



The impact of brand awareness and electronic word of mouth (e-wom), which are both mediated by brand image, on purchase intent for iPhone smartphone devices

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INFO ARTIKEL

Received 30 May 2023
Accepted 30 June 2023
Published 30 June 2023

Keywords:

E-wom; brand awareness;
brand image; purchase
intention

ABSTRACT

This study aims to analyze "The Influence of Electronic Word of Mouth (E-WOM) and Brand Awareness on Purchase Intention for iPhone Smartphone Products Mediated by Brand Image (Studies in Communities Residing in Padang City)". The population in this study are people who live in the city of Padang who know about iPhone smartphone products. The number of samples in this study were 200 respondents. Data collection was carried out through online questionnaires or Google forms, data management using SmartPLS 4.0 software.

The results of this study indicate that (1) E-WOM has a positive and significant effect on Brand Image (2) Brand Awareness has a positive and significant effect on Brand Image (3) E-WOM has a positive and significant effect on Purchase Intention (4) Brand Awareness has a positive effect and significant to Purchase Intention (5) Brand Image has a positive and significant effect on Purchase Intention (6) E-WOM has a positive and significant effect on Purchase Intention for people who live in Padang city which is mediated by Brand Image (7) Brand Awareness has an effect positive and significant towards the Purchase Intention of the people who live in the city of Padang which is mediated by Brand Image.

How to cite: Putri, YA & Firman, F. (2023). The impact of brand awareness and electronic word of mouth (e-wom), which are both mediated by brand image, on purchase intent for iPhone smartphone devices Marketing Management Studies, 3 (2), 164-181. DOI 10.24036/mms.v3i2.373



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INTRODUCTION

The growth of communication technology has an important position in the field of communication. It can be seen from a simple form of communication to electronic communication. The rapid growth in the field of communication has led experts to call it the communications revolution. This very fast change occurs due to the wants and needs of the product. According to Kotler in (Taan, 2017) consumer behavior is strongly influenced by cultural factors such as culture, sub-culture, social class, and social factors such as reference groups, family, roles, status, personal factors consisting of age, product cycle stage, occupation, economics, personality lifestyle, self-concept and psychological factors such as motivation, perception, learning, attitude beliefs. According to Schiffman and Kanuk in (Taan, 2017) consumer behavior is the study of the processes that occur when individuals or groups select, buy, use or stop using products, services, ideas or experiences in order to satisfy certain desires.

Consumers have become the center of attention of marketers because consumers will decide whether they are interested in buying or not.

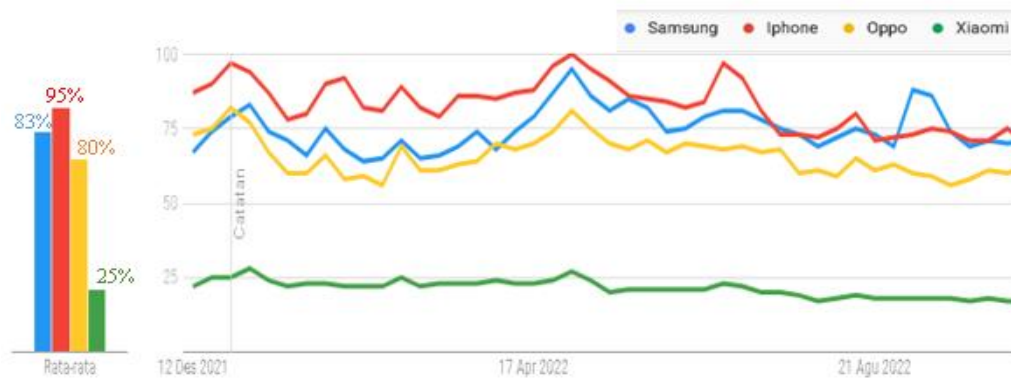


Figure 1 Percentage of Interest in Buying Smartphones in Indonesia in 2022
 Source: Trends.google.co.id Secondary Data

According to (Trends.google.co.id, 2022) it can be seen from the data on the percentage of choices of consumer interest in Iphone smartphones in Indonesia, the percentage is 95% and it can be seen from the data on the percentage of choices of consumer interest in Iphone smartphones in West Sumatra. Samsung with a percentage of 83%, Oppo with a percentage of 80% and Xiaomi with a percentage of 25%. The following is a comparison of consumer buying interest in West Sumatra, which can be seen from the trends.google.co.id data regarding the percentage of consumer interest choices for smartphones as follows :



Figure 2 Percentage of Interest in Buying Smartphones in West Sumatra in 2022
 Source: Trends.google.co.id Secondary Data

Based on these data it can be seen that in West Sumatra consumers have a buying interest in Iphone with a percentage of 34%, Samsung with a percentage of 33%, Oppo with a percentage of 26% and Xiaomi with a percentage of 7%.

The comparison of consumer buying interest in the city of Padang can be seen from the trends.google.co.id data regarding the percentage of consumer interest choices for smartphones as follows:

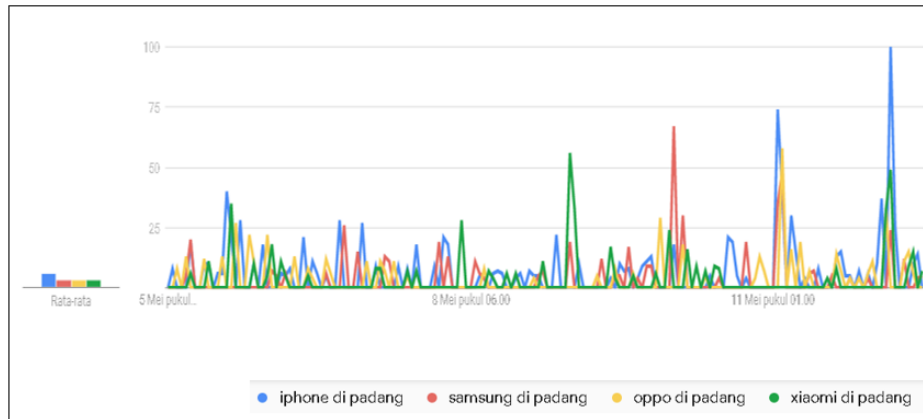


Figure 3 Percentage of Interest in Buying Smartphones in Padang City in 2023
 Source: Trends.google.co.id Secondary Data

Based on these data it can be seen that in the city of Padang, consumers have an interest in buying Iphone with a percentage of 100%, Samsung with a percentage of 70%, Oppo with a percentage of 65% and Xiaomi with a percentage of 60%. Very tight competition makes companies always improve product quality so that consumers feel satisfied in using smartphone products. From this phenomenon, it shows that there is very tight competition between smartphone brands, so companies are doing various ways to attract consumers' buying interest. The comparison of smartphone sales is presented in the image below :

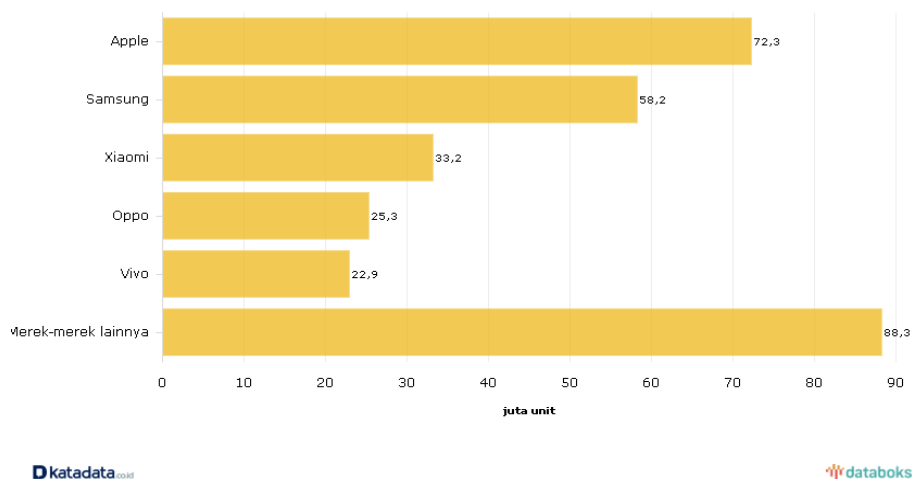


Figure 4 Smartphone Sales Level in 2022
 Source: Secondary Data Katadata.co.id

Based on these data it can be seen that sales of Iphone smartphones totaled 72.3 million units, Samsung with sales of 58.2 million units, Xiaomi with sales of 33.2 million units, Oppo with sales of 25.3 million units, Vivo with sales of 22.9 million units. Identification of the problem in this study is very tight competition, rapid growth in the field of communication, iphone is in second place, most consumers think online opinions can be trusted, adverse effects of negative online product reviews.

LITERATURE REVIEW

Purchase Intention

Online purchase intention is a customer's readiness to buy via the internet (Kamalulariffin, 2018). Purchase intention is someone's willingness to buy something that adds value to them (Khan, 2020).

According to Kotler & Keller (2012) there are four factors that influence buying interest, namely:

1. Cultural Factors

Culture is a determinant of desires and behavior which is reflected in ways of life, habits and traditions in the demand for various goods and services. In this case the behavior of one consumer will be different from the behavior of other consumers because there is no homogeneity within the culture itself.

2. Social Factors

Social factors also influence buyer behavior. Product choice is greatly influenced by small groups, family, friends, roles and social status of consumers. According to Kotler (2002) social factors such as reference groups, family, and social roles and status. A person's reference group consists of all groups that have a direct (face-to-face) or indirect influence on a person's attitude or behavior. Groups that have a direct influence on a person are called membership groups. Some membership groups are primary groups, such as family, friends, neighbors, co-workers, who interact continuously and informally. People also belong to secondary groups such as religious, professional and trade associations. Manufacturing companies whose products and brands are heavily influenced by influence groups must determine how to reach and influence the opinion leaders in that reference group.

Opinion leaders are people who in informal communication relate to products, who provide advice or information about certain products or types of products. One can be both an opinion leader in a particular product area and an opinion follower. According to research conducted by Jalilvand & Samiei (2012) at this time E-WOM messages will become a very important reference for consumers to determine buying interest in establishing the buying decision-making process. The knowledge and understanding gained by consumers about a company's products will create a consumer awareness of a brand from a product which in marketing terms is called brand awareness. The existence of brand awareness on a product makes consumers tend to believe in the product in their minds so that they are able to generate purchase intentions for the product. According to Malik in (Pranata, 2018) Brand Awareness is an important capital because it is one of the factors that influence purchasing decisions. Recognizing the importance of brand awareness in influencing consumer buying interest has caused many companies to compete to reach top of mind in the minds of consumers, so that consumers are bombarded with marketing messages on various social media every day with the aim of building a brand awareness. According to Odunlami in (Pranata, 2018) said that Brand Awareness is positively and significantly influenced by all elements of the promotion mix. According to research conducted by Roozy (in Pranata, 2018) which suggests that Brand Awareness can positively and significantly affect Purchase Intention.

3. Personal Factors

Purchase decisions are also influenced by personal characteristics such as age and stage of the life cycle (product life cycle), occupation, economic situation, lifestyle and consumer personality.

According to Kotler (2002) personal factors such as age and life cycle stage, occupation, economic situation, lifestyle, as well as the personality and self-concept of the buyer. People buy different goods and services throughout their lives, people's tastes for products are related to age. Consumption is shaped by the family life cycle. Adults experience experiences such as travel and change throughout their lives. Marketers pay great attention to changes in life situations-divorced, widowed/widowed, remarried and these situations have an impact on consumption behavior in purchasing intentions.

According to research conducted by Jalilvand & Samiei (2012) in company-customer relations, every interaction between a company and its customers becomes input for brand image, because brands communicate a commitment to provide experience.

4. Psychological Factors

The choice of goods that a person buys is further influenced by four important psychological factors, namely motivation, perception, knowledge as well as beliefs and attitudes. According to Vankatesh and Davis (Gan, 2017), the indicators in the Purchase Intention variable are:

1. Estimating will buy
2. Intend to buy
3. Recommend to buy

E-WOM

E-WOM is a positive or negative statement made by a real potential person or previous person about an item or organization that can be accessed by many individuals via the internet (Amed, 2018). E-WOM is a dynamic and ongoing process of exchanging information between potential customers, actual or former consumers regarding a product, service, brand or company that is available to many individuals and institutions via the internet (Ismagilova, 2020). There are three factors that influence E-WOM, namely:

1. Intensity in E-WOM
Intensity in E-WOM is the number of opinions written by consumers on a social networking site
2. Valence of opinion
Valence of opinion is a comment spread by consumers that are positive and negative
3. WOM content
WOM content is comments made between users about the content of the product, such as quality, use and others

E-WOM has several factors that influence the purchase intention of customers, namely:

1. Usefulness of online reviews
The usefulness of online reviews are the benefits or uses that can be obtained from online reviews online
2. Timeliness of online reviews
The timeliness of online reviews explains online review information available online that is the latest and most up-to-date
3. Volume of online reviews
The volume of online reviews is the large number of online reviews that exist online which is an explanation of the volume of online reviews
4. Valence of online reviews
Valence of online review is the extent to which uploaded information reflects positive and negative aspects of products and services
5. Comprehensiveness of online reviews
Comprehensiveness of online reviews refers to whether or not a comment uploaded by a customer is complete online
6. Reviewer expertise
Reviewer expertise refers to the expertise of the author. E-WOM is also a determining factor in customer buying interest

Indicators in the E-WOM variable (Zhang, 2017), namely:

1. Frequently visit and use social networking sites
2. Provide recommendations
3. Provide information
4. Share experiences

Brand Awareness

Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category (Bilgin, 2018). Brand awareness is a picture of the power of presence in the

head of consumers and basically measures how well buyers can see and remember items in a variety of different contexts (Poulis, 2018).

Factors influencing Brand Awareness, brand awareness is the earliest stage of the buying decision process. Awareness is a process in which consumers are aware of the existence of a product but do not have much information about the product (Kotler and Armstrong, 2012).

Brand Awareness is influenced by three things, namely:

1. Brand Exposure
Brand exposure is a strategy to expose brands by helping consumers to focus on a few brand choices for products or services of interest
2. Customer Engagement
The existence of social media will also make companies closer to consumers so that companies are able to understand what consumers really want which will further increase consumer awareness of the brand.
3. E-WOM
E-WOM has also been proven to influence consumer awareness of brands because social media is a place for two-way communication between one user and another social media user, so their voices will greatly determine the creation of brand awareness.

In brand awareness there are various levels. The levels of brand awareness are as follows:

1. Not aware of the brand/unware brand
Is the lowest level in the brand awareness pyramid, where the customer is not aware of the existence of a brand.
2. Brand recognition/brand recognition
When a buyer chooses a brand to buy, the level of brand awareness is very important.
3. Brand recall / recall of the brand
Requests to mention a particular brand in a product class or be able to remember it without assistance
4. Top of Mind
The brand that is mentioned first will appear in the minds of consumers and become the main brand that is in the minds of consumers when asked to mention a brand without being given memory assistance.

The indicators in the Brand Awareness variable (Razak, 2020), namely:

1. Brands are easy to remember
2. Brands influence decisions
3. Brands provide awareness to imagine the brand
4. Famous brand

Brand Image

Brand image is the public's perception of a product and the market's interpretation of its features (Abir, 2020). Brand image is the total number of associations consumers have with a brand that influences their perception of the brand (Vahie, 2016). Brand image represents the company's public image and can be seen through consumer evaluation and awareness of the company or brand in the market (Hedman, 2018).

According to Arnoul (2005) the factors that shape brand image are:

1. Environmental factors
This factor can affect, among others, the technical attributes that exist in a product where this factor can be controlled by the producer, besides that socio-culture is also included in this factor
2. Personal factors
The personal factor is the consumer's mental readiness to carry out the perception process, the consumer's own experience, mood, needs and motivation of the consumer

The three component parts supporting the brand image are:

1. Corporate Image, which is a collection of consumer perceptions of businesses that produce products or services
2. Consumer Image, namely a collection of consumer perceptions of customers as a whole
3. Product Image, which is a collection of consumer impressions of the products they use

Indicators in the Brand Image variable (Syedalwi, 2016), namely:

1. Long lasting brand
2. Brands are available when needed

Indicators in the Brand Image variable (Watson, 2015), namely:

1. Graceful design
2. Brands create confidence

E-WOM and Brand Image

E-WOM is a positive or negative statement made by a potential, real or previous person about an item or organization that can be accessed by many individuals via the internet (Amed, 2018). Research conducted in Iran by Jalilvand & Samiei (Tariq, 2017) shows that E-WOM is an effective and influential tool that has a positive and significant impact on brand image. So it can be concluded that the research conducted is consistent with previous research.

H1: E-WOM has a positive and significant effect on Brand Image in people who live in the city of Padang

Brand Awareness and Brand Image

Brand awareness is the ability of consumers to recognize and remember brands in different situations (Tariq, 2017). Brand image is a reflection of consumer perceptions of products in consumer memory (Tariq, 2017). Research conducted by Mudzakkir (Brabo, 2021) says that Brand Awareness influences Brand Image, strong Brand Awareness will form a good Brand Image. So it can be concluded that the research conducted is consistent with previous research.

H2: Brand Awareness has a positive and significant effect on Brand Image in people who live in the city of Padang

E-WOM and Purchase Intention

E-WOM is defined as a process that enables consumers to share their views online and direct consumers to support and against certain products (Zhang, 2017). E-WOM is highly featured in contemporary tools such as social media and mobile technologies. Research conducted by Themba (Kumar, 2017) examined E-WOM motivation among students observing that students involved in E-WOM ultimately positively influenced Purchase Intention. So it can be concluded that the research conducted is consistent with previous research.

H3: E-WOM has a positive effect on Purchase Intention for people who live in the city of Padang

Brand Awareness and Purchase Intention

Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. Consumer purchase intention for a product or service is strongly driven by Brand Awareness which refers to whether consumers can recognize and remember the brand under various circumstances. Based on research conducted by Febrin (2020) said that brand awareness has a significant positive effect on purchase intention. So it can be concluded that the research conducted is consistent with previous research.

H4: Brand awareness has a positive effect on purchase intention in people who live in the city of Padang

Brand Image and Purchase Intention

Brand image represents the company's public image and can be seen through consumer evaluation and awareness of the company or brand in the market. Consumer perceptions of brand image appear through brand attributes, brand name, packaging, price, reputation and prestige which are factors that influence brand image (Hedman, 2018). Based on research conducted by Jalilvand & Samiei (2012) which said that the results of research statistics show that brand image influences purchase intention.

H5: Brand Image has a positive and significant effect on Purchase Intention for people who live in the city of Padang

E-WOM and Purchase Intention mediated by Brand Image

E-WOM is any positive or negative statement made by potential customers, actual or former customers about a product or company that is available to many people and institutions via the internet. Based on research conducted by Jalilvand & Samiei (2012) in an empirical study conducted it shows that E-WOM has a considerable effect on brand image and indirectly leads to purchase intention. Moreover, it shows that E-WOM has a strong direct effect on purchase intention.

H6: E-WOM has a positive effect on Purchase Intention for people who live in the city of Padang which is mediated by Brand Image

Brand Awareness and Purchase Intention mediated by Brand Image

Brand Awareness is the consumer's ability to identify a brand under different conditions in the form of brand recognition and brand recall. Brand image is the total number of brand associations stored in consumers' memories that lead to brand perceptions (Vahie, 2016). Brand image is an important mediator in the relationship between normative interpersonal influences and purchase intentions of luxury brands. In the presence of other people, consumers' choices are different from what they would make for themselves. Based on research conducted by Shah, Aziz & Jaffari (Tariq, 2017) shows that brand awareness and customer purchase intentions have a positive directed relationship with the presence of a mediator brand image.

H7: Brand Awareness has a positive effect on Purchase Intention for people who live in the city of Padang which is mediated by Brand Image

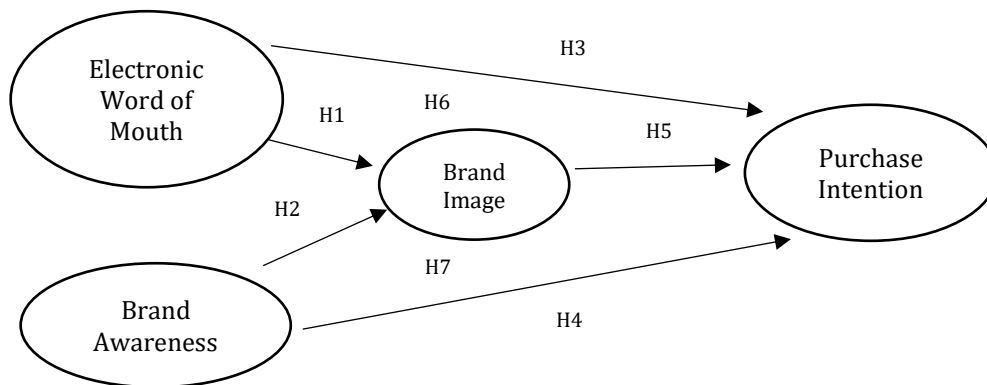


Figure 5 Conceptual Framework

METHOD

This study uses a causative descriptive research approach. Causative descriptive is research that aims to show a causal relationship and to see how far the influence of the independent variable is Electronic Word of Mouth, Brand Awareness on the dependent variable is Purchase Intention which is mediated by Brand Image. The object of this research was conducted in the city of Padang. The object of research is people who live in the city of Padang who know about Iphone smartphone products. This research was conducted from January 2023 to February 2023. The population used in this study is people who live in the city of Padang who know about Iphone smartphone products. in the study the number of

samples was 150 respondents. The sample used in this study was 200 respondents in the city of Padang. So that the number of 200 samples has exceeded the minimum requirements. This research uses purposive sampling with non-probability sampling method because the number of populations is not known with certainty. Purposive sampling is a sampling technique by determining criteria such as knowing about the product. The advantage of using purposive sampling is that time is used more effectively. Primary data is the type of data used in this study. Collecting data in this study is a questionnaire. The data collection method in this study was in the form of an online questionnaire with a Google form through a survey. In this study using purchase intention as the dependent variable, EWOM and Brand Awareness as independent variables, Brand Image as a mediating variable. This research instrument uses a Likert scale. This study uses a causative descriptive analysis method, the data analysis technique in this study uses a partial least square-structural equation modeling (SEM) with SmartPLS software.

RESULT AND DISCUSSION

Primary data was collected using a questionnaire that was distributed using Google Forms. The sample size for this study is 200 respondents. Judging from the number of questionnaires distributed, all respondents answered the questionnaire that met the criteria shown in the table below:

Table 1. Characteristics of Respondents

Characteristics	Category	Amount	Percentage
Gender	Man	34	17%
	Woman	166	83%
Age	<20 years	78	39%
	21-30 years	113	56,5%
	30-40 years	7	3,5%
	>40 years	2	1%
Work	Pebisnis/Usaha	9	4,5%
	PNS	5	2,5%
	Swasta	14	7%
	Pelajar/Mahasiswa/i	158	79%
	Lainnya	14	7%
Income	<3.000.000	175	87,5%
	3.000.000-5.000.000	15	7,5%
	5.000.000-7.000.000	2	1%
	>7.000.000	8	4%
Daerah/Kecamatan Tempat Tinggal	Gunung Pangilun	32	16%
	Ulak Karang Utara	9	4,5%
	Ulak Karang Selatan	5	2,5%
	Air Tawar Timur	25	12,5%
	Air Tawar Barat	118	59%
	Alai Parak Kopi	7	3,5%
	Lolong Belanti	4 orang	2%

Source: Primary Data 2023

The following is the result of the initial processing of the convergent validity test, which can be seen from the output AVE 0.5 and outer loading > 0.7

Table 2. Outer Loading

	E-WOM (X1)	BA (X2)	BI (X3)	PI (Y)
X1.1	0.725			
X1.2	0.841			
X1.3	0.841			
X1.4	0.830			
X1.5	0.869			
X2.1		0.857		
X2.2		0.887		
X2.3		0.887		
X2.4		0.723		
X3.1			0.746	
X3.2			0.727	
X3.3			0.730	
X3.4			0.785	
X3.5			0.871	
X3.6			0.797	
X3.7			0.788	
Y.1				0.802
Y.2				0.836
Y.3				0.866
Y.4				0.825
Y.5				0.776
Y.6				0.832
Y.7				0.851
Y.8				0.806

Source: Primary Data 2023

Based on table 2, it can be seen that all values in each indicator have a value above 0.7, so this result proves that convergent validity is declared valid.

Table 3. Average Variance Extracted

	AVE
E-WOM (X1)	0.677
BA (X2)	0.708
BI (X3)	0.607
PI (Y)	0.681

Source: Primary Data 2023

Based on table 3 it can be seen that all AVE values for each variable are above 0.5 proving the convergent validity of the variable is valid.

Table 4. Cross Loading Value

	E-WOM (X1)	BA (X2)	BI (X3)	PI (Y)
X1.1	0.725	0.507	0.420	0.498
X1.2	0.841	0.435	0.514	0.625
X1.3	0.841	0.426	0.455	0.506
X1.4	0.830	0.448	0.449	0.422
X1.5	0.869	0.430	0.488	0.522
X2.1	0.399	0.857	0.615	0.496

	E-WOM (X1)	BA (X2)	BI (X3)	PI (Y)
X2.2	0.555	0.887	0.687	0.573
X2.3	0.521	0.887	0.622	0.530
X2.4	0.332	0.723	0.561	0.407
X3.1	0.453	0.570	0.746	0.555
X3.2	0.278	0.483	0.727	0.454
X3.3	0.508	0.537	0.730	0.525
X3.4	0.456	0.563	0.785	0.484
X3.5	0.487	0.657	0.871	0.624
X3.6	0.448	0.636	0.797	0.573
X3.7	0.445	0.570	0.788	0.580
Y.1	0.506	0.418	0.572	0.802
Y.2	0.516	0.397	0.534	0.836
Y.3	0.496	0.523	0.589	0.866
Y.4	0.452	0.474	0.573	0.825
Y.5	0.371	0.553	0.595	0.776
Y.6	0.609	0.539	0.613	0.832
Y.7	0.562	0.514	0.547	0.851
Y.8	0.626	0.531	0.593	0.806

Source: Primary Data 2023

Based on table 4 which shows that the correlation of variables to indicators is higher than the correlation of variables to other indicators, so it can be concluded that all indicators are declared to have discriminant validity based on cross loading values.

Table 5. Reliability Test

	Cronbach's alpha	Composite reliability
E-WOM (X1)	0.880	0.886
BA (X2)	0.860	0.871
BI (X3)	0.891	0.896
PI (Y)	0.933	0.934

Source: Primary Data 2023

Based on table 5 which shows that the variable has good reliability to measure its construct, this is in accordance with the rule of thumb Cronbach's alpha value and composite reliability which must be greater than 0.6, the instrument of this study is declared valid.

Table 6. R-Square

	R-square	R-square adjusted
BI (X3)	0.58	0.58
PI (Y)	0.57	0.56

Source: Primary Data 2023

Based on table 6 above it can be explained that the purchase intention variable can be explained by E-WOM, Brand Awareness of 57% and the remaining 43% is explained by variables not mentioned in this study. Brand image variables can be explained by E-WOM, brand awareness of 58% and the remaining 42% is explained by variables not mentioned in this study.

Table 7. F-Square

	F-Square
E-WOM (X1)	
BA (X2)	
BI (X3)	0.094
PI (Y)	0.164

Source: Primary Data 2023

Based on table 7 above, it can be explained that the results of the calculations that have been carried out can be seen from the brand image and purchase intention, each of which has an F-Square value of 0.0094 and 0.164 which indicates that the model has a good relevant predictor.

Table 8. Goodness of Fit

	Saturated model	Estimated model
SRMR	0.067	0.067
d_ULS	1.354	1.354
d_G	0.681	0.681
Chi-square	732.025	732.025
NFI	0.802	0.802

Source: Primary Data 2023

Based on table 8, the standardized root mean square residual/SRMR has a smaller 0.067 than the SRMR standard, which is 0.08/0.001, this explains that there is a match between the normal fit index/NFI correlation which produces a value between 0 and 1, the better the model is formed, in this study the NFI model has a value of 0.802, which is close to 1.

Table 9. Path Analysis (Direct effect)

	Original sample (O)	T statistics (O/STDEV)	P values
E-WOM (X1) -> BI (X3)	0.235	4.469	0.000
BA (X2) -> BI (X3)	0.612	3.458	0.000
E-WOM (X1) -> PI (Y)	0.105	3.709	0.000
BA (X2) -> PI (Y)	0.273	5.406	0.000
BI (X3) -> PI (Y)	0.445	6.230	0.000

Source: Primary Data 2023

From table 9 it can be concluded that the results of hypothesis testing are as follows:

1. E-WOM has a positive and significant effect on brand image
Based on the analysis of table 9 it can be concluded that the original sample variables X1 and X3 have a value of 0.235 which means that the relationship between the two variables is positive, T statistics has a value of 4.469 which means greater than 1.96, P value with a value of 0.000 which indicates that both variables are significant, so it can be concluded that H1 is accepted.
2. Brand awareness has a positive and significant effect on brand image
Based on the analysis of 9 it can be concluded that the original sample variables X2 and X3 have a value of 0.612 which means that the relationship between the two variables is positive, T statistics has a value of 3.458 which means greater than 1.96, P value with a value of 0.000 which indicates that both variables are significant, so it can be concluded that H2 is accepted.
3. E-WOM has a positive and significant effect on purchase intention
Based on the analysis in table 9, it can be concluded that the original sample variables X1 and Y have a value of 0.105, which means that the relationship between the two variables is positive. T statistics has a value of 3,709 which is the greater of 1.96, P value with a value of 0.000 which indicates that both variables are significant, so it can be it is concluded that H3 is accepted.
4. Brand awareness has a positive and significant effect on purchase intention
Based on the analysis of table 9 it can be concluded that the original sample variables X2 and Y have a value of 0.273 which means that the relationship between the two variables is positive, T statistics

has a value of 5.406 which means greater than 1.96, P value with a value of 0.000 which indicates that both variables are significant, so it can be concluded that H4 is accepted.

5. Brand image has a positive and significant effect on purchase intention

Based on the analysis of table 9, it can be concluded that the original sample variables X3 and Y have a value of 0.445, which means that the relationship between the two variables is positive. concluded that H5 is accepted.

Table 10. Path Analysis (Indirect Effect)

	Original sample (O)	T statistics (O/STDEV)	P values
BA (X2) -> BI (X3) -> PI (Y)	0.273	5.406	0.000
E-WOM (X1) -> BI (X3) -> PI (Y)	0.105	3.709	0.000

Source: Primary Data 2023

From table 10 it can be concluded that the results of hypothesis testing are as follows:

- 1) Based on the analysis in table 10, it can be concluded that the original sample variables X2 and Y mediated by Z (X3) have a value of 0.273 which means that the relationship between the two variables is positive. that both variables are significant, it can be concluded that H6 is accepted.
- 2) Based on the analysis in table 10, it can be concluded that the original sample variables X1 and Y mediated by Z (X3) have a value of 0.105, which means that the relationship between the two variables is positive. that both variables are significant, it can be concluded that H7 is accepted.

DISCUSSION

The Influence of E-WOM on Brand Image

Based on the results of the direct effect analysis, E-WOM has a positive and significant influence on Brand Image. This can be proven by the calculation results obtained from the path coefficient value of 0.235 with a T-statistic of 4.469 which value is greater than 1.96. The results of this study are supported by previous research. Thurauet (Amed, 2018) E-WOM is a positive or negative statement made by a potential, real, or previous person about an item or organization that can be accessed by many individuals via the internet. Gaitan (Tariq, 2017) with the fast progress of internet use can post reviews and provide recommendations. E-WOM opens opportunities for people to give their opinions about brands with the trust of others. A strong brand enables an organization to influence customers to buy more and understand the intangible parts of the brand and a convincing brand image. Research conducted in Iran by Jalilvand & Samiei (tariq, 2017) shows that E-WOM is an effective and influential tool that has a positive and significant impact on Brand Image. So it can be concluded that the research conducted is consistent with previous research.

The effect of brand awareness on brand image

Based on the results of path analysis (direct effect) Brand Awareness has a positive and significant effect on Brand Image. This can be proven by the calculation results obtained from the path coefficient value of 0.612 with a T-statistic of 3.458 which is greater than 1.96. The results of this study are supported by previous research. Aaker (Tariq, 2017) brand awareness is the ability of consumers to recognize and remember brands in different situations. Keller (Tariq, 2017) brand image is a reflection of consumer perceptions of products in consumer memory. Brand awareness is being able to remember a brand such as a certain name, image, logo and slogan that has been used by the brand in promoting its products. The ability of consumers to recognize and remember brands plays an important role in a person's decision to buy goods. Research conducted by Mudzakkir (Brabo, 2021) says that Brand Awareness influences Brand Image, strong Brand Awareness will form a good Brand Image. So it can be concluded that the research conducted is consistent with previous research

The effect of E-WOM on purchase intention

Based on the results of the direct effect analysis, E-WOM has a positive and significant effect on Purchase Intention. This can be proven by the calculation results obtained from the results of the path coefficient value of 0.105 with a T-statistic of 3.709 which value is greater than 1.96. The results of this study are supported by previous research. E-WOM is defined as a process that enables consumers to share their views online and directs consumers to support and against certain products, Cheung (Zhang, 2017). E-WOM is highly featured in contemporary communication tools such as social media and mobile technologies. Varadarajan and Yadav (Chan, 2011) show four important changes that have occurred in the purchasing environment as a result of the emergence of E-WOM, namely access to prices and non-price product attributes, comparison of buyers, improvement of information quality and organized and structured information. E-WOM is a type of communication that involves three main components such as sender, message and receiver, these three components are factors that influence the participants' attention, understanding and acceptance of messages which can ultimately influence opinions, perceptions and actions. Research conducted by Themba (Kumar, 2017) examined E-WOM motivation among students observing that students involved in E-WOM ultimately positively influenced Purchase Intention. So it can be concluded that the research conducted is consistent with previous research.

The effect of brand awareness on purchase intention

Based on the results of path analysis (direct effect) Brand Awareness has a positive and significant effect on Purchase Intention. This can be proven by the calculation results obtained from the path coefficient value of 0.273 with a T-statistic of 5.406 which value is greater than 1.96. The results of this study are supported by previous research. Aaker (Bigin, 2018) brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. Brand awareness is a picture of the power of presence in the heads of consumers and basically measures how well consumers can recognize and remember products or services in various contexts (Poulis, 2018). Consumer purchase intention for a product or service is strongly driven by Brand Awareness which refers to whether consumers can recognize and remember the brand under various circumstances. Brand awareness acts as the main driver that initiates the building of brand resonance and demand for the brand is created by the level of consumer brand awareness. Based on research conducted by Febrin (2020) said that brand awareness has a significant positive effect on purchase intention. So it can be concluded that the research conducted is consistent with previous research

The effect of brand image on purchase intention

Based on the results of path analysis (direct effect) Brand Image has a positive and significant effect on Purchase Intention. This can be proven by the calculation results obtained from the path coefficient value of 0.445 with a T-statistic of 6.230 which value is greater than 1.96. The results of this study are supported by previous research. Lih Wu & Wang (Hedman, 2018) brand image represents the company's public image and can be seen through consumer evaluation and awareness of the company or brand in the market. Kim & Lee (Hedman, 2018) consumer perception of brand image appears through brand attributes, brand name, packaging, price, reputation and prestige which are factors that influence brand image. Image is the foundation of the brand, therefore it is important for companies to attach relevant characteristics to the brand image to form it or so-called brand image reflects the strength and essence of the brand. Brand image influences the selection of a company from a list of potential partners. Brand image affects the first and overall impression of the organization in the minds of customers, this influences the consumer's interest in asking further questions about the company's offerings. Based on research conducted by Jalilvand & Samiei (2012) which said that the results of research statistics show that brand image influences purchase intention

The effect of E-WOM on purchase intention mediated by brand image

Based on the results of the path analysis (indirect effect), E-WOM has a positive and significant effect on Purchase Intention mediated by Brand Image. This can be proven by the calculation results obtained from the path coefficient value of 0.273 with a T-statistic of 5.406 which is greater than 1.96. The results of this study are supported by previous research. E-WOM is a positive or negative statement made by a potential, real, or previous person about an item or organization that can be accessed by many individuals via the internet. Customers will increasingly rely on E-WOM messages to understand how they make purchasing decisions. Chevalier and Mayzlin's research (Jalilvand, 2012) shows that E-WOM messages are an important means by which consumers can obtain information about product or service quality. The results of the study show that online communication significantly influences the buying behavior of other consumers. Based on research conducted by Jalilvand & Samiei (2012) in an empirical study conducted it shows that E-WOM has a considerable effect on brand image and indirectly leads to purchase intention. Moreover, it shows that E-WOM has a strong direct effect on purchase intention.

The effect of brand awareness on purchase intention mediated by brand image

Based on the results of path analysis (indirect effect) Brand Awareness has a positive and significant effect on Purchase Intention which is mediated by Brand Image. This can be proven by the calculation results obtained from the results of the path coefficient value of 0.105 with a T-statistic of 3.709 which value is greater than 1.96. The results of this study are supported by previous research. Brand awareness is the ability of consumers to recognize and remember brands in various circumstances. Brand image is the total number of brand associations stored in consumers' memories that lead to brand perceptions (Vahie, 2016). Luxury brand purchase intention is influenced by normative interpersonal influences, and brand image plays an important role. In the presence of other people, consumers make different choices than they would make for themselves. Based on research conducted by Shah, Aziz & Jaffari (Tariq, 2017) shows that brand awareness and customer purchase intentions have a positive directed relationship with the presence of a mediator brand image

CONCLUSION

In this research, the authors examine the intention to buy an Iphone, using Electronic Word of Mouth/E-WOM and Brand Awareness as independent variables and Brand Image as a mediating variable. After conducting research, it can be concluded that:

1. E-WOM has a positive and significant effect on brand image. This states that E-WOM affects Brand Image on Iphone. The higher the marketing carried out through E-WOM, the more it will improve the Iphone brand image in society.
2. Brand awareness has a positive and significant effect on brand image. This states that Brand Awareness affects Brand Image on the Iphone. The higher the brand awareness, the more the Iphone brand image will improve in the minds of the public.
3. E-WOM has a positive and significant influence on Purchase Intentions. This indicates that E-WOM influences purchase intention on the Iphone. The higher the marketing through E-WOM, the more it will increase public buying interest.
4. Brand Awareness has a positive and significant influence on Purchase Intentions. This states Brand Awareness influences Purchase Intention on Iphone. The higher the brand awareness, the more people's buying interest will increase.
5. Brand Image has a positive and significant effect on Purchase Intention. This indicates that the brand image influences the buyer's intention. People will be more likely to buy an Iphone if the brand has a positive image.
6. Electronic word of mouth has a positive and significant effect on the purchase intention of people who live in the city of Padang which is mediated by Brand Image. This states that E-WOM influences buying interest after being mediated by Brand Image. E-WOM is a means of electronic

communication to consumers so that it can strengthen brand image, increase people's desire to buy an Iphone.

7. Brand Awareness has a positive and significant effect on Purchase Intention for people who live in the city of Padang mediated by Brand Image. This states that Brand Awareness influences buying interest after being mediated by Brand Image. Increasing brand awareness will indirectly result in a strong brand image that sticks in the minds of consumers, so as to be able to increase people's buying interest in buying an Iphone.

SUGGESTION

After conducting this research and based on the research results to increase Purchase Intention for iPhone products, companies should pay attention to a number of things as follows:

1. To increase Purchase Intention to purchase an Iphone smartphone, what needs to be improved and further improved first is the Brand Image
2. In Brand Image, the brand creates confidence, which means it increases the confidence for Iphone smartphone users that the Iphone brand can build self-confidence is also a matter of pride when owning an Iphone smartphone
3. In E-WOM, companies must be able to increase consumers' desire to share their experiences with others in electronic media. With the increase in Electronic Word of Mouth (E-WOM) it is hoped that it will increase purchase intention for Iphone smartphone products.
4. Companies must be able to increase public brand awareness by having a strong brand image foundation and building a website that contains complete information about Iphone smartphone products that will help the public have brand awareness. With the increase in Brand Awareness, it is hoped that it will increase the Intention to Buy Iphone products.

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