

THE ROLE OF BRAND IMAGE IN MEDIATING THE INFLUENCE OF POSITIVE WORD OF MOUTH ON CONSUMER'S PURCHASE INTENTION

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Abstract

Word of mouth in general is an action performed by consumers in providing information personally to other consumers and positive word of mouth can build brand images which make consumers have the intention to purchase the product. The aim of this research is to determine the role of brand image in mediating the influence of positive word of mouth on the intention to purchase Teh Pucuk Harum tea products in Denpasar City. To determine the sample in this research, the purposive sampling method is used and the total sample is 110 respondents. Data collection is conducted by spreading questionnaires which consists of 11 indicators utilizing the Likert scale. The data analysis technique used in this research is the confirmatory factor analysis and the path analysis, followed by the Sobel test to examine the hypothesis regarding the mediation role. Results of this research show that positive word of mouth and brand image significantly and positively influence purchase intention. In addition, brand image is able to significantly mediate the influence of positive word of mouth on purchase intention. This result explains that highly positive word of mouth can improve the brand image of a product which will

influence consumer's intention to purchase the product. The implication of the research result strengthens the existing theory in which positive word of mouth and brand image influence purchase intention and brand image is capable of being the mediator variable. Furthermore, consumers stated that knowing the product and receiving recommendations would make them be more interested to try the product. Some recommendations for the producers are they should make use of consumer's satisfaction experience in order to build positive word of mouth, and add in more product variants to create better brand image in which afterwards may attract consumer's intention to purchase Pucuk Harum Tea.

Keywords: Word of mouth, positive word of mouth, brand image, purchase intention, and consumer's purchase intention

INTRODUCTION

The science and world of marketing are advancing very dynamically in the current era, added with the development of consumer behavior from time to time, producers must be more adaptive in conducting continuous research and developments so that the products and marketing strategies used can be implemented accurately and in accordance to the market condition today. By understanding consumer behavior, more ideas can be developed for strategies to attract the intention of consumers to purchase a product (Aditya and Wardana, 2017). Along with the increasingly high purchasing power of the people and the demand for lifestyle by the urban people in big cities, there is an increase in the consumer's preference for packaged tea drinks compared to tea drinks which still need to be processed.

The statement of the Ministry of Industry, Airlangga Hantanto, on Thursday the 9th of March 2017 quoted from www.indonesiaoversight.com, explained that the soft drink industry in Indonesia has a bright prospect which should be developed, with a growth of 6% to 7% in 2016 and has been predicted to experience continuous growth. There are some packaged tea producers that market their products in Indonesia, such as Teh Botol Sosro, Freastea, Ultra Teh Kotak, Fruit Tea, ABC Teh Kotak, Teh Pucuk Harum, Teh Gelas, and Tekita. The large number of packaged tea producers competing in Indonesia has made packaged tea producers put in effort to differentiate the product they sell to attract the consumers' interest.

Teh Pucuk Harum which is produced by Mayora Indah Limited Company (Ltd.) is one among the consumer products business groups in Indonesia, which was established on the 17th of February 1997. Teh Pucuk Harum has a tagline "*Rasa teh terbaik ada di pucuknya*" (The best flavor of tea is on it's tip). This is unique in itself, because Teh Pucuk Harum educates the

people by informing that the best flavor of tea is attained from the tip of the tea leave. Teh Pucuk Harum which is produced by Mayora Indah Ltd. is still considered as a new player over the last five years, but has already been able to lead in terms of market share for packaged tea drinks. In Table 1, the top brand index in the category of readily drinkable packaged tea is displayed.

This data is obtained by evaluating 3 main aspects in the top brand index (TBI) namely, mind share, which in this top brand award is evaluated from the brand's power in the consumers' mind. Market share, which in this top brand award is viewed from the currently used products. The last is commitment share, which is viewed from consumer's intention to purchase products from a brand in the future.

Table 1. Top Brand Index in the Packaged Tea Drink Category

Brand	TBI	TBI
	(2015 Phase 1)	(2016 Phase 1)
Teh Botol Sosro	47,8%	33,8%
Freastea	15,2%	7,2%
Ultra Teh Kotak	9,1%	8,1%
Fruit Tea	4,8%	-
ABC Teh Kotak	4,6%	-
Teh Pucuk Harum	4,1%	24,8%
Teh Gelas	3,6%	13,1%
Tekita	3,4%	-

Source: *Top Brand Award, 2017*

The data in Table 1, which was attained from the website of the Top Brand Award, shows that the Top Brand Index (TBI) of Teh Pucuk Harum has experienced a significant growth, previously at 4,1% in 2015 became 24,8% in 2016, and has placed Teh Pucuk Harum in the second rank. According to the data from *Asosiasi Pengusaha Ritel Indonesia* (Aprindo) or the Retail Businessmen Association of Indonesia, Teh Pucuk Harum has successfully recorded sales growth in terms of value and volume at 35,3% and 28,1% respectively over the year of 2016 (marketeers.com).

Growth in sales followed by the significant increase in TBI indicates that there are good acceptance and assessments on the product, and based on the experience after consuming the product, this will influence the word of mouth among the people. According to Hasan (2010:32),

word of mouth is an action performed by consumers in providing information personally to other consumers related to a product or service.

Word of mouth is viewed as a very effective strategy in marketing because it can directly influence potential consumers (Putri et al., 2016). A person would have greater trust on the information given by their family or friends regarding a product compared to the information provided in advertisements. Word of mouth may have positive influence for business practitioners if the word of mouth can influence individuals to consume the product they produce. Conversely, word of mouth may also result in a negative impact for business practitioners if individuals do not want to consume the products they produce due to the bad experience felt by the people who convey the word of mouth (Nurvidiana et al., 2015). Putri et al. (2016) stated that the stimulations which arise due to word of mouth is the intention to make a purchase or commonly known as purchase intention. If individual has the intention to make a purchase, this means that the individual has trust on the product and they want to have the product.

Afterwards, word of mouth would also have influence on the product's brand image, may it be in the positive direction or even negative. The definition of brand image according to Kotler and Armstrong (2008:225) is consumers trust towards a certain brand, such as the association ingrained in the consumer's memory. Positive word of mouth communication can greatly influence brand image. The image created through this communication may have a large impact on products or services and this impact may be in the form of greater demand by new consumers for the products or services (Febriana and Rummyeni, 2016).

Andrianto (2013) stated that the better the brand of a certain product, the higher or the more likely consumers would decide to purchase the product. Consumers assume that a product with good brand image would be more trustworthy and safer when they assess the product they want to buy (Iswara and Jatra, 2017). Purchase intention is the stage in which consumers make their decision between several brands, and eventually purchase the alternative they like the most or the process undergone by consumers in deciding which goods or services to purchase based on various considerations (Annafik and Rahardjo, 2012). Purchase intention is determined through the process of evaluating the benefits and values felt by consumers (Wang and Tsai, 2014).

Among several studies reviewed in this research, there are some research results that contradict other research results, such as the research conducted by Aditya and Wardana (2017) which explains that word of mouth has positive and significant influence on purchase intention. While the research conducted by Zarei and Kazemi (2014) did not show that positive word of mouth influence purchase intention. Along with the differences between studies, brand

image in some studies has also been used as the mediator variable and this is supported in the research by Ruhamak and Rahayu (2016) which explains that between word of mouth and purchase intention, there is a mediation effect by brand image. This is shown by the increase in purchase intention which is greater through brand image than only through the direct influence of word of mouth on purchase intention. This is consistent with the research by Pertiwi and Sukawati (2017) which found that brand image significantly mediates the relationship between word of mouth and purchase intention. This research result indicates that the brand image formed through word of mouth has a significant impact on purchase intention.

The research regarding the role of brand image in mediating the influence of positive word of mouth on the intention to purchase Teh Pucuk Harum tea products in Denpasar City is viewed as an interesting topic for a research considering the tight business competition among brands to attract consumer's purchase intention.

The aims of this research are : (1) To explain the influence of positive word of mouth on the brand image of Teh Pucuk Harum in Denpasar City, (2) To explain the influence of positive word of mouth on the intention to purchase Teh Pucuk Harum in Denpasar City, (3) To explain the influence of brand image on the intention to purchase Teh Pucuk Harum in Denpasar City, (4) To explain the role of brand image in mediating the influence of positive word of mouth on purchase intention.

RESEARCH HYPOTHESIS AND CONCEPTUAL FRAMEWORK

The Influence of Positive Word of Mouth on Brand Image

The positive information conveyed through word of mouth communication will form a positive image perception in the minds of consumers. Consumers would be able to remember positive brand images with positive word of mouth better. Conversely, the products would be less memorable if there are negative word of mouth. The research conducted by Febriana and Rumiyeni (2016) and Ruhamak and Rahayu found that word of mouth communication has positive influence on brand image. This result is strengthened by the research conducted by Pertiwi and Sukawati (2017) which revealed that the word of mouth variable has a positive and significant influence on brand image. Based on this explanation, the research hypothesis is formulated as follows:

H_1 : Positive Word of Mouth has positive and significant influence on Brand Image.

The Influence of Positive Word of Mouth on Purchase Intention

Khan et al. (2015) stated that satisfaction induces the occurrence of word of mouth in which this communication has positive influence on the intention of consumers to purchase a product. The

research by Jalilvand and Samiei (2012) stated that positive word of mouth has an important role in increasing purchase intention. According to Umamy et al. (2016), purchase intention is influenced by recommendations, advises and reviews received by respondents or potential consumers. Putri et al. (2015) in their research found that the word of mouth variable has significant influence on purchase intention. This research result is also supported by the research result produced by Saba et al. (2015) and Aditya and Wardana (2017) which revealed that the word of mouth variable has positive and significant influence on the purchase intention variable. Based on this explanation, the hypothesis formulated is shown as follows:

H₂ : Positive Word of Mouth has positive and significant influence on Purchase Intention.

The Influence of Brand Image on Purchase Intention

The more positive the brand image of a product, the higher the intention of consumers to purchase the product. In the end, brand image is considered by consumers in making a purchase decision. Wang and Tsai (2014) stated that brand image does increase purchase intention. The research conducted by Shah et al. (2012) revealed that brand image positively and significantly influence purchase intention. The research by Mendrofa (2012) produced a result which shows that brand image has positive influence on purchase intention. Iswara and Jatra (2017) found that brand image has positive and significant influence on purchase intention. As brand greatly affects the company, it can be assumed that developing a good brand image may stimulate a higher purchase intention of consumers. Based on this explanation, the hypothesis can be formulated as follows:

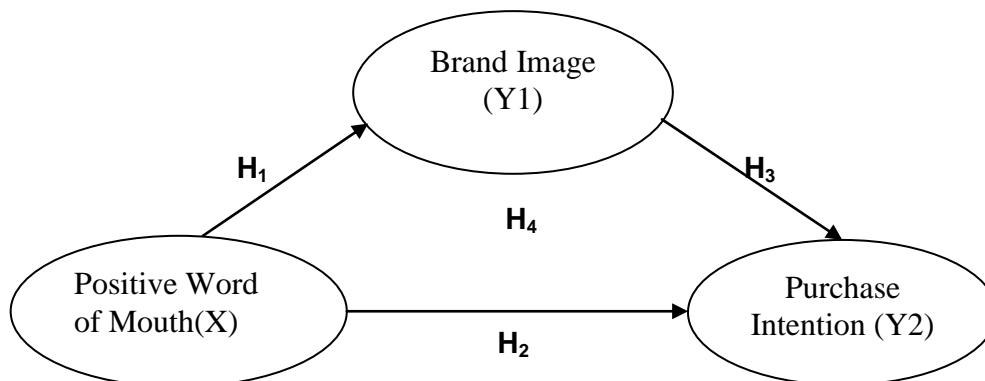
H₃ : Brand Image has positive and significant influence on Purchase Intention.

The influence of Positive Word of Mouth on Purchase Intention mediated by Brand Image

Prakoso et al. (2016) found that word of mouth has significant influence on the purchase decision. This result means that product information, recommendation, and encouragement by other people are able to influence a person's purchase decision. Hidayati (2013) stated that brand image has positive influence on purchase intention and purchase decision. These research supports the research result produced by Ruhamak and Rahayu (2016) which revealed that the mediation effect of brand image exist between word of mouth and purchase intention. This research result is supported by the research conducted by Pertiwi and Sukawati (2017) which found that brand image is able to significantly mediate the relationship between word of mouth and purchase intention. Based on these explanations, the hypothesis is formed as follows:

H₄ : Brand Image is able to significantly mediate the influence of Positive Word of Mouth on Purchase Intention.

Figure 1. Conceptual Framework of the Research



RESEARCH METHOD

This research utilize the associative quantitative approach, because this research discuss regarding the influence of positive word of mouth on purchase intention, the influence of brand image on purchase intention, and examine the mediator variable, namely brand image which can strengthen the influence of positive word of mouth on purchase intention. The research location selected is in Denpasar City, because Denpasar City is the capital city of Bali Province with a high economic growth and the people have relatively high purchasing power. Denpasar City is the center of commerce with very dense population along with the variety in lifestyle which makes this city a potential market for companies that want to market their products.

The variables that will be analyzed in this research are : (1) the exogenous variable, namely positive word of mouth (X), (2) mediating variable, which is brand image (Y₁), (3) and the endogen variable, namely purchase intention (Y₂). The variables and the indicators in this research are summarized in the following table.

Table 2. Indicators of the Research Variables

No	Variable	Indicators	Source
1	Positive Word Of Mouth (X ₁)	a) Heard positive information (X _{1,1}) b) Received recommendations (X _{1,2}) c) Received an offer or invited to purchase (X _{1,3})	Prakosoet al. (2016) and Aditya and Wardana (2017)

2	Brand Image (Y ₁)	a)	Has positive reputation in consumer's mind (Y _{1.1})	Arista and Astuti (2011) and Andrianto (2013)	Table 2...
		b)	Has unique characteristics which differentiates them from competitors (Y _{1.2})		
		c)	Products are widely known by the people (Y _{1.3})		
		d)	Keeps up with the development or changes over time (Y _{1.4})		
3	Purchase Intention (Y ₂)	a)	Want to know more about the product (Y _{2.1})	Schiffman and Kanuk (2007:470-471) and Calvin and Samuel (2014)	
		b)	Consider to purchase the product (Y _{2.2})		
		c)	Interested to try (Y _{2.3})		
		d)	Want to purchase the product (Y _{2.4})		

The population in this research are all the people in Denpasar City who have never purchased Teh Pucuk Harum tea product before, and the total is not known with certainty (infinite). The sampling method utilized in this research is the non probability sampling method, where each member has equal probability to get selected as a sample. The non probability sampling technique used in this research is the purposive sampling technique, in which the sample amount is determined using certain criteria. The sample criteria in this research are as follows : (1) Domiciled in Denpasar City, (2) Aged above 17 years old and are undergoing or have graduated from high school education or equivalent degrees, as they are deemed to be able to understand the contents of the questionnaire, (3) Have never purchased and intended to purchase Teh Pucuk Harum products.

This research has a total sample size of 110 respondents. According to Sugiyono (2016:91), sample is the total and characteristics owned by a population. The data collection method in this research is the survey method which utilize questionnaires. The instrument analysis tool in this research consists of the validity test and the reliability test, while the data analysis tools are the path analysis and Sobel test.

RESULTS AND DISCUSSION

The validity test is conducted by calculating the Pearson correlation value. The questions in the questionnaire are deemed to be valid if the correlation coefficient is $\geq 0,03$ (Sugiyono, 2016:142). Displayed below is the table which shows the validity test results.

Table 3. Validity Test Results

No.	Variable	Indicator	Correlation Coefficient	Description
1	Positive Word of Mouth (X ₁)	X _{1.1}	0.885	Valid
		X _{1.2}	0.801	Valid
		X _{1.3}	0.891	Valid
2	Brand Image (Y ₁)	Y _{1.1}	0.885	Valid
		Y _{1.2}	0.883	Valid
		Y _{1.3}	0.895	Valid
		Y _{1.4}	0.923	Valid
3	Purchase Intention (Y ₂)	Y _{2.1}	0.843	Valid
		Y _{2.2}	0.845	Valid
		Y _{2.3}	0.895	Valid
		Y _{2.4}	0.940	Valid

Table 3 shows that all indicators of the positive word of mouth variable, brand image, and purchase intention have Pearson Correlation values greater than 0,30. Thus, all indicators of each variable are valid and can be used as the research instruments.

The reliability test shows the extent a measurement tool can be trusted or the extent of reliability. This test is conducted on the instruments using the Cronbach's Alpha coefficient. If the value is greater than 0,60 the instrument used is reliable. The reliability test results are displayed in the following table.

Table 4. Reliability Test Result

No.	Variable	Cronbach Alpha	Description
1	Positive Word of Mouth	0.823	Reliable
2	Brand Image	0,916	Reliable
3	Purchase Intention	0,903	Reliable

Table 5 shows that the three research variables, namely positive word of mouth, brand image, and purchase intention have Cronbach Alpha coefficients greater than 0,60. Hence, it can be concluded that all indicators of the variables in this research are reliable, and can be used as research instruments.

To examine the overall value of the research variables, the average scores will be used with criteria as follows : 1,00 – 1,79 = Very Not Good. 1,80 – 2,59 = Not Good. 2,60 – 3,39 = Good Enough. 3,40 – 4,19 = Good. 4,20 – 5,00 = Very Good. Based on the research results,

the response of respondents on each indicator of each variable were found to be as follows : the positive word of mouth variable with a total average of 3,84 means that respondents in general have good perceptions on the influence of positive word of mouth related to Teh Pucuk Harum products. The brand image variable with a total average of 3,95 means that the respondents in general have good perceptions on the influence of brand image related to Teh Pucuk Harum products. The purchase intention variable with a total average of 3,89 means that respondents in general have perceptions which agrees with the influence of purchase intention related to Teh Pucuk Harum products.

Table 5. Regression Equation 1 Path Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,931	0,831		7,136	0,000
Positive Word of Mouth	0,856	0,071	0,758	12,070	0,000
R_1^2			0,574		
F Statistics			145,688		
Sig F			0,000		

Based on the path analysis of substructure 1 which is displayed in Table 5, the structural equation is shown as follows:

$$Y_1 = \beta_1 X + e_1$$

$$Y_1 = 0,758X$$

Table 6. Regression Equation 2 Path Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.997	0,884		1,153	0,251
Positive Word of Mouth	0.509	0,93	0,413	5,458	0,000
Brand Image	0,550	0,82	0,504	6,665	0,000
R_2^2			0,740		
F Statistics			151,897		
Sig F			0,000		

Based on the path analysis of substructure 2 which is displayed in Table 6, the structural equation is shown as follows:

$$Y_2 = \beta_2 X + \beta_3 Y_1 + e_2$$

$$Y_2 = 0,413X + 0,504Y_1$$

The direct influence : the influence of the positive word of mouth variable (X) on brand image has a β_1 value of = 0,758; the influence of positive word of mouth (X) on purchase intention (Y_2) has a β_2 value of = 0,413; the influence of brand image (Y_1) on purchase intention (Y_2) has a β_3 value of = 0,504.

The indirect influence; the influence of positive word of mouth (X) on purchase intention (Y_2) with brand image as the mediating variable (Y_1) :

$$\begin{aligned} \text{indirect influence} &= \beta_1 \times \beta_3 \\ &= 0,758 \times 0,504 \\ &= 0,382 \end{aligned}$$

The total influence; the total influence of word of mouth on purchase intention through brand image is calculated as follows:

$$\begin{aligned} \text{total influence t} &= \beta_2 + (\beta_1 \times \beta_3) \\ &= 0,413 + (0,758 \times 0,504) = 0,795 \end{aligned}$$

With substructure 1 and substructure 2, the final path diagram model can be formed. Before forming the final path diagram model, the standard error value should be calculated first and is shown below:

$$\begin{aligned} e &= \sqrt{1 - R1^2} \\ e_1 &= \sqrt{1 - R1^2} = \sqrt{1 - 0,574} = 0,653 \\ e_2 &= \sqrt{1 - R2^2} = \sqrt{1 - 0,740} = 0,860 \end{aligned}$$

Based on the calculation of the influence of errors Pe_1 , the Pe_1 value is 0,653 and the Pe_2 is 0,860. The total coefficient of determination is calculated as follows:

$$\begin{aligned} R^2m &= 1 - (Pe_1)^2 (Pe_2)^2 \\ &= 1 - (0,653)^2 (0,860)^2 \\ &= 1 - (0,426) (0,740) \\ &= 1 - 0,315 = 0,686 \end{aligned}$$

The total determination value is 0,686 which can be interpreted as 68,6 percent of the purchase intention variable is influenced by the variation in positive word of mouth and brand image, while the remaining 31,4% is explained by other factors not included in the model.

With an F coefficient $\leq 0,05$ and a significance coefficient $\leq 0,05$, H_1 , which states that positive word of mouth and brand image simultaneously have influence on purchase intention, is accepted. Thus it can be said that the structural equation model fulfills the goodness of fit requirement through the F test.

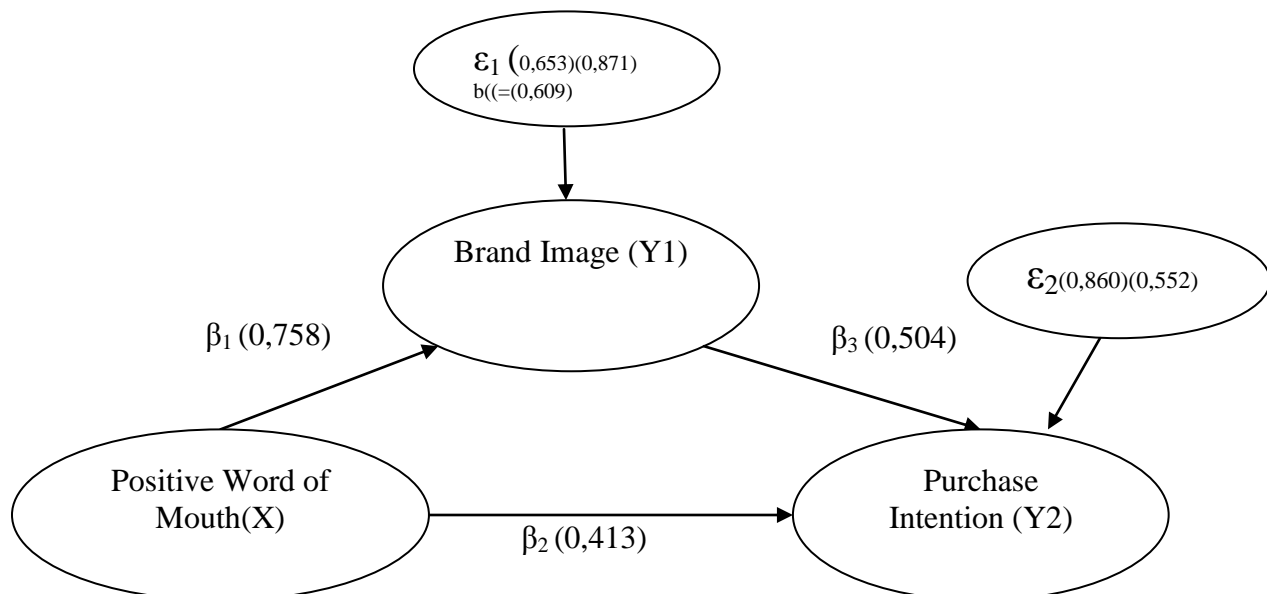
Based on the analysis results of the influence of positive word of mouth on brand image, the sig. t value is attained to be 0,000 with a beta coefficient of 0,758. Based on the sig. t value, which is $0,000 < 0,05$, it can be inferred that H_0 is rejected and H_1 is accepted. Hence, positive word of mouth has positive and significant influence on brand image.

Based on the analysis result of the influence of positive word of mouth on purchase intention, the sig. t value is 0,000 with a beta coefficient of 0,413. Based on the sig. t value which is $0,000 < 0,05$, it can be inferred that H_0 is rejected and H_1 is accepted. Hence, positive word of mouth has positive and significant influence on purchase intention.

Based on the analysis result of the influence of brand image on purchase intention, a sig. t value of 0,000 is attained with a beta coefficient of 0,504. Based on the sig. t value which is $0,000 < 0,05$, it can be concluded that H_0 is rejected and H_1 is accepted. Hence, brand image has positive and significant influence on purchase intention.

The path coefficient result of the research hypothesis is illustrated in Picture 2.

Figure 2. Final Path Diagram Model Validation



In the figure 2, it can be seen that the positive word of mouth variable has the largest influence on the brand image variable, with a loading factor value of 0,758. Positive word of mouth also

has an influence on the purchase intention variable with a loading factor value of 0,413 and there is also an indirect influence on the purchase intention variable through the brand image variable, with a loading factor value of 0,504,

Table 7. The Direct Influence, Indirect Influence and Total Influence of Positive Word of Mouth (X), Brand Image (Y_1) and Purchase Intention (Y_2)

Influence of Variables	Direct Influence	Indirect Influence	Total Influence
		through Brand Image (Y_1) = ($\beta_1 \times \beta_3$)	
$X \rightarrow Y_1$	0,758	-	0,758
$X \rightarrow Y_2$	0,413	0,382	0,795
$Y_1 \rightarrow Y_2$	0,504	-	0,504

On Table 7 the direct influence of X on Y_1 is 0,758. There are no indirect influence, thus the total influence is 0,758. The direct influence of X on Y_2 is 0,413. The indirect influence of X on Y_2 through Y_1 is attained from the calculation of $0,758 \times 0,504 = 0,382$. Thus, the total influence of X on Y_2 through Y_1 is $0,413 + 0,382 = 0,795$. This means that positive word of mouth has an indirect influence on purchase intention mediated by brand image.

The Sobel test is an analysis tool to examine the significance of the indirect influence between the independent variable and the dependent variable which is mediated by the mediator variable. If the Z value is greater than 1,96 (with a confidence level of 95 percent), the mediator variable is deemed to have a significant effect. Displayed in the table below is the Sobel test result.

Table 8. Sobel Test Result

Z Value	Sig
5,3092	0,000

Based on the table above, the Z value is shown to be $5,3092 > 1,96$ with a significance level of $0,000 < 0,05$ which means that the brand image variable significantly mediates the influence of positive word of mouth on purchase intention.

The influence of Positive Word of Mouth on Brand Image

Based on the analysis result of the influence of Positive Word of Mouth on Brand Image, a beta coefficient value of 0,758 is attained with a significance level of 0,000 ($\leq 0,05$) which means that

H_0 is rejected and H_1 is accepted. This result can be interpreted as, the positive word of mouth variable has positive and significant influence on brand image. Thus, the more positive the information attained regarding Teh Pucuk Harum products, the better the brand image of Teh Pucuk Harum in Denpasar City.

This research result supports previous studies that were conducted by Febriana and Rummyeni (2016) and Ruhamak and Rahayu which stated that word of mouth communication has positive influence on brand image. This result is supported by other researchers, such as by Pertiwi and Sukawati (2017) who revealed that the word of mouth variable has positive and significant influence on brand image. Hence, it can be concluded that positive word of mouth has positive and significant influence on brand image. This means that the more positive the word of mouth among consumers, the higher the positive perception of the brand image of Teh Pucuk Harum products.

The Influence of Positive Word of Mouth on Purchase Intention

Based on the analysis result of the influence of positive word of mouth on purchase intention, the beta coefficient is 0,413 with a significance level of 0,000 ($\leq 0,05$). Thus, H_0 is rejected and H_1 is accepted. This results means that the positive word of mouth variable has positive and significant influence on purchase intention. This means that, the more positive the information attained by consumers regarding Teh Pucuk Harum products, the greater the intention of consumers to purchase Teh Pucuk Harum products in Denpasar City.

This research result also strengthens previous research which were conducted by Khan et al. (2015), Jalilvand and Samiei (2012), Umamy et al. (2016) which state that positive word of mouth plays an important role in increasing purchase intention. Similar results were also attained by Putri et al. (2015) who stated that the word of mouth variable has significant influence on purchase intention. This research result is also strengthen by the result of research by Saba et al. (2015) and Aditya and Wardana (2017) which revealed that the word of mouth variable has positive and significant influence on the purchase intention variable. It can also be concluded that positive word of mouth has positive and significant influence on purchase intention. This means that the more positive the word of mouth or information attained by consumers, the higher their desire related to the intention to purchase Teh Pucuk Harum products.

The Influence of Brand Image on Purchase Intention

Based on the analysis result of the influence of brand image on purchase intention, the beta coefficient is 0,504 with a significance level of 0,000 ($\leq 0,05$). Thus H_0 is rejected and H_1 is

accepted. This result can be interpreted as, brand image has positive and significant influence on purchase intention. This means that the better the brand image of Teh Pucuk Harum products in the mind of consumers, the higher their intention to purchase Teh Pucuk Harum products in Denpasar City.

This research also strengthens the result in previous studies conducted by Wang and Tsai (2014) and Medrofa (2012) which stated that brand image has an influence on purchase intention. This result is also supported by the research result of Shah et al. (2012) and Iswara and Jatra (2017) which revealed that brand image has positive and significant influence on purchase intention. As the influence of brand image has great impact on the company, it can be assumed that a development of good brand image can attract more consumer's purchase intention. Hence, brand image has positive and significant influence on purchase intention. This means that the better the brand image of Teh Pucuk Harum products in the mind of consumers, the higher the intention of consumers to purchase Teh Pucuk Harum products.

The Role of Brand Image in Mediating the Influence of Positive Word of Mouth on Purchase Intention

Positive word of mouth has been proved to have partial influence which is positive and significant on purchase intention of consumers. Brand image has also been shown to have partial influence which is positive and significant on purchase intention of consumers. Based on the test, the hypothesis regarding the role of brand image in mediating the influence of positive word of mouth on purchase intention, is accepted with a total influence of 0,795. This result is supported by the Sobel test result regarding the role of brand image in mediating the influence of positive word of mouth on the intention to purchase Teh Pucuk Harum products in Denpasar City. This proves that brand image has a significant role in mediating the influence of positive word of mouth on purchase intention, with a Z value = 5,3092 > 1,96 and a significance level of $0,000 < 0,05$. As the influence of positive word of mouth on purchase intention that is mediated by brand image has a value of 0,413, brand image in this research is revealed to be a partial mediator.

This research result is consistent with the research conducted by Ruhamak and Rahayu (2016) which found that brand image acts as a mediator on the influence of word of mouth on purchase intention. This result is supported by the research conducted by Pertiwi and Sukawati (2017) in which brand image significantly mediates the relationship between word of mouth and purchase intention.

CONCLUSION AND RECOMMENDATIONS

The results of this research are : 1) Positive word of mouth has positive and significant influence on brand image. This means that as word of mouth becomes more positive, the better the brand image of Teh Pucuk Harum tea products in the mind of consumers in Denpasar City. 2) Positive word of mouth has positive and significant influence on purchase intention. This result means that the more positive the word of mouth received by consumers, the higher the intention of consumers to purchase Teh Pucuk Harum tea products in Denpasar City. 3) Brand image has positive and significant influence on purchase intention. This result means that the better the brand image of Teh Pucuk Harum in consumers' mind, the higher the intention of consumers to purchase Teh Pucuk Harum tea products in Denpasar City. 4) Brand image significantly mediates the influence of positive word of mouth on consumer's purchase intention. The mediation that occurs in this research model has a partial characteristic. In other words, the brand image variable has a function to bridge the influence of positive word of mouth on the purchase intention of consumers. However, due to the partial characteristics of the mediation, even without brand image, positive word of mouth is still able to positively and significantly influence the purchase intention of consumers. This result means that the better the positive word of mouth regarding Teh Pucuk Harum tea products, the stronger the brand image in the mind of consumers, and this will increase the intention of consumers to purchase Teh Pucuk Harum tea products.

Positive word of mouth in this research is measured by using three indicators and from these three indicators, the invited to buy indicator has the lowest average value. With this, the producers of Teh Pucuk Harum are expected to make use of consumers' satisfaction experience in order to improve the brand image and stimulate the intention of other consumers to purchase Teh Pucuk Harum tea products. Brand image in this research is measured using four indicators and from these four indicators, the keep up with the change from time to time indicator has the lowest average value. With this, it is important for the producers of Teh Pucuk Harum to add their product's variants, such as adding in the choice of less sugar, tea with fruit essence and carbonated tea which is the combination of tea drinks with soda drinks because this is believed to influence the intention of consumers to try Teh Pucuk Harum tea products. Consumer's intention to try a product in this research is measured using four indicators and among the four indicators, the desire to know more about the product indicator has the lowest average. Thus, producers should intensify their promotion activities specifically in Denpasar City to increase consumer's intention to try Teh Pucuk Harum tea products.

The further researchers are expected to develop this research referring to the limitations of this research and to include other factors that are deemed to be able to mediate the

relationship between positive word of mouth and purchase intention. These factors should be adapted to the dynamics and the trends developing in the marketing world.

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