

The Influence of Brand Image, Electronic Word of Mouth, and Product Quality on Consumer Purchasing Decisions For Marina Products in Batam City

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ABSTRACT

The objective of this study is to ascertain the impact of brand image, electronic word of mouth, and product quality on consumer purchase decisions. The study was carried out in Batam City in 2023 and using a quantitative research design. The population consisted of 204 individuals, and a random sample technique was utilised for participant selection. Data was collected via a questionnaire and analysed using multiple linear regression analysis. The research findings indicate that brand image has a substantial and favourable impact on purchasing decisions, as evidenced by a significant p-value of $0.000 < 0.05$. Additionally, electronic word-of-mouth (EWOM) also has a significant positive influence on purchasing decisions, supported by a p-value of $0.009 < 0.05$. Furthermore, product quality is found to have a significant positive effect on purchasing decisions, with p-value $0,000 < 0,05$. The research findings indicate that brand image, electronic word-of-mouth (eWOM), and product quality have a significant impact on purchase decisions. The statistical analysis shows a significant relationship with a p-value of 0.000, which is less than the threshold of 0.05. Additionally, the computed F-value of 208.863 is greater than the critical value of 2.65 (based on the F table). The Adjusted R Square value of 75.8% demonstrates the impact of brand image, eWOM, and product quality on purchase decisions. The remaining 24.2% is attributable to other variables in this study.

Keywords : Brand Image; Electronic Word Of Mouth; Product Quality; Purchase Decision

INTRODUCTION

Successful businesses are born in the industrial economy. These businesses cater to specific demographics while simultaneously considering the demands of the general public. We can conclude that communities can adjust their approaches to addressing human needs in response to changing circumstances, as these considerations begin with these needs. Because satisfying fundamental requirements is fundamental to human survival and progress, both the demand for and supply of these necessities can never be limited.

Society's focus on physical attractiveness and other aspects of their outward appearance has increased over time. to define oneself socially through the networks one has built. Individuals can be identified through these specific descriptions. This label increases one's sense of self-worth and courage to face the world. A person uses the product as a defining characteristic in order to feel ready to face anything and increase their self-confidence. Consumers are picky in buying a product, especially if the product is unfamiliar to them, so they have a tendency to buy goods that already have an image in mind. Positive information raises curiosity which ultimately shapes the way a person views a product brand.

When people feel emotionally invested in a product, they are more likely to purchase it, even when there are other reasons at play. Research and data extraction from other consumers are recognised to influence purchase decisions, thus these elements are understood before a product is purchased. The spread of product information can alter consumers' perceptions of the product, which in turn can influence their decision to buy. Consequently, the spread of favourable information greatly impacts the choice to buy the product. Customers are picky when it comes to purchasing goods. Products with an association in people's minds are more likely to be purchased by consumers than those without a name or logo. Consumers buy things after they've determined a need, done their homework, and made an informed decision about which product or brand best satisfies that need (Amalia, 2019). Consumers' perceptions of a product or brand are influenced by the amount of

positive information they encounter. When consumers have a positive perception of a brand, they are more likely to buy from that company (Widyanto & Albetris, 2021)

Literature review

Brand image

Company use a wide range of promotional and marketing tactics in an attempt to raise awareness of their brand and pique consumers' interest. Customers will make a purchase after evaluating all of their options and settling on the one that meets their requirements the best (Utami & Ellyawati, 2020). Because customers are more inclined to buy from companies with easily identifiable (long-lasting) brands, positive information marketing aims to generate interest in a product's brand by presenting chances to learn more about the brand (Lestari & Widjanarko, 2023). People are more inclined to buy from a company again and again after a good experience with their goods. Consumers are more likely to feel loyal to a brand after receiving sufficient information about it and having a positive interaction with it. It is important to keep in mind that the way customers perceive a brand does not always reflect how well it does in the market (Puspitaningtyas & Saino, 2019).

Electronic word of mouth

Consider electronic word of mouth as a type of marketing before making a final purchase decision. Electronic Word of Mouth (e-WOM) is a marketing strategy that uses the internet as a means to naturally create an image through word-of-mouth communication, which should support marketing promotion efforts. The impact of electronic word of mouth marketing, which can spread from one person to many, can be beneficial or negative. Increased consumer interest in a product and the expansion of the economy in which the company operates are two favorable outcomes.

One potentially fruitful marketing tactic is electronic word of mouth or EWOM. This encompasses the use of the internet to establish credibility through word-of-mouth recommendations. What we call "electronic word-of-mouth" these days is the promotion of a product through online communities and platforms that reach both existing and future customers. Information, whether good or bad, can travel quickly from one person to another through word of mouth (Rufaida, 2021). Because it can lead to more people interested in a product and more money made by the business, it's smart to look into EWOM data before making a purchase choice (Suparyanto dan Rosad, 2020).

With the help of E-WOM, information about a product can quickly and easily spread to a wider audience. Other people's assessment of a product can be a reliable source of information for potential buyers. There is no risk in making a purchase if the data obtained can be trusted by looking at the details of the purchase. There are other forms of electronic word of mouth, like hosting concerts for other people, assisting businesses, and sharing positive extravisions.

Product quality

After looking into the reputation of the brand and reading reviews made by happy consumers, the following step is to assess the product's quality. The value of a product can be determined, in part, by how well it performs its intended purpose. Product quality is used to define the extent to which a product meets or exceeds the requirements and expectations of the market it intends to serve. Product features include, but are not the only. Product quality is an important point in making consumer decisions to make purchases. make a purchase. If the quality of the product is guaranteed, consumers will not hesitate to buy the product. Quality must guarantee that the benefits can be obtained by consumers who buy it. Here the role of producers in developing and innovating products must always be carried out, research on products desired by consumers must also be a top priority, products are said to have met consumer needs if they provide real benefits to consumers (Purwaningsih & Rachman, 2020). The degree to which a product achieves its intended purpose is one factor that thinks should be considered when estimating its worth. Claims that a product is of great quality if it goes above and beyond what the target market expects from it (M. C. Sualang, 2023). According to (Fitri & Yunita, 2023), a product's quality is defined by how well it satisfies the demands of its intended consumers. Businesses who prioritise quality and incorporate it into their operations often outperform their competitor so customers' purchase decisions are heavily influenced by product quality (Effendi et al., 2020). Quality indicators that look at the materials used in the construction of the product and how they affect the strength, durability, aesthetic appeal, and overall user comfort of the product.

Purchase decisions

The process by which an individual, group, or organisation finds, considers, and finally acquires the goods, services, and experiences necessary to realise their life goals is known as purchasing decisions. In order to be sure they're getting what they want and need, customers need to be good at following the steps involved in making a purchase decision (Ghofur & Lestariningsih, 2021). Discovering what elements impact a customer's decision to buy is the next stage in gathering information that satisfies their needs and expectations. A company's ability to sell its wares is directly proportional to the utility of those wares (Mandagie, Yunita et al., 2019). It is important to think about the goals and benefits of gathering this information thoroughly during the search stage. Assessments are subsequently conducted using the collected information (Afrianti & Oktawahyudi, 2022). The study's overarching goal is to learn how consumers gather information about a product before purchasing it. Both the actual and perceived levels of product quality by the consumer are part of these factors (Cahyaningtyas, 2021). Given what has been discussed, it seems reasonable to conclude that consumers make purchases after giving the product serious thought and conducting post-purchase evaluations to determine whether the product meets their needs.

METHOD

A research design is a carefully constructed strategy that explains the relationship between variables, allowing the research results to answer the research question comprehensively. The type of methodology used in this investigation is called descriptive analysis, which uses descriptive statistics, especially when analyzing, summarizing, or visually representing data to arrive at significant conclusions (Darwin, 2021). The selection of the research topic, the determination of the research title, and then the distribution of questionnaires to collect data are the first steps in the process of conducting a survey. Methodical conduct of research is ensured by a fairly structured research plan, which ultimately produces reliable and valid research results. For the purpose of this study, the population consisted of 204 people who had previously used Marina hand and body lotion products. The participants were selected using a random sampling technique and were specifically consumers of Marina hand & body lotion. A well-designed research plan ensures a methodical and structured implementation of the research, ultimately producing dependable and valid research results.

RESULTS

Validity test

Statement	Rvalue	Rtable	Descriptions
X1_1	0,701	0,138	Valid
X1_2	0,643	0,138	Valid
X1_3	0,792	0,138	Valid
X1_4	0,658	0,138	Valid
X1_5	0,536	0,138	Valid
X1_6	0,792	0,138	Valid
X2_1	0,594	0,138	Valid
X2_2	0,670	0,138	Valid
X2_3	0,799	0,138	Valid
X2_4	0,660	0,138	Valid
X2_5	0,602	0,138	Valid
X2_6	0,799	0,138	Valid
X3.P1	0,636	0,138	Valid
X3.P2	0,679	0,138	Valid
X3.P3	0,750	0,138	Valid
X3.P4	0,615	0,138	Valid
X3.P5	0,763	0,138	Valid
X3.P6	0,750	0,138	Valid
X3.P7	0,610	0,138	Valid
X3.P8	0,763	0,138	Valid
X3.P9	0,572	0,138	Valid
X3.P10	0,504	0,138	Valid
Y.P1	0,649	0,138	Valid
Y.P2	0,673	0,138	Valid
Y.P3	0,687	0,138	Valid
Y.P4	0,634	0,138	Valid
Y.P5	0,621	0,138	Valid
Y.P6	0,581	0,138	Valid
Y.P7	0,625	0,138	Valid
Y.P8	0,499	0,138	Valid

The calculated r_value is > 0.138 , as shown in table 1, which means that all statement items relate to brand image (X1), electronic word of mouth (X2), product quality (X3), and purchasing decisions (Y) is valid. Because it exceeds the r_table value, all related statements are valid.

Reliability test

Variable	Cronbach Alpha	Limits	
Brand Image	0,777	0,70	Reliabel
Electronic Word Of Mouth	0,781		
Product Quality	0,860		
Purchase Decisions	0,771		

Source: SPSS 2023

Based on the table above, it is known that the Cronbach alpha value of variable X1 is 0.777, variable X2 is 0.781, variable X3 is 0.860, and variable Y is 0.771. From the description above, it can be concluded that each variable statement item is declared reliable because it is greater than 0.70. Then the statement items of this questionnaire are reliable and trusted.

Normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized residual
N		204
Normal parameters	Mean	,0000000
	Std. Deviation	2.07776881
Most Extreme Difference	Absolute	.048
	Positive	.048
	Negative	-.034
Test Statistic		.048
Asymp. Sig (2-tailed)		.200 ^{a,d}

Source: SPSS 2023

The Kolmogorov-Smirnov Test is used as a normality test tool, where if the Sig value < 0.05 , H_0 is accepted, indicating that the data does not have a normal distribution. Conversely, if the Sig value > 0.05 , H_a is accepted, indicating that the data has a normal distribution. It can be seen that the data distribution is normal as indicated by the Sig value of 0.200 which exceeds the threshold of 0.05. Thus, it can be concluded that the data follows a normal distribution.

Multicollinearity test

Coefficients		
Model	Colinearity statistic	
	Tolerance	VIF
Brand image	0,570	1,754
Electronic word of mouth	0,494	2,025
Product quality	0,504	1,984
a. Dependent variabel: purchase decisions		

Source: SPSS 2023

It can be seen that the VIF value for each variable is < 10 . Therefore, it can be concluded that there is no tendency of multicollinearity in these variables.

Heteroskedasticity Test

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	Sig
1	(Constan)	2,909	0,947		0,047
	Brand image	-0,029	0,044	-0,062	0,503
	Electronic word of mouth	-0,058	0,046	0,125	0,212
	Product quality	-0,021	0,028	-0,073	0,458

a. Dependent Variabel: Abs_res1

Source: SPSS 2023

The standard of judgment with gelejser test is, if the Significance value (Sig) > 0.05, indicating the absence of heteroscedasticity. Conversely, if Sig < 0.05, it indicates the presence of heteroscedasticity. All variable values are greater than 0.05, so it can be concluded that there is no tendency of heteroscedasticity

Multiple linear regression test

Model		Unstandardized Coefficients		Standarized Coefficients Beta	t	
		B	Std. Error			
I	(Constant)	4,904	0,525		9,340	0,000
	Brand image	0,653	0,254	0,621	26,923	0,000
	EWOM	0,067	0,025	0,065	2,620	0,009
	Product quality	0,259	0,016	0,407	16,597	0,000

a. Dependent Variable: Purchase decisions

Source: SPSS 2023

The regression equation based on is $Y = 4.904 + 0.653X_1 + 0.067X_2 + 0.259X_3 + e$:

1. Before additional variables affect purchasing decisions, it can be understood as a constant value (α) of 4.904. Stability and no change in purchasing decisions depend on the absence of influence from independent factors.
2. Consistent variable with a beta coefficient of 0.653, the brand image variable shows a good impact. In short, with all other independent variables held constant, we can anticipate an increase of 0.653 for every one unit increase in Marina's product usage on the brand image variable.
3. Change The beta coefficient for the EWOM variable of 0.067 indicates a favorable impact. Thus, if all other independent factors remain the same, we would expect an increase of 0.067 for every 1 unit increase in Marina product consumption in the EWOM variable.
4. The beta value of 0.259 indicates a favorable influence of the product quality variable. This indicates that, all other things being equal, we would expect an increase of 0.259 in the product quality variable if the use of Marina goods increases by 1 unit.

The result of T test

Model		Tvalue	Ttable	Sig
I	(Constant)	4,203	1,971	0,000
	Brand image	26,923		0,000
	EWOM	2,620		0,009
	Product quality	16,597		0,000

Dependent variabel: Purchase decisions

Source: SPSS 2023

Looking at each significant value <0.05 , the test findings showed that brand image, electronic word of mouth, and product quality partially impact purchasing decisions. The explanation of the T test can be described as follows:

1. The tcount of the brand image variable of 26.923 is greater than the ttable value of 1.971. So, we can accept H_{a1} which states that consumers' perceptions of the Marina brand image in their decision to buy hand and body lotion.
2. The value of $2.620 > 1.971$ is shown from the calculated T value for the EWOM variable is greater than the t table value. Thus, H_{a2} is satisfied, indicating that EWOM has partial impact on the decision to buy Marina hand & body lotion.
3. With a value of $16.597 > 1.971$, the tcount value for the product quality variable is greater than the t table value. Therefore, H_{a3} is within acceptable limits, which indicates that product quality does play a role in the choice to buy Marina hand & body lotion.

The result of F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1589.074	3	529.691	208.863	0.000
	Residual	507.215	200	2.536		
	Total	2096.289	203			

Dependen variabel: Purchase decisions

Source: SPSS 2023

The result of 208.863 is higher than 2.65 when the fcount and ftable values are compared. Consequently, in Batam City, consumers' decisions to purchase Marina hand&body lotion are influenced by factors such as brand image, EWOM, and product quality.

Coefficient of determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,871 ^a	0,758	0,754	1,593

a. Predictors (Constant) Product quality, electronic word of mouth, brand image

Source: SPSS 2023

Table data shows that the R^2 coefficient hits 0.758, or 75.8%. Thus, it is reasonable to assume that product quality, EWOM, and brand image all contribute to 75.8% of the impact on purchase decisions. The remaining portion, or around 24.2%, was made up of external factors that were pertinent to this study.

CONCLUSION

The results of the hypothesis test for the brand image variable show that the tcount value is 26.923 which is greater than the ttable value of 1.971. The significance level is 0.000, less than 0.05. Thus H_a is accepted while H_0 is rejected. Consumers' favorable and statistically significant impression of the brand influenced their purchasing choices, according to the test results.

In hypothesis testing on the EWOM variable, it was found that the tcount value was 2.620 which was greater than the ttable value of 1.971. Less than 0.05, namely 0.009, is the level of significance. Therefore, we accept H_a and reject H_0 . These findings indicate that the EWOM variable has a significant influence on consumer choices in purchasing Marina hand & body lotion. These results provide more evidence that EWOM has a significant influence on consumer purchasing decisions.

The product quality value has a t-calculated value of 16.597, greater than the t-table value of 1.971. Based on hypothesis analysis, the significance level of 0.000 is lower than 0.05. These results indicate that product quality is an important consideration for buyers. These findings indicate that

consumer opinions about the quality of Marina hand and body lotion have a significant influence on their purchasing decisions.

Evaluation of brand image, ewom, and product quality all play a role in purchasing decisions in Batam City to buy Marina hand & body lotion, according to the results of hypothesis testing. There is a statistical significance level of 0.000 less than 0,05, and the fcount statistical value of 208.863 is higher than that. Therefore, calculations show that these three factors account for 75.8% of the variance in purchasing decisions (R²). When viewed as a whole, these elements actually influence customer decisions.

Although these three criteria did account for some variation, the other variables in this study probably accounted for approximately 24.2% of the variation. Consumers in Batam City purchase Marina hand & body lotion based on a combination of several factors, including brand image, ewom, and product quality

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