THE INFLUENCE OF WORD OF MOUTH AND BRAND IMAGE AGAINST PRODUCT PURCHASING DECISIONS APPLES

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Abstract

This study aims to determine the effect of word of mouth and brand image on purchasing decisions for Apple products. This research was conducted on users of Apple brand products. The population in this study are people who use Apple brand products. The technique used in this writing test uses a purposive sampling technique, namely a sampling technique with certain considerations. Data collection was carried out by providing a list of questions to respondents and tested using the SPSS data analysis method. Based on statistical tests, the results showed that word of mouth had a direct positive and significant effect on purchasing decisions, while brand image had a direct positive and significant effect on purchasing decisions. There is a significant influence between Word Of Mouth on purchasing decisions. And there is a significant influence between Brand Image on purchasing decisions.

INTRODUCTION

Current technological developments globally have a huge impact on human life, wrong only one in telecommunications sector, such as smartphones. Smartphones are currently equipped with various features such as video audio player (MP3) applications, digital cameras, games, internet services, e-mail as well social media. Every class of society from the lower class to the top can use a smartphone for spreading needs, whether for business, family, or other needs. Seeing from various kinds the brand of smartphone, there is the Apple smartphone brand which is becoming one of the brands that is increasingly being used its sales are increasing in the Indonesian market, because the quality of products released by Apple is starting to improve from smartphones, macbooks, and others are very high quality and Apple is also a brand that innovative as well as creative.

According to data from the Central Bureau of Statistics, in the last five years the use of Information Technology as well Communication (ICT) in Indonesia show development which rapidly.
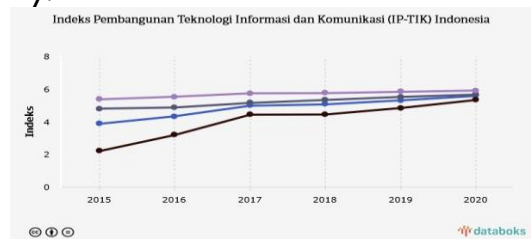

Figure 1. ICT Statistics

The development of several indicators of the use of ICT in Indonesia provides data on the development of indicators The fastest growing ICT is seen in household internet use which reached 78.18 percent. The growth in internet use in households is also followed by the growth in the population that uses it Cellular telephones in 2020 reached 62.84 percent. Computer ownership in households in 2020 increased to 18.83%. The population using the internet has also increased over the years period from 2016 to 2020, which is indicated by the increasing percentage of the population accessing internet in 2016 around 25.37% to 53.73% in 2020. in contrast to telephone ownership fixed cables in households have decreased from year to year, in 2016 the percentage of households ladder who owns/controls phone cable more less 3.49%, down to 1.65% in year 2020.
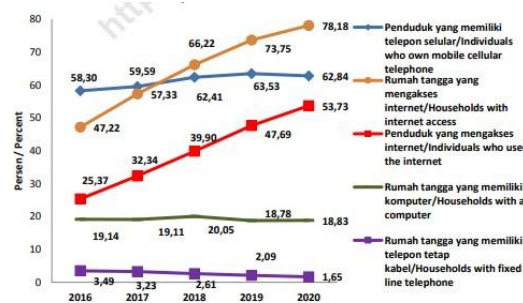
Figure 2. Precentage of Households

The demand for a product of higher quality produces a company with a reputation competition to increase product quality and maintain the brand image of the products they have. Philip Kotler & Armstrong, (2014) states that brand image is a set of beliefs about a brand called brand image. A strong brand image can provide several primary advantages for a company one will form a competitive advantage. Brand image is what is perceived by consumers about a brand. A consumer describes what what they think about a brand and how they feel about it when they think about it (Sinurat et al., 2017). At its appearance, Apple has an image that will make its users look glamorous as well raise prestige. The decision to buy a product is strongly influenced by the evaluation of the form quality the product, even the company determine value sell (price) tall one like price which offered by the Apple brand, which is relatively high in price. The factors that form the brand image according to Fajrianthi in Tanoni in (Waskita & Yuniati, 2016), are as follows: Quality or quality, trustworthy or dependable, usability or benefit, service, risk, price, image owned by brand that alone.

Word of Mouth is a marketing activities in providing information a product or service from one consumer to consumer other for talk about, promote and want to selling a brand to others (Priansa 2017: 339). Word of Mouth is a form of promotion which conducted consumer for convey and inform to consumer other about experience they he finished consume or use a product or service. Word process of This mouth can happen because every day people talk to each other, where they exchange ideas with each other exchange of opinions, mutual comments, mutual exchange of issues and other communication processes. Word Of Mouth too it means origin information which very Trusted. Comment positive originated from customer which satisfied in increased purchases, while negative comments from dissatisfied customers reduced sales. word Of

Mouth very take effect on purchase product which need experience a and have level risk which tall. Fang, et al (2011) state that consumer which active look for information word Of Mouth usually more involve word Of Mouth in in taking purchase decision and more possible spread information word Of Mouth to others. According to Bickart & Schindler in Sari, (2016) communication word of Mouth usually consists from words which be spoken and exchanged with a friend or relative in a face-to-face situation. Meanwhile, according to Jalilvand in (Aghniyah, 2019) word of Mouth have role important in in influence formation attitude and behavior consumer. According to Ngan and Chinh (2020: 9) promotion mouth to mouth is communication marketing informal in where customer send message to person other about ownership, use, characteristics product or service, and seller. In the book which title Management Marketing Kotler and Keller expose that word of mouth communication is process communication oral, written and electronic which form gift recommendation good in a manner individual nor group to something product or service which aim for give information in a manner personal or form experience buyer in use product or service (Kotler & Keller, 2016: 174).

Based on gs.statcounter.com data, Apple is ranked fifth in market data Indonesia. In 2020, the highest data obtained gave 8.7% in November 2020 and experience decline Becomes 7.75%. reality fluctuation decline sale will disturb continuity company.

Date	Samsung	Oppo	Xiaomi	Mobicel	Apple	Realme	Asus	Vivo	Unknown	Huawei	Lenovo	Infinix	Sony	BBK	Nokia
2020-02	24.73	20.58	20.61	11.05	7.06	3.42	3.3	0	2.92	1.12	0.99	0.38	0.73	0.66	0.56
2020-03	24.76	20.71	20.26	11.27	7.16	3.63	3.2	0	2.92	1.09	0.95	0.42	0.68	0.65	0.47
2020-04	25.01	20.67	20.15	11.18	7.76	3.67	3.16	0	2.39	1.08	0.92	0.43	0.66	0.64	0.5
2020-05	24.91	20.62	19.8	11.4	7.86	3.72	2.97	0	2.88	1.05	0.83	0.47	0.63	0.6	0.51
2020-06	24.38	20.55	19.83	11.94	7.5	3.96	2.84	0	3.37	1	0.76	0.49	0.62	0.55	0.46
2020-07	24.24	20.41	20.2	12.36	7.25	4.2	2.79	0	3.05	0.99	0.76	0.53	0.62	0.53	0.46
2020-08	24.19	20.68	20.07	12.88	7.63	4.55	2.7	0	1.89	0.98	0.72	0.59	0.6	0.53	0.45
2020-09	23.26	21.4	19.78	13.25	7.93	5.32	2.46	0	1.54	0.91	0.6	0.74	0.54	0.49	0.42
2020-10	23.73	22.12	20.31	10.24	8.27	5.68	2.45	0.02	2.2	0.92	0.57	0.87	0.53	0.46	0.42
2020-11	26.19	24.89	21.77	0	8.71	6.3	2.49	0.09	4.19	1.01	0.62	1.03	0.55	0.43	0.44
2020-12	23.33	22.11	19.95	0	7.5	6.09	2.22	12.33	1.68	0.88	0.53	0.98	0.49	0.36	0.41
2021-01	23.41	22.11	19.61	0	7.37	6.16	2.15	12.52	1.78	0.88	0.53	1.08	0.48	0.35	0.38
2021-02	23.08	22.09	19.72	0	7.75	6.33	2.08	12.53	1.66	0.85	0.5	1.09	0.46	0.33	0.38

Figure 3. Ranked Data

Based on studies which previously has conducted, there is a number of difference about word of Mouth marketing and Image Brand to decision purchase brands apples. Results research conducted by Koerniawan Hidajat and Dini Diovana Koesumaningrum (2021) shows that word Of Mouth in a manner direct no take effect positive and significant to Image Brand. Meanwhile, word of mouth has a positive and significant direct effect on purchasing decisions. Then, no there is influence which positive significant Among Image Brand to Decision Purchase. While there is a positive and significant influence between Word Of Mouth and Brand Image on Decision Purchase.

Based on the background above, before the writer was interested in doing research to find out the extent to which word of mouth and brand image affect consumer buying interest in the product marketed by brands apples. For that writer do research with the title "Influence word of Mouth and Image Brand To Interest Buy apples"

Theoretical Background

   a. **Word of Mouth**

      Word of mouth communication occurs when customers start talking about their ideas about services, brands, and the quality of the products they use to others. Word Of Mouth (WOM) is communication by word of mouth about an assessment or view of a product or services, either to two or more people for the purpose of providing personal information. Temporary that, word of mouth also Becomes wrong one strategy which most effective which very take effect in consumer decisions in using products or services, as well as word of mouth can also build a sense customer trust (Joesyiana, 2018, p. 73). Word of Mouth is one of the most powerful media in communicating a product or service to two or more people, because basically humans will more interested in products or services that have been purchased by someone be it friends, neighbors or family. They also trust more and are more affected by their actions, than by people who have never purchased this product. This happens because consumers first see and observing the product that will be purchased from friends, neighbors and family, so that the information obtained from friends, neighbors and family will reduce the risk of buying. Apart from that, the information you get based on word of mouth communication (WOM communication) can also reduce the search for information. from friends will be more trusted than information obtained from advertisements. Whereas if there is Consumers who spread their opinions about the goodness of the product are called positive word of mouth. but if there are consumers who spread their opinions about the badness of the product, it is called word of negative mouth. (Alvionita, 2017, p. 3). Word of mouth is referred to as word of mouth communication mouth which is known as "gotok tulular". Word of mouth communication is a promotional activity carried out by consumers who offer products voluntarily, where they will tell the product us and suggest to others to consume or use the product. (Pratiwi, 2017, p. 7). Based on this explanation, it can be concluded that word of mouth is a the easiest marketing activity which provides positive information to others about the product or services they have received so as to encourage other potential customers to buy something the same product or service. According to Ningsih & Hidayat, (2017) word of mouth consists of two factors, namely factor emotional and factor cognition. And there is five element base which must noticed in using profitable WOM, namely talkers (speakers), topics (topics), tools (tools), talking part (participation) and tracking (supervision). According to Fridayanthie, (2017) word of mouth happened through two the sources that created it, namely the reference group (reference group) and opinion leaders. And word of mouth as a marketing effort that triggers consumers to talk about, promote, recommend, and sell our products/brands to other customers. Word of mouth usually comes from consumers who feel satisfied with the product or service they get. According to Ali, (2020) there are 3 word of indicators mouth ie :

      1)   talking about with items experience positive, quality product

      2)   Recommend with items friend, family

      3)   Push with items persuade friend, invite family.

   b. **Image Brand**

      The American Marketing Association defines a brand as a name, term, sign, symbol or design, or a combination thereof, meant for identify goods or services from wrong one seller or group of sellers and differentiate the brand from competitors. According to Kotler

and Keller (2016: 274) brand image is the public's perception of the company or its products. In research Bilgin (2018: 132) explains that brand image as "consumer perceptions of and preference for a brand, is reflected in the various types of brand associations held in memory consumer". Brand image contains information and ideas that consumers have about various brand products and product features. According to Kotler and Keller (2016: 347) which is a benchmark or indicator of brand image among them is as follows:

1. Introduction (Recognition)

The level of recognition of a brand by consumers, if a brand is not known then the product is branded must be sold by relying on the lowest price such as logo recognition, tagline, product design or anything else as identity from brand the.

2. Reputation (Reputation)

Is a fairly high level of reputation or status for a brand because it has more track With a good record, a brand that consumers like will be easier to sell and a product that is perceived have quality which tall will have reputation which good. Like perception from consumer and quality product.

3. Power pull (Affinity)

It is an emotional relationship that arises between a brand and its consumers seen from price, satisfaction consumer and association level.

4. Faithfulness (loyalty)

concerning how much big faithfulness consumer from something product which use brand which concerned.

c. Purchase Decision/Interest Buy Consumer

Could said that interest purchase is statement mentally from consumer which reflects plans to purchase a number of products with certain brands (Priansa, 2017). Then Kinnar and Taylor (Fitria, 2018), buying interest is a part of the components of consumer behavior in consuming attitude and a person's tendency to be able to act before the purchase decision actually right done. Furthermore, buying interest can also be interpreted as something that arises by itself after receiving stimulation from the product he saw, from there an interest in buying it arises (Febriani & Dewi, 2018). Meanwhile, according to Swastha and Irawan (Priansa, 2017) said that the factors Factors that influence buying interest are related to emotional feelings, if someone feels happy and satisfied in buying goods or services can strengthen the intention to buy however, usually failure lose interest. If consumers are never aware of their needs and desires, then they will not there is a purchase going on. Recognition of the problem (problem recognition) can occur when consumers see there is a difference between what you have and what you need. Based on his introduction will problem next consumer look for or gather information as much possible about product which wanted. There is two source information used consumer moment evaluate a need physique, ie individual perception from appearance physique seen and source information outside like perception other consumers. Based on which has explained previously, interest buy influenced by a number of factor that is, culture, social, personal, psychological, desire, community demands, influence advertisement and feeling emotion.

d. Research Hypothesis About the Relationship Between Variables
The relationship between word of mouth on purchasing decisions

According to Robert East (2007) states that positive word of mouth communication influencing purchasing decisions as much as 66% of individuals while negative word of mouth communication 51% of individuals in making purchasing decisions. Several previous studies have explained the significant relationship and influence of word of mouth communication on purchasing decisions.

H1: Word of Mouth has an effect on purchasing decisions

The relationship between brand image and purchasing decisions

According to research conducted by (Rosyid et al., 2013) brand image has a positive effect on purchasing decisions. Increasing the positive brand image will have an impact on purchasing decisions (Sivaram et al., 2019). According to (Chovanová et al., 2015) that brands have an effect on the customer's decision-making process. (Foster, 2017) Brand image has a positive effect on purchasing decisions. (Suhaily, 2017) Brand image has a positive effect on purchasing decisions.

H2: Brand image has an effect on purchasing decisions.

Based on the theories that have been described in the theoretical studies and previous research studies, then can be described systematically the relationship between variables in the making of research thinking framework like on picture under this :
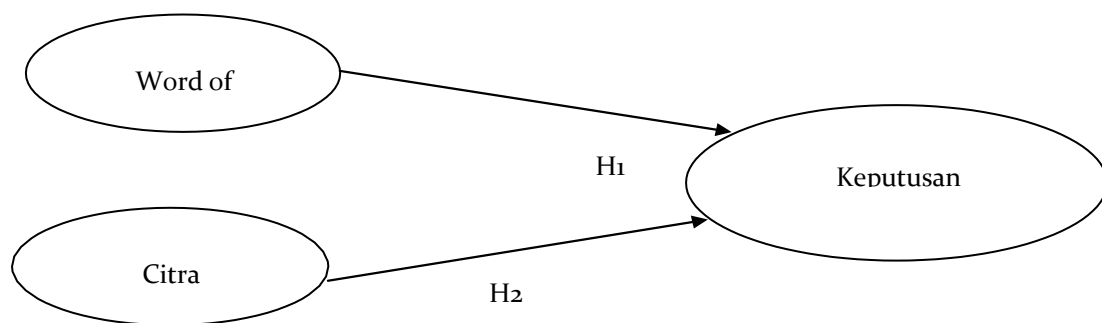As for framework study as following;

Figure 4. Research Model

METHODS

This type of research uses a quantitative research design. According to Sugiyono (2013:13) method Quantitative research can be interpreted as a research method based on the philosophy of positivism, used for research on the population or certain sample, general sampling technique conducted in a manner random, collection data use instrument study, analysis data characteristic quantitative/statistical with the aim of testing the hypotheses that have been set. Data used in this research is primary data. Primary data is data obtained directly (from hand first) from the object under study, from individual objects (respondents). An example of primary data is data that obtained

from respondents through questionnaires, focus groups, and panels, or also data from interviews with researchers with source person. Data which used in study this is primary data.

In this study the sampling technique used was purposive method sampling. Respondent criteria in this study are consumers who are interested and want to use product from the Apple brand. This method has the advantage that the implementation of the research achieved is relatively more fast and relatively cheap. The number of samples in this study were 117 respondents. This research uses type of quantitative research. The data collection technique in this study was a survey using questionnaire. In conducting a survey the researcher is better able to understand the context of the data in the whole situation social, so will could obtained view in a manner thorough and obtain description which more comprehensive. The survey was conducted by giving questionnaires to consumers who had used and interested in Apple brand products. The data analysis technique that will be used is by using SPSS software and what will be tested is validity test, reliability test, classic assumption test, linear regression analysis double, test F, and test Q.

RESULTS AND DISCUSSION

Result

This study collected data using a questionnaire. Of the 117 respondents, it is known that the characteristics of respondents based on gender, age, occupation, income, type of product purchased, and the average purchase made. There were 80 female respondents who filled out this questionnaire with a percentage of 68.4%, and 37 male respondents with a percentage of 31.6%. Judging from the age characteristics, the age range that uses Apple products the most is the age of 20-29 years, as many as 61 respondents with a percentage of 52.1%. Student respondents who used Apple products 100 at most were respondents with a percentage of 85.5%, respondents who were students were 5 respondents with a percentage of 4.3%, and who worked were 10 respondents with a percentage of 8.5%. Viewed from income, 61 respondents with income <Rp. 500,000 with a percentage of 52.1%, which earns Rp. 500,001 -Rp. 2,000,000 are 33 respondents with a percentage of 28.2%, respondents with an income of Rp. 2,000,001 -Rp. 5,000,000, namely 17 respondents with a percentage of 14.5%, and those who earn> IDR 5,000,000 as many as 6 respondents, namely 5.1%. Judging from the type of product purchased, iPhone has the most respondents, namely 102 respondents with a percentage of 87.2% compared to other types of products. Judging from the average purchase, many people spend Rp. 5,000,001 – Rp. 10,000,000 with a total of 47 respondents and a percentage of 40.2%.

Validity test

Provisions for testing the validity test, according to Sugiyono (2013), are conditions that must be met for this test must have the following criteria:

a. If r ≥ 0.30, then the question items from the questionnaire are valid,

b. If r ≤ 0.30, then the question items from the questionnaire are invalid.

Table 1. Validity Test Word of Mouth

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.550	0.30	VALID
2	Q2	0.575	0.30	VALID
3	Q3	0,743	0.30	VALID
4	Q4	0.725	0.30	VALID
5	Q5	0.696	0.30	VALID
6	Q6	0,811	0,30	VALID
7	Q7	0,814	0,30	VALID

Table 2. Validity Test Brand Image

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.758	0.30	VALID
2	Q2	0.861	0.30	VALID
3	Q3	0.839	0.30	VALID
4	Q4	0.873	0.30	VALID
5	Q5	0,792	0,30	VALID
6	Q6	0,828	0,30	VALID

Table 3. Validity Test Purchase Decisions

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.756	0.30	VALID
2	Q2	0.667	0.30	VALID
3	Q3	0.769	0.30	VALID
4	Q4	0,770	0,30	VALID
5	Q5	0,832	0,30	VALID
6	Q6	0,833	0,30	VALID
7	Q7	0,726	0,30	VALID

Reliability Test

Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. To find the reliability value, the writer will use the Cronbach Alpha technique. with Cronbach's alpha test. A variable is said to be reliable if it gives a Cronbach's alpha value > 0.60

Table 4. Reability Test

Number	Variabel	Cronbach's Alpha	Critical Value	Explanation
1	Word of Mouth	0.833	0.60	Realibel
2	Brand Image	0.905	0.60	Realibel
3	Purchase Decisions	0.872	0.60	Realibel

Classic Assumption Test

This test is intended to determine whether the data is normally distributed or not. The normality test can be carried out using the one sample Kolmogrov-Smirnov test with a significance level of 0.05. If sig > 0.05, then the data is normally distributed and vice versa, if sig < 0.05, then the data is not normally distributed.

This test aims to determine whether there are symptoms of multicollinearity in the regression model. There are 2 ways to make a decision on the multicollinearity test, namely

by looking at the tolerance value and the VIF value (Variance Inflation Factor). If the tolerance value is > 0.1 and the VIF value is < 10, then multicollinearity does not occur.

Table 5. Multicollinearity Test

Model	Collinearity Statistics	
1 (Constant)	Tolerance	VIF
Word of Mouth	0.590	1,696
Brand Image	0.590	1,696

Based on the results of the multicollinearity test in the table above, the results of the Multicollinearity Test show that the tolerance value of the two independent variables is > 0.1 and the VIF value is < 10, that it can be concluded that there are no symptoms of multicollinearity

Multiple Regression Analysis

Multiple linear regression tests are used to determine the effect of two or more independent variables on one dependent variable. Based on the table above, the calculation results for Adjusted R Square (R 2) are 0.608 or 60.8%. This shows that the independent variables (Word of Mouth and Brand Image) are able to explain the dependent variable (Purchase Decision) of 60.8%. While the remaining 39.2% is influenced by other variables not examined in this study.

Table 6. Multiple Regression Analysis

Model	R	R Square	Adjusted R Square
1	0.784	0.614	0.608

T Test and F Test

The t test is used to determine the effect of each independent variable on the dependent variable . The t test in this study uses a significance value of 0.05 and compares t count with t table , if the significance value is <0.05 and t count > t table, then the independent variable partially has a significant effect on the dependent variable.

Table 7. T test

Model	Sig
Word of Mouth	0.618
Brand Image	0.000

Based on the table above, the results of the analysis are as follows:

1.Word of Mouth variable

The t-count value is 6.541 with a significance value of 0.000, then the t-count value is 6.541 > t-table which is 1.981 and the sig value is 0.000 <0.05, which means the hypothesis is accepted, then Word of Mouth influences Purchase Decision

2. Brand Image Variables

The t-count value is 4.807 with a significance value of 0.000, then the t-count value is 4.807 > t-table which is 1.981 and the sig value is 0.000 <0.05, which means the hypothesis is accepted, so Brand Image affects Purchase Decision

The F test is used to determine whether the independent variables jointly or simultaneously affect the dependent variable n. The F test in this study uses a significance value of 0.05 and compares F count with F table, which determines if the significance value is

<0.05 and F count > F table, then all independent variables have a jointly significant effect on the variable dependent.

Table 8. F Test

Model	F	Sig.
Regression	90,026	0.000

Based on the results of the F test, the calculated f value is 90.026 and a significance value of 0.000. The value of f count > f table (90.026 > 3.08) and a significance of 0.000 <0.05, which means the hypothesis is accepted, Word of Mouth and Brand Image together or simultaneously influence Purchase Decision.

Discussion
Effect of Word of Mouth on Purchase Decision
Sernovitz (2009) explains word of mouth communication is: "is about real people talking to each other, customer to customer, instead of marketing doing the talking". Santoso (2009) defines word of mouth is: "people who talk to one each other about the experience of using a product and recommend it as a substitute for the marketer conducting the conversation." Based on the research, the t-count value is 6.541 with a significance value of 0.000, then the t-count value is 6.541 > t-table which is 1.981 and the sig value is 0.000 <0.05 which means the hypothesis is accepted, then Word of Mouth influences the Purchase Decision. This study supports previous research. And supports research conducted by Koerniawan and Dini Diovana Koesumaningrum (2021) which states that word of mouth partially influences purchasing decisions.

Effect of Brand Image on Purchase Decision
Good quality products will certainly give a sense of satisfaction in the minds of consumers. Satisfied consumers will definitely make repeat purchases. Companies that have strong brands and loyal consumers tend to make employees proud and satisfied with their work. With a strong brand base, loyal consumers may not be blamed if the company makes a small mistake. The positive attitude of consumers towards the brand will become a company asset because a very deep positive attitude helps consumers to forget various mistakes that the company may have accidentally made. Based on the research, the t-count value is 4.807 with a significance value of 0.000, then the t-count value is 4.807 > t-table which is 1.981 and the sig value is 0.000 <0.05 which means the hypothesis is accepted, so that Brand Image influences Purchase Decisions. This study does not support previous research. However, it supports research conducted by Agung Triyono and Dewi Noor Susanti (2021) which states that brand image partially influences purchasing decisions.

Conclusion
From the results of the research and discussion above, it can be concluded that Word of Mouth and Citra Brand positive significant Brand Purchase Decision Apples. So that the results of this study show results which take effect and significant to want consumer in buy product from brands Apples. For further researchers who want to develop this research, it can be suggested to expand the object study not only in electronics but also in fashion and other related products with word of Mouth and Brand

Image.

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