changing the strategy in marketing. According to Tjahjono (2013), the change of behavior by consumers is one of the driving forces for changes in the company's marketing strategy. An effort made to market media is called e-Marketing. According to Kotler & Armstrong (2000) in Azmar et al., (2017) e-commerce marketing is a company effort to communicate promoting and selling goods or services via the internet, also known as e-Marketing.



Image 1: Internet User Survey 2019 by Hootsuite

From the results of a survey conducted by Hootsuite in 2019, it shows that the number of internet users in Indonesia reaches 150 million people or 56% of the total population which is 268.2 million and there are around 150 million social media active users. According to Gunelius (2011) online publishing and communication tools, website, and goals of web 2.0 which are rooted in conversation, engagement, and participation are part of social media.

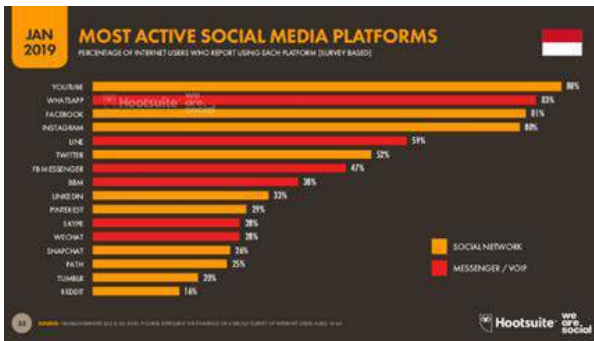


Image 2: Social Media Visited Survey 2019 by Hootsuite

The results of a survey conducted by Hootsuite in 2019 showed that the top three social media frequently visited by internet users in Indonesia were YouTube at 88%, Facebook at 81%, and Instagram at 80%. Instagram is in third place as a social media that is often used by internet users in Indonesia, however Indonesia is the largest user of Instagram in the Asia Pacific.

Through the media Kompas Tekno (2017), Indonesia is declared the country with the largest Instagram users in the Asia Pacific. There are around 700 monthly active users (MAU) who are scooped by Instagram globally, around 45 million of them come from Indonesia. According to Sri Widowati (2017), Indonesians are very active on Instagram. Artists, content creators, and even business people have really maximized the benefits of Instagram. Many Indonesians maximize the benefits of Instagram because it is very easy to use and has features that can be used for doing business. According to Nandes (2018), Head of Emerging Business & SMBs, Facebook & Instagram South-East Asia, there are at least six Instagram features that can be maximized by MSME players to maximize their business, consisting of Insights, Auto Reply, Inbox Filters, Stories, Live Broadcasts (Live) and Hashtags.

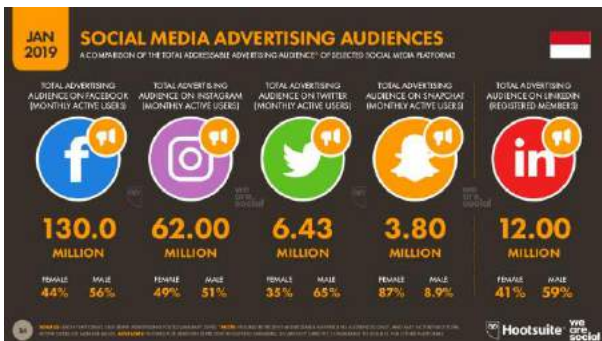


Image 3: Social Media Advertising Audiences Survey by Hootsuite

Based on the results of a survey conducted by Hootsuite in 2019, the data showed that Instagram is the second largest social media audience with 62

million people consisting of 51% men and 49% women. The first place is occupied by Facebook with a number of 130 million people.

By using social media as a marketing tool, an effective marketing communication strategy will be formed, namely the Word of Mouth. According to Kottler & Armstrong (2000), satisfied consumers will tell others about good experiences with the product. According to Hennig-Thurau et al., (2004) social media can be used as a means of positive and negative statements about products or companies made by actual, potential, and even previous consumers. Word of Mouth communication became a new paradigm with the existence of the internet and the beginning of the emergence of the term electronic Word of Mouth or e-WoM. Electronic Word of Mouth (e-WoM) is now considered an evolution from traditional interpersonal communication towards a new generation of cyberspace. According to Xiaofen et al., (2009) the increasing popularity of the internet, Word of Mouth evolved from a single one-way communication to a networked and distributed communication known as electronic Word of Mouth (e-WoM). Electronic Word of Mouth and Word of Mouth have slight differences, according to Jeong et al., (2011) the differences between traditional Word of Mouth (WoM) and electronic Word of Mouth (e-WoM) include:

1. Word of Mouth (WoM) is conducted face-to-face, while the Electronic Word of Mouth (e-WoM) is online. The existence of technological advances has changed the type of direct communication face-to-face into communication in cyberspace.
2. Word of Mouth (WoM) is conducted on a limited basis, while Electronic Word of Mouth (e-WoM) has high accessibility. Electronic Word of Mouth (e-WoM) can reach everyone who accesses the internet.
3. Electronic Word of Mouth (e-WoM) allows website users to develop virtual relationships with consumers or other groups.
4. Electronic Word of Mouth (e-WoM) is posted or accessed anonymously online or by unknown persons, while traditional Word of Mouth (WoM) has a high level of credibility, direct conversations with familiar people.
5. The level of trust of the recipients of Word of Mouth (WoM) information is higher because it is supported by body language and voice intonation, while the Electronic Word of Mouth (e-WoM) is not.

According to Zhang et al., (2017) in decision making, the younger generation is active in the use of social media, so it is possible to share opinions through electronic Word of Mouth (e-WoM), either positively or negatively. Through the stimulation of a touching

message or the so-called information that a person receives, a brand image will be formed on that brand. According to Yoo et al., (2001) brand image in companies can affect long-term profits, can encourage consumer's desire to buy products up to a premium price, can increase the selling price of company shares, competitive advantage, and success in marketing. According to Lau et al., (1999) trust in a brand is the willingness of consumers to trust a brand with all its risks because of the expectations promised by the brand in providing positive results.

Purchase intention in consumers must continue to be stimulated by producers in order to encourage consumers to make purchases on these products. According to Belch et al., (2003) purchase intention is the tendency to buy a brand and is generally based on the suitability between the purchase motives and the characteristics of the brand that can be considered. According to Samuel et al., (2014) a product is said to have been consumed if the consumer has decided to buy it. The decision to buy is influenced by the value of the product being evaluated. The urge to buy it is higher if the perceived benefits are greater than the sacrifice to get it, on the other hand, if the perceived benefits are smaller than the sacrifice, the buyer will usually refuse to buy and generally will switch to other similar products.

Based on the results of previous research, there have been many studies that discuss the phenomenon of social media which is associated with purchase intention. The models used to test this phenomenon, such as the effect of electronic word of mouth and brand image on purchase intention in the automobile industry in Iran, are discussed in the journal Jalilvand et al., (2012). The influence of electronic Word of Mouth on voting interest in universities in Jordan with a corporate image as mediation is discussed in the journal Bateineh (2015). The influence of electronic Word of Mouth, brand image, and brand trust on purchase intention in smartphone products in Surabaya is discussed in the journal Samuel et al., (2014). The influence of electronic Word of Mouth on purchase intention in Yamaha Aerox motorbikes in Denpasar with a brand image as mediation is discussed in the journal Putra et al., (2018). The influence of electronic Word of Mouth on purchase intention in Mie Samyang Hot Spicy Chicken in Denpasar with a brand image as mediation is discussed in the journal Dewi et al., (2018).

The electronic goods business is not a strange thing in Indonesia, smartphones are one of the most widely sold electronic goods in the market. According to Williams et al., (2011), a mobile phone is a smartphone that is equipped with a memory, screen, and modem. According to Ismanto (2017), a smartphone is a multimedia cellphone that combines the functionality of a PC and a handset to produce a luxurious gadget. According to Sarwar et al., (2013)

smartphones have a large enough impact on society and other aspects of life, consumers are currently in the process of switching from using conventional cell phones because now smartphones are starting to become a norm or habit in society.

According to data from the Ministry of Communication and Information of the Republic of Indonesia in 2020, the use of smartphones in Indonesia is increasing from time to time. This is because one of them is the increase in the population of Indonesia, which reaches 250 million. With this number, Indonesia will become the fourth largest active smartphone user country in the world after China, India, and America.



Image 4: E-Commerce Spend Survey 2019 by Hootsuite

Based on the results of a survey conducted by Hootsuite on the category of spending money for online shopping in 2019, the Electronic & Physical Media category is in second place, which is \$ 2,643 billion (USD) under the Travel (Including Accommodation) category which is in the first place of \$ 9,376 billion (USD) and under the Electronic & Physical Media category, there is the Fashion & Beauty category with an expenditure of \$ 2,307 billion (USD).

Based on the results of a survey conducted by Priceza (2017), the province which conducted a lot of online transactions in 2017, Jakarta was in the first place with 41.94% of all of Indonesia. Jakarta is the capital city of Indonesia and a province that is no stranger to technology. The Jakarta area is the choice as a research location because Jakarta is the nation's capital and business center in Indonesia (Rusyanto, 2016).



Image 5: Indonesia's Province Online Transactions Survey 2017 by Priceza

Xiaomi is a well-known smartphone brand in

Indonesia. According to Gupta et al. (2014), Xiaomi is an electronics company where the company designs, develops, and sells smartphones, mobile applications, and other technology products founded by Lei Jun (CEO) in 2010 in Beijing, China. According to Retnowulan (2017), Xiaomi has a marketing strategy by always offering affordable prices with qualified specifications, prices for which their products are always 20 to 30 percent cheaper than competitors and the specifications are twice as high as their competitors. According to Gupta et al. (2014) in the early days of its existence, Xiaomi managed to shake up the Chinese market in 4 years. Not only in China, but Xiaomi is also one of the most sold smartphone brands in Indonesia. Based on the results of research conducted by Canalys in the 3rd quarter (2019), Xiaomi was in 3rd place as the most sold product with a unit share of 22% and a year-on-year of 16% from the previous year.



Image 6: Top Smartphone Vendors in Indonesia Survey 2017 by Priceza

Many smartphone brands use Instagram as a medium for online promotion. By using Instagram, smartphone brands can rely on all features as a marketing medium. Based on the descriptions and phenomena above, this research focuses more on the problem of electronic Word of Mouth (e-WoM) and brand image with the title "The Effect of Electronic Word of Mouth on Buying Interest in Xiaomi Smartphones on Instagram; With Brand Image as Mediation (Case Study on Instagram Users in Jakarta)".

2. THEORETICAL FRAMEWORK

2.1 Purchase Intention

According to Kotler & Keller (2013), purchase intention is how likely consumers are to buy an item or services, purchase interest can also be interpreted as how likely it is for consumers to switch from one brand to another. According to Schiffman et al., (2007) purchase interest is a psychological activity that arises because of feelings and thoughts about the desired goods or services. In research conducted by Bataineh (2015) purchase interest can be identified through the following indicators:

1. Transactional Interests, the tendency of a person to conduct transactions or buy the

product or service

2. Relative Interests, the tendency for someone to provide information on a product to others.
3. Explorative Interest, the behavior of someone who is always looking for information about the desired product. In this research, the intended purchase intention will focus on tour packages that are promoted through Instagram social media.

2.2 Electronic Word of Mouth

According to Hennig-Thurau et al., (2004) electronic Word of Mouth is a form of marketing communication that contains positive or negative statements made by customers and former customers about a product or company that is available to many people via the internet. According to Hennig-Thurau et al., (2004) electronic Word of Mouth reflects 8 indicators, including:

1. Platform Assistance, this dimension is the frequency of consumers visiting and writing their opinions.
2. Concern for Other, this dimension is the desire of e-WoM players to help others in making purchase decisions.
3. Economic Intensive, This dimension encourages behavior in humans as a token of appreciation from the gift giver.
4. Helping Company, this dimension shows the e-WoM actor's desire to help the company in return for the company for being satisfied with its products and services.
5. Expressing Positive Emotions, this dimension shows the expression of positive feelings and self-improvement after using e-WoM products or services.
6. Venting Negative Feelings, this dimension shows the vent of sharing unpleasant experiences to reduce dissatisfaction by e-WoM actors.
7. Social Benefits, this dimension shows the perception by e-WoM actors to receive social benefits from community members.
8. Seeking Advice, this dimension shows the expectations of e-WoM actors to get problem solutions after interactions with other people.

This study only uses seven dimensions because these dimensions are considered relevant to this study. The Venting Negative Feelings dimension was not used because the researcher focused his research on positive electronic Word of Mouth (e-WoM) on the Xiaomi brand that had carried out online promotions through Instagram.

2.3 Brand Image

According to Kotler & Keller (2013), brand image is a perception and belief made by consumers, as reflected in the associations that occur in the consumer's memory. According to Low et al., (2000) brand image is a rational and emotional perception by consumers or customers of a particular brand. According to Samuel et al., (2014) brand image is a customer's perception of a brand that is depicted through a brand association that is in the customer's memory. According to Low et al., (2000) brand image indicators are as follows:

1. The brand is known by the public.
2. The brand enhances the self-image of its users.
3. A brand has different characteristics from other brands.

2.4 Hypothesis Development

2.4.1 Impact of e-WoM's on Brand Image

According to Herr et al., (1991), a positive brand image is more often remembered by consumers if it is said positively, on the contrary, it becomes less remembered if it is said negatively. According to Chevalier et al., (2006), electronic Word of Mouth is a very important message for consumers when they want to get information about the quality of a product or service and will be an important reference in the decision-making process. Based on the research conducted by Jalilvand et al., (2012), Bataineh (2015), Samuel et al., (2014) Putra et al., (2018), and Dewi et al., (2018) found that e-WoM has a positive and significant impact on brand image. Based on the results of previous research, the hypotheses that can be proposed in this study are:

H1: There is a positive effect of electronic Word of Mouth on brand image.

2.4.2 Impact of e-WoM's on Purchase Intention

According to Goldsmith et al., (2006) the ability of marketers to recognize the main reasons behind customer involvement in electronic communication Word of Mouth; can build a clearer picture of where the electronic Word of Mouth affects in making decisions, Arndt (1967) in Samuel et al. (2014) show that consumers who are exposed to positive Word of

Mouth are more likely to make purchase decisions, consumers who are exposed to negative Word of Mouth are less likely to make purchase decisions. Based on the research conducted by Jalilvand et al., (2012), Bataineh (2015), Samuel et al., (2014) Putra et al., (2018), and Dewi et al., (2018) found that electronic Word of Mouth has a positive and significant effect on purchase intention. Based on previous research, the hypotheses that can be proposed in this study are:

H2: There is an effect of e-WoM on purchase intention.

2.4.3 Impact of Brand Image on Purchase Intention

According to Aaker & Keller (1990) in Samuel et al., (2014), a good brand image can increase brand-consumer loyalty, trust, and also interest in buying products from brands they trust. According to Sahin et al., (2011) with the fulfillment of what consumers need and want, the company is declared to have fulfilled the promises made by the brand to its consumers and can have a significant positive effect on consumer purchase intentions of the brand. Based on the research conducted by Jalilvand et al., (2012), Bataineh (2015), Samuel et al., (2014) Putra et al., (2018), and Dewi et al., (2018) found that brand image has an influence positive and significant towards purchase intention. Based on previous research, the hypothesis that can be proposed in this study is:

H3: There is an effect of brand image on purchase intention.

2.4.4 Impact of e-WoM's on Purchase Intention with Brand Image as Mediation

According to Shukla (2010) states that brand image is a significant moderator between personal normative influence and purchase interest in luxury goods. In research conducted by Bataineh (2015), Putra et al., (2018) and Dewi et al., (2018) brand image positively mediates and strengthens the relationship between perceived electronic Words of Mouth and consumer purchase intention. Based on previous research, the hypotheses that can be proposed in this study are:

H4: There is an effect of e-WoM on purchase intention through the brand image as Mediation

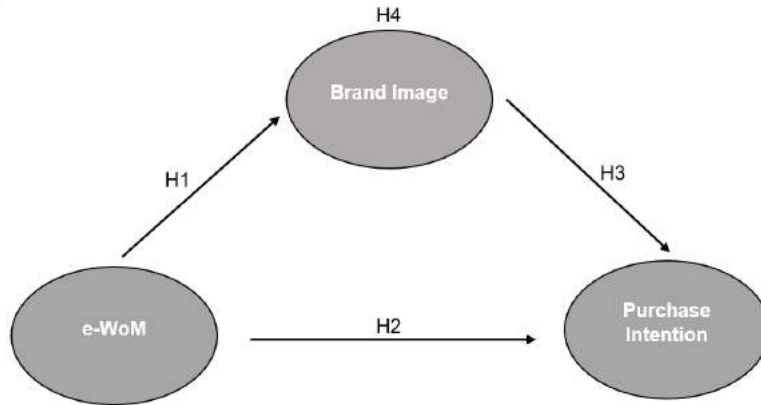


Figure 1: Theoretical Framework

3. Methods

3.1 Subsections

In this study, there are 14 questions that will be used to measure each hypothesis which consists of the electronic Words of Mouth variable, brand image, and purchase intention. First, to measure the electronic Words of Mouth variable, 7 questions were used which were adapted from the journal Hennig-Thurau, et al, (2004). Second, to measure the electronic variable

Words of Mouth, 4 questions were used which were adapted from the journals of Jalilvand et al., (2012) and Bataineh (2015). Then to measure the effect of purchase intention, 3 questions were used which were adapted from the journal Bataineh (2015). All questions will be measured using a Likert scale, ranging from strongly disagree (1) to strongly agree (5). The following are the variables and indicators used in this study:

Table 1. Indicators of Variables

Variables	Indicators		Sources
electronic Words of Mouth	X1	I want to share trusted smartphone information with others via Instagram.	Hennig-Thurau, et al., (2004)
	X2	I will give positive reviews (on Instagram social media) about a good Xiaomi smartphone	
	X3	My review on Instagram social media shows that I am a loyal customer.	
	X4	If I am satisfied, then I will recommend Xiaomi smartphones to others.	
	X5	Trusted smartphones must be supported.	
	X6	I hope to receive suggestions from others regarding my need for Xiaomi smartphone information.	
	X7	I hope to receive support from other users of Xiaomi smartphones.	
Brand Image	Y1	The brands discussed in the reviews/comments are widely recognized. (Xiaomi)	Bataineh (2015)
	Y2	The brand discussed in the review/comment column has a different image from the others. (Xiaomi)	

	Y3	The brands discussed in the reviews/ coments column have deep experience in the market. (Xiaomi)	Jalilvand et al., (2012)
	Y4	The brands discussed in online reviews/comments are trustworthy. (Xiaomi)	Bataineh (2015)
Purchase Intention	Z1	After reading the reviews/comments column, I want to buy the brand's smartphone. (Xiaomi)	Bataineh (2015)
	Z2	I intend to find more reviews/comments column about smartphones on social networking sites. (Xiaomi)	
	Z3	In the future, I will consider the smartphone brand discussed in the reviews/coments column as my first choice. (Xiaomi)	

3.2 Data Collection and Analysis

The sampling method was carried out using a purposive sampling method, namely purposive sampling with special consideration by Juliandi et al., (2014). The sample size in this study was obtained using the Slovin formula with a margin of error of 10% (Riadi, 2015). The total sample taken was 100 respondents as a result of calculations using the Slovin formula from the total population in DKI Jakarta in 2017, namely 10,177,924 people (DKI Jakarta Central Statistics Agency, 2017). From the results obtained, it will be filtered again by only taking the results of respondents who have bought Xiaomi smartphone products that are promoted via Instagram.

3.3 Data Processing Techniques

The data processing method used is PLS (Partial Least Squares). According to Nurwullan et al., (2015). PLS analysis is an analytical technique commonly used in causal research, in order to test the effect of the dependent variable on the independent variable. According to Harmancioglu et al., (2009) instead of using analytical methods such as factor analysis and multiple regression, PLS analysis has the advantage of being able to measure structural models (between variables). According to Huda (2017), PLS has an outer model and an inner model. The outer model determines the relationship between latent variables and their indicators, while the inner model describes the relationship between latent variables.

4.1 RESEARCH RESULT

Based on the sample obtained, 100% of the respondents in this study were Instagram users and had bought a Xiaomi smartphone in DKI Jakarta, which consists of 52% women and 48% men. Most of the respondents were adults and had worked with a capacity of 86% of the total sample taken, the remaining 14% were students. Of the 86% of people who stated that they had worked, 52% of them were private employees, 32% self-employed or others, and the remaining 4% were civil servants.

4.1 Validity Test and Reliability Test

Data processing in this study using Smart PLS. The results of the validity and reliability tests are seen through the value of factor loading, composite reliability, and average variance extracted (AVE). In the validity test according to Hair et al., (2017) each indicator and variable is declared valid and reliable if it has a factor loading value of at least 0.6, composite reliability of at least 0.7, and an AVE value of at least 0.5. In this study, from 14 indicators, 7 indicators from e-WoM, 4 indicators of brand image, and three indicators of purchase intention. In the reliability test according to Yamin et al., (2011), the criteria can be said to be reliable if the composite reliability or Cronbach's alpha value is greater than 0.7.

Table 2. Validity and Reliability Test Results

Variables and Indicators	Loading Factor	Avergrace Variant Extracted (AVE)	Composite Reliability	Cronbach's Alpha
e-WoM				
X1	0.775	0.630	0.922	0.902
X2	0.758			
X3	0.742			
X4	0.825			
X5	0.794			

X6	0.849			
X7	0.806			
Brand Image				
Y1	0.790	0.792	0.911	0.870
Y2	0.853			
Y3	0.901			
Y4	0.845			
Purchase Intention				
Z1	0.903	0.630	0.922	0.902
Z2	0.883			
Z3	0.883			

Based on the loading factor test above, it shows if each of the indicators above is above 0.6 as well as for AVE, each variable has a value above 0.5. The biggest loading factor value is on the Y3 indicator on the brand image of 0.901 while the smallest value is on the X3 indicator on the e-WoM which is 0.742. The biggest AVE value is in the brand image of 0.792 and e-WoM and purchase intention has a value of 0.630. The reliability test shows that each variable has a composite reliability and Cronbach's alpha value above 0.7. The highest composite reliability value is in e-WoM and purchase intention is 0.922 and the smallest value is in the brand image of 0.911. The largest Cronbach's alpha value is in e-WoM and purchase intention is 0.902 and the smallest value is in the brand image of 0.870.

4.2 R-Square Test

Furthermore, the writer will conduct the R-square test, according to Ghazali (2014) the R-square value is used to see how much the relationship between the variables is the goodness-fit model test. According to Chin (1998), the R-square result of 0.67 indicates that the research model can be categorized as good. The following is a table of the results of the R-square test in this study:

Table 3. R-Square Test Results

Variables	R-square
e-WoM	-
Brand Image	0.507
Purchase Intention	0.559

Based on the table above, it can be concluded that e-WoM is influenced by the Brand Image of 0.507 54 or 50.7% (weak) because it is below the value of 0.67. e-WoM is also influenced by a purchase intention of 0.559 or 55.9% (weak) because it is below the value of 0.67.

4.3 Hypothesis Test

The next test is hypothesis testing, which hypothesis will be accepted and which will be rejected. According to Ghazali (2014), the significant hypothesis can be seen through the T value which is above 1.96. The following is a table of the results of hypothesis testing in this study:

Table 4. Hypothesis Test Results

Hypothesis	Original Sample	T-Statistic	P-Value	Result
e-WoM -> Brand Image	0.721	13.556	0.000	Accepted
e-WoM -> Purchase Intention	0.321	2.144	0.033	Accepted
Brand Image -> Purchase Intention	0.493	3.438	0.001	Accepted
e-WoM -> Brand Image -> Purchase Intention	0.351	3.520	0.000	Accepted

4.3.1 Hypothesis 1 Results

Based on the results of the table above, it shows that

the T value on e-WoM for the brand image is 13,556 greater than 1.96, this shows that e-WoM has a significant effect on brand image. The original sample

value of e-WoM to the brand image is 0.721, this shows that e-WoM has a significant positive effect of 0.721 on brand image. Hypothesis 1 is accepted because Instagram users have shown that the e-WoM they convey is positive because the Xiaomi brand image is well embedded by consumers who use Instagram. This is in line with previous research conducted by Jalilvand et al., (2012), Bataineh (2015), Samuel et al., (2014) Putra et al., (2018), and Dewi et al., (2018) who have found that e-WoM has a positive and significant impact on brand image.

4.3.2 Hypothesis 2 Results

Based on the results of the table above, it shows that the T value on e-WoM for purchase intention is 2,114 greater than 1.96, this shows that e-WoM has a significant effect on purchase intention. The original sample value on e-WoM on purchase intention is 0.312, this shows that e-WoM has a significant positive effect of 0.312 on purchase intention. Hypothesis 2 is accepted because consumers have shown that e-WoM is delivered via Instagram social media to make them interested in buying Xiaomi smartphone products. This is in line with previous research conducted by Jalilvand et al., (2012), Bataineh (2015), Samuel et al., (2014) Putra et al. (2018), and Dewi et al., (2018) found that electronic Word of Mouth has a positive and significant effect on purchase intention.

4.3.3 Hypothesis 3 Results

Based on the results of the table above, it shows that the T value on brand image for purchase intention is 3,438, which is greater than 1.96, this indicates that brand image has a significant effect on purchase intention. The original sample value on the brand image on purchase intention is 0.493, this shows that brand image has a significant positive effect of 0.493 on purchase intention. Hypothesis 3 is accepted because the Xiaomi brand image that is well embedded in consumers gives them an interest in buying smartphone products that are issued. This is in line with previous research conducted by Jalilvand et al., (2012), Bataineh (2015), Samuel et al. (2014) Putra et al., (2018), and Dewi et al., (2018) found that brand image has a positive and significant effect on purchase intention.

4.3.4 Hypothesis 4 Results

Based on the results of the table above, it shows that the T value on e-WoM for purchase intention through brand image mediation is 3,520 greater than 1.96, this shows that e-WoM has a significant effect on purchase intention through brand image mediation. The original sample value on e-WoM for purchase intention through brand image mediation is 0.315, this shows that e-WoM has a significant positive effect of 0.315

on purchase intention through brand image mediation. Hypothesis 4 is accepted because the Xiaomi brand image which is well known by Instagram users strengthens the influence of e-WoM on Instagram social media so as to attract consumer purchase intention. Hypothesis 2 shows that if e-WoM has a significant positive effect on purchase intention of 0.312, with the presence of a brand image as a mediation this value increases to 0.315. This is in line with previous research conducted by Bataineh (2015), Putra et al., (2018) and Dewi et al., (2018) brand image positively mediate and strengthens the relationship between perceived electronic Words of Mouth and consumer purchase intention.

5. CONCLUSION AND RECOMMENDATION

The conclusion of this study is that brand image has an important role in consumer purchase intention, especially among those who are already working and who are still in education in DKI Jakarta. e-WoM has a big and significant influence on the Xiaomi brand image. This shows that the Xiaomi brand is still well known by consumers. Brand image has a positive and significant effect on consumer purchase intention, this shows that Xiaomi's brand image still attracts consumer purchase intention to date. e-WoM has a positive and significant influence on purchase intention with the smallest value compared to others, but the presence of brand image as a mediation adds a stronger and more significant influence on consumer purchase intention in Xiaomi smartphones.

This study has a limit on the sample because it only uses 100 samples and is conducted in DKI Jakarta. Therefore, to increase the value of this research, it can increase the scope of research by increasing the number of samples and applying research in other big cities in Indonesia. In addition, it is hoped that the next research can analyze by adding other variables or factors that affect consumer purchase intention in Xiaomi smartphone products. In addition, it can also be applied to other products besides smartphones.

Based on the research results, the advice that can be given to Xiaomi is to continue to improve online marketing and services through social media on Instagram, so that consumer purchase intention can continue to grow. Recalling that Instagram is one of the most widely used social media by consumers in Indonesia. Increasing online marketing on Instagram can be done by continuing to innovate in existing marketing strategies, and being more active in services through Instagram social media in the future. Xiaomi must maintain its brand image so that it remains well embedded in the hearts of its consumers.

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