



# The Influence of Electronic Word of Mouth, Quality Perception and Price Perception on Purchase Interest Through Brand Image

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**Abstract.** This study analyzes the effect of Electronic Word of Mouth, Perceived Quality, and Perceived Price on Purchase Intention through Brand Image on Roughneck 1991 products in Yogyakarta. The subjects in this study were consumers or customers of local fashion products who live in Yogyakarta. In this study, 232 respondents became samples and were collected using a non-probability sampling method with a purposive sampling technique. The analysis tool used was SEM analysis with AMOS software. Based on the analysis, the results showed that Electronic Word of Mouth had a positive and significant effect on Brand Image, Perceived Quality had a positive and significant effect on Brand Image, Perceived Price had a positive and significant effect on Brand Image, Electronic Word of Mouth had a positive and significant effect on Purchase Intention, Perceived Quality had a positive and significant effect on Purchase Intention, Price Perception had a positive and significant effect on Purchase Intention, Brand Image had a positive and significant effect on Purchase Intention, Electronic Word of Mouth had an indirect effect on Purchase Intention which was mediated by Brand Image, Perceived Quality had an indirect effect on Purchase Intention which was mediated by Brand Image. Perceived price indirectly affected Purchase Intention, which was mediated by Brand Image.

**Keywords:** Electronic Word of Mouth · Perception of Quality · Price Perception · Brand Image · Purchase Intention

## 1 Introduction

The rapid development of the internet has an impact on expanding information for its users. Internet user data in Indonesia in 2021 increased by 11% from the previous year, from 175.4 million to 202.6 million users (<https://aptika.kominfo.go.id/>). Various platforms have now been widely used for exchanging information and communication markets for consumers where eWOM activities are affected too. For businesspeople, eWOM supports business development through customer reviews of online shops.

This study begins with a gap in previous studies about the influence of brand image on eWOM. [1] found that brand image could significantly mediate the eWOM variable

on the intention to buy a smartphone. However, [2] and [3], who tested the relationship between eWOM and purchase intention, showed different results from previous researchers. [4] revealed a negative or positive influence from actual consumers, potential customers of products or services from a company where the information is available to others or through internet social media. eWOM is part of viral marketing that encourages consumers to talk about a company's products or services accompanied by the value consumers feel. This study analyzed the effect of electronic word of mouth, perceived quality, and perceived price on purchase intention. This study also examined the important mediating role between brand image and purchase intention. The subjects in this study were consumers or customers of local fashion products who live in Yogyakarta.

## 2 Hypothesis Development

### 2.1 The Influence of Electronic Word of Mouth on Brand Image

Positive ratings will affect the brand image of the product. Jalilvand and Samiei (2012) stated that eWOM would increase the company's brand image in the eyes of consumers, which will have an impact on reducing promotional costs by companies. [3] tested several research variables such as brand image, eWOM, purchase intention and trust. They found that eWOM was a positive and significant predictor of brand image variables. [2] revealed that eWOM positively and significantly influenced brand image. The researchers stated the following hypothesis based on the theory and previous research.

***H<sub>1</sub>: Electronic Word of Mouth Positively And Significantly Affects Brand Image.***

### 2.2 The Influence of Perceived Quality on Brand Image

The more consumers think or have a good quality perception of a product or service, the more the brand image is improved. This situation can be influenced by various factors, one of which is perceived quality from consumers. After the consumers receive the quality they deserve, the brand image will gain popularity.

***H<sub>2</sub>: Perceived quality positively and significantly affects brand image.***

### 2.3 The Influence of Price Perceptions on Brand Image

[5] stated that perceptions or assumptions about price are related to how a price can be meaningful to consumers. Only some people with high or expensive prices have a good brand image, and vice versa. The brand image can be good even though a product or service offers a low or cheap price. [6] stated that country of origin, perceived quality and price directly could affect brand image variables. [7] mentioned that price positively and significantly affected brand image. The researchers stated the following hypothesis based on the theory and previous research.

***H<sub>3</sub>: The perceived price positively and significantly affects brand image.***

## 2.4 The Influence of Electronic Word of Mouth on Purchase Intention

When a business account has many followers, an official sales account can convince consumers. An online assessment or review of something about a product or service will certainly greatly influence buying interest, supported by ratings or reviews given by other consumers, recommendations from other people, or all exchanges of information via social media regarding products or services that refer to recommending or simply sharing personal experiences after purchasing the product. [8] found that electronic word of mouth positively and significantly affected the intention to buy Naava Green skin-care products at the Yogyakarta Branch. Similarly, [9] revealed that eWOM positively influenced Innisfree customers' buying interest in Jakarta. The researchers stated the following hypothesis based on the theory and previous research.

***H<sub>4</sub>: Electronic word of mouth positively and significantly affects purchase intention.***

## 2.5 The Influence of Perceived Quality on Purchase Intention

A consumer will be interested in buying if his needs are fulfilled, so consumer quality can also affect his buying interest. [10] showed a positive influence between product quality and purchase intention. [11] raised several independent variables, such as perceived product quality, brand awareness and celebrity endorsers, with purchase intention as the dependent variable. Perceived product quality had a positive and significant effect on purchase intention. [12] also revealed that perceived quality had a dominant, significant and positive effect on purchase intention. The researchers stated the following hypothesis based on the theory and previous research.

***H<sub>5</sub>: Perceived quality positively and significantly affects purchase intention.***

## 2.6 The Influence of Perceived Price on Purchase Intention

Price is what consumers consider before making a purchase process. Sometimes consumers also compare prices offered for the same product, so a perception of price begins to form. Hence, the price also determines purchase intention [13] found a positive influence between the price perception and purchase intention variables. [14] also showed that perceived price and design variables positively and partially influenced the intention to buy Xiaomi smartphones in Pangkal Pinang City. However, [15] revealed different findings. They tested the hypothesis that price influenced buying interest positively and significantly, proving that this hypothesis was rejected. The researchers stated the following hypothesis based on the theory and previous research.

***H<sub>6</sub>: The perceived price positively and significantly affects purchase intention.***

## 2.7 The Influence of Brand Image on Purchase Intention

Brand image will greatly influence consumer buying interest because various perceptions will emerge from consumers and then influence buying behavior. Consumers must have a choice of brand in their minds. They may be influenced because the quantity used, or the quality obtained makes the brand well embedded in their minds. Several studies, such

as those from [1] found a positive and significant influence between brand image and intention to buy Xiaomi smartphones. [16] also stated that brand image positively and significantly affects purchase intention. The researchers stated the following hypothesis based on the theory and previous research.

***H<sub>7</sub>: Brand image positively and significantly affects purchase intention.***

### **2.8 The Influence of Electronic Word of Mouth on Buying Interest Mediated by Brand Image**

Ratings or reviews given on social media by consumers will have a certain impact. The reviews can be positive or negative, influencing other consumers' decisions. Now, most e-commerce implements this review system. It is also expected to build its brand image through the experiences they get written in these reviews and influence the buying interest of other potential customers. [17] stated in their research on the electronic word-of-mouth variable on buying interest that a significant value was obtained and had a positive effect through brand image. The researchers stated the following hypothesis based on the theory and previous research.

***H<sub>8</sub>: Electronic word of mouth positively and significantly affects purchase intention, mediated by brand image.***

### **2.9 The Influence of Perceived Quality on Purchase Intention, Which is Mediated by Brand Image.**

Suppose the perceived quality of a product increases. In that case, the product's brand image also increases, followed by an increase in consumer buying interest in the product because there are many positive assumptions or judgments, which can make potential consumers more confident in choosing products or services. [6] stated that country of origin, perceived quality and price indirectly affected the purchase intention through brand image as a mediating variable. The researchers stated the following hypothesis based on the theory and previous research.

***H<sub>9</sub>: Perceived quality influences purchase intention, which is mediated by brand image.***

### **2.10 The Influence of Price Perceptions on Purchase Intention Mediated by Brand Image**

Every product or service company must have its target and market segment, so if there is an expensive product or service price, the brand image will be low, and the buying interest will decrease or vice versa. The better the product's perceived quality, the better the brand image influences purchase intention. [6] showed that the variables of the perceived country of origin, perceived quality, and perceived price as independent variables indirectly influence purchase intention as the dependent variable, mediated by brand image. The researchers stated the following hypothesis based on the theory and previous research.

***H<sub>10</sub>: Perceived price influences purchase intention, which is mediated by brand image.***

### 3 Research Model

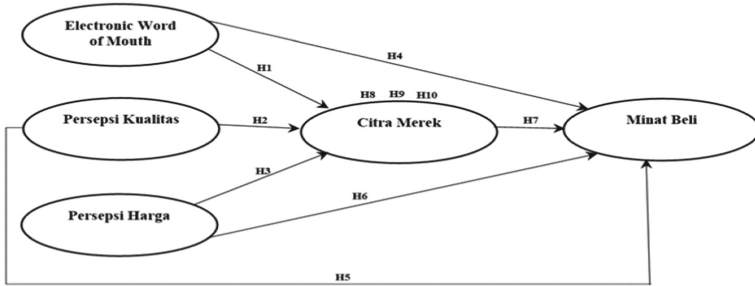


Fig. 1. Research Model

This research makes Roughneck 1991 products the object of research, and the subjects in this study are consumers/customers of local fashion products who live in Yogyakarta. This study used primary data, where the source came from questionnaires through Google forms distributed to consumers/customers of local fashion products who live in Yogyakarta-using sampling technique and a non-probability sampling method with a purposive sampling technique, with sample criteria such as having visited an official store on e-commerce or Roughneck 1991 social media, having an interest in Roughneck 1991 products and being  $\geq 17$  years old. With 232 samples, this study used SEM analysis or the Goodness of fit test assisted by the AMOS (Analysis of Structural Moment) statistical application program. Validity test using Confirmatory Factor Analysis (CFA), and reliability testing in this study using Construct Reliability (CR) (Fig. 1).

### 4 Result and Discussion

#### 4.1 Validity Test and Reliability Test

This test states the results of this study’s overall hypothesis testing, specifically the Confirmatory Factor Analysis and Construct Reliability tests. From this hypothesis’s comprehensive testing, all indicators must meet valid and reliable criteria for further analysis (Table 1).

#### 4.2 The Goodness of Fit Test

Next is to test the fit test of the SEM model to find out whether the model created is based on observational data under the theoretical model or not and find out how far the hypothesized model is said to “Fit” by looking at the measurement results adjusted for the cut-off value or limits on each index on SEM analysis. The results of the Goodness of fit are presented in the table below (Table 2).

**Table 1.** Confirmatory Factor Analysis Test Results and Construct Reliability Test

Constructions & Indikators	Standardized Loading Factor	Standard Loading2	Measurement error	AVE	
<b>Electronic Word of Mouth (CR = 0.877)</b>					
I read online reviews of 1991 Roughneck products from other consumers (EWOM1)	0,811	0,685	0,342	0,589	
I gathered information about the 1991 Roughneck product from consumer reviews via the internet (EWOM2)	0,785	0,616	0,384		
I asked other people about Roughneck 1991 products online (EWOM3)	0,718	0,516	0,484		
I am worried about purchasing without reading online reviews for Roughneck 1991 (EWOM4) products	0,785	0,616	0,384		
I feel more confident about purchasing after reading online reviews for Roughneck 1991 (EWOM5) products	0,733	0,537	0,463		
<b>Perceived Quality (C.R = 0.904)</b>					
Roughneck 1991 product has the quality according to my expectations (PK1)	0,789	0,632	0,337	0,609	
Roughneck 1991 products offer prices according to their quality (PK2)	0,808	0,653	0,347		
Roughneck brand 1991 is a popular brand (PK3)	0,787	0,619	0,381		
Roughneck product 1991 is comfortable when used (PK4)	0,785	0,616	0,384		
1991 Roughneck product easy to get (PK5)	0,783	0,613	0,387		
Roughneck products are reliable fashion products (PK6)	0,730	0,533	0,467		
<b>Price Perception (C.R = 0.883)</b>					
Roughneck 1991 product quality according to the price offered (PH1)	0,800	0,640	0,360		0,653
Roughneck 1991 products have very competitive prices (PH2)	0,843	0,711	0,289		
Affordable 1991 Roughneck Products (PH3)	0,840	0,706	0,294		
Roughneck product 1991 useful (PH4)	0,746	0,557	0,443	0,694	
<b>Brand Image (C.R = 0.900)</b>					
The Roughneck 1991 brand is a local product brand that is dominant compared to other local brands (CM1)	0,768	0,590	0,410		
The Roughneck 1991 brand is a well-known local product brand (CM2)	0,869	0,755	0,245		
Roughneck brand 1991 is a brand known to many (CM3)	0,844	0,712	0,288		
Roughneck 1991 brand is a trusted local product brand (CM4)	0,847	0,717	0,283		
<b>Buying Interest (C.R = 0.889)</b>					
I often look for information about the product Roughneck 1991 (MB1)	0,826	0,682	0,318		0,666
I've recommended Roughneck 1991 products to others (MB2)	0,825	0,682	0,319		
I am interested in buying a 1991 Roughneck product after receiving information regarding the product (MB3)	0,816	0,666	0,334		
Roughneck 1991 product is the product that I prioritize buying (MB4)	0,798	0,637	0,363		

**Table 2.** The Goodness of Fit Test Result

The goodness of the fit index	Cut-off Value	Measurement results	Model
Chi-Square	Expected small	381.139	Not
Significant Probability	≥ 0,05	0,000	Not
RMSEA	< 0,08	0,056	Fit
GFI	≥ 0,90	0,881	Marginal
AGFI	≥ 0,90	0,851	Marginal
CMIN/DF	≤ 2,0	1,732	Fit
TLI	≥ 0,90	0,949	Fit
CFI	≥ 0,90	0,947	Fit
NFI	≥ 0,90	0,903	Fit
PNFI	0,60-0,90	0,785	Fit
PGFI	≥ 0,90	0,703	Tidak Fit

### 4.3 Hypothesis Test

Hypothesis data analysis can be seen from the standardized regression weight value, which shows the coefficient of influence between variables. This test answers the research problem formulation and analyzes the structural model relationship. The following are the results of the relationship between variables (Table 3).

#### H1: The Influence of Electronic Word of Mouth on Brand Image

Table 4.19 shows a regression weight coefficient of 0.320 and a CR of 4.327, and a P value of 0.000 so that it meets the criteria of a value ( $p < 0.05$ ). The relationship between electronic word of mouth and brand image is positive because the better word of mouth,

**Table 3.** Results between variables

		Estimate	SE.	CR.	P	Hypothesis
Electronic word of mouth	→ Brand Image	.320	.074	4.327	***	Significant Positive
Perceived Quality	→ Brand Image	.351	.086	4.083	***	Significant Positive
Price Perception	→ Brand Image	.341	.093	3.666	***	Significant Positive
Electronic word of mouth	→ Purchase Interest	.149	.075	1.983	.047	Significant Positive
Perceived Quality	→ Purchase Interest	.183	.086	2.120	.034	Significant Positive
Price Perception	→ Purchase Interest	.188	.093	2.016	.044	Significant Positive
Brand Image	→ Purchase Interest	.604	.099	6.094	***	Significant Positive

the better the brand image. Thus, electronic word of mouth positively and significantly affects brand image.

**H2: The Influence of Perceived Quality on Brand Image**

Table 4.19 illustrates a regression weight coefficient of 0.351 and a CR of 4.083, and a P value of 0.000 so that it meets the criteria of a value ( $p < 0.05$ ). The relationship between perceived quality and brand image is positive because the better the perceived quality, the better the brand image. Thus, perceived quality has a positive and significant effect on brand image.

**H3: The Influence of Perceived Price on Brand Image**

Table 4.19 illustrates a regression weight coefficient of 0.341 and a CR of 3.666, and a P value of 0.000 so that it meets the criteria of a value ( $p < 0.05$ ). The relationship between price perception and brand image is positive because the better the price perception, the brand image will improve. Thus, price perception positively and significantly affects brand image.

**H4: The Influence of Electronic Word of Mouth on Purchase Intention**

Based on Table 4.19, the regression weight coefficient is 0.149. The CR is 1.983 and has a P value of 0.047, so it meets the value criteria ( $p < 0.05$ ). So this states that the relationship between electronic word of mouth and purchase intention is positive because the better the electronic word of mouth, the higher the purchase intention. Thus, electronic word of mouth positively and significantly affects purchase intention.

**H5: The Influence of Perceived Quality on Purchase Intention**

Table 4.19 illustrates a regression weight coefficient of 0.183 and a CR of 2.120, and a P value of 0.034 so that it meets the criteria of a value ( $p < 0.05$ ). The relationship between perceived quality and purchase intention is positive because the better the quality perception, the higher the purchase intention. Thus, perceived quality positively and significantly affects purchase intention.

**H6: The Influence of Perceived Price on Purchase Intention**

Based on Table 4.19, a regression weight coefficient is 0.188, a CR of 2.016 and a P value of 0.044, so it meets the criteria of a value ( $p < 0.05$ ). The relationship between price perception and purchase intention is positive because the better the price perception, the

higher the purchase intention. Thus, price perception positively and significantly affects purchase intention.

#### **H7: The Influence of Brand Image on Purchase Intention**

Table 4.19 shows that the regression weight coefficient is 0.604 and the CR is 6.094, with a P value of 0.000 to meet the criteria of a value ( $p < 0.05$ ). The relationship between brand image and purchase intention is positive because the better the brand image, the higher the purchase intention. Thus, brand image positively and significantly affects purchase intention.

#### **H8: The Influence of Electronic Word of Mouth on Purchase Intention Mediated by Brand Image**

In this study, to find out how the effect of electronic word of mouth on purchase intention mediated by brand image is by comparing the direct effect value of 0.131 with the indirect effect value of 0.171, where in this study, electronic word of mouth positively and significantly affects purchase intention through brand image. Based on the results showing the value of the direct effect  $<$  indirect effect, there is an indirect effect between the electronic word of mouth on buying interest.

#### **H9: The Influence of Perceived Quality on Purchase Intention Mediated by Brand Image**

This study aims to find out how the influence of perceived quality on purchase intention is mediated by brand image by comparing the direct effect value of 0.152 with the indirect effect value of 0.177. In this study, perceived quality positively and significantly affects purchase intention through brand image. Based on the results showing the value of the direct effect  $<$  indirect effect, there is an indirect effect between perceived quality and purchase intention.

#### **H10: The Influence of Perceived Price on Purchase Intention Mediated by Brand Image**

This study aims to find out how the influence of price perceptions on purchase intention is mediated by brand image by comparing the direct effect value of 0.154 with the indirect effect value of 0.170, where in this study, price perception positively and significantly affects purchase intention through brand image. Based on the results showing the value of the direct effect  $<$  indirect effect, there is an indirect effect between perceived price and purchase intention.

## **5 Conclusions**

Based on data analysis and hypothesis testing carried out using Structural Equation Modeling (SEM) modeling with the Amos program regarding the influence of electronic word of mouth, perceived quality and perceived price on buying interest mediated by brand image, electronic word of mouth had an effect positive and significant impact on Brand Image on Roughneck 1991 products, Perceived quality had a positive and significant effect on Brand Image on Roughneck 1991 products, the perceived price



had a positive and significant effect on Brand Image on Roughneck 1991 products, Electronic word of mouth had a positive and significant effect on Purchase Intention on Roughneck 1991 products. Perceived quality positively and significantly affected the purchase intention of Roughneck 1991 products. Price perception positively and significantly affected purchase intentions on Roughneck products in 1991, and brand image positively and significantly affected interest. Buying interest in Roughneck 1991 products, electronic word of mouth indirectly affected Buying Interest in Roughneck 1991 products mediated by Brand Image. Perceived quality indirectly affected Buying Interest in Roughneck 1991 products mediated by Brand Image. Perceived price had an indirect effect directly to Buying Interest in Roughneck 1991 products mediated by Brand Image.

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