THE EFFECT OF ADVERTISEMENT ATTITUDE AND POSITIVE E-WOM ON PURCHASE INTENTION MEDIATED BY BRAND IMAGE OF SAMSUNG SMARTPHONE IN DENPASAR CITY

Ngakan Putu Hendra Kurniawan Sayuti ✉

Economic and Business Faculty of Udayana University (Unud), Indonesia

pthendrakurniawan@yahoo.com

I Putu Gde Sukaatmadja

Economic and Business Faculty of Udayana University (Unud), Indonesia

Abstract

The purpose of this study was to explain the effect of brand image in mediating advertising attitudes and positive e-WOM on purchase intentions of Samsung smartphones. This research is an associative research. The research sample was determined using non-probability sampling with a total of 100 respondents, who are active users of Facebook in Denpasar City. Data collection was carried out by distributing online questionnaires through social media using a 5-point Likert scale. The data analysis technique used is SEM-PLS. The results indicate that there is a positive and significant role of brand image in mediating the influence of advertising attitudes and positive e-WOM on purchase intention of Samsung smartphones.

Keywords: Advertisement attitude, positive e-WOM, brand image, purchase intention, smartphone

INTRODUCTION

The advancement of sophisticated communication technology cannot be separated from the rapid development of the internet. Based on data from Internet World Stats (IWS), the growth of world internet users has increased by 1.156 percent during 2000 to 2019, with a total number of internet users of 4.5 billion in 2019. According to Internet World Stats (IWS), Indonesia occupies

a ranked in the top four as internet users in the world. Internet World Stats (IWS) data provides information that the number of internet users in Indonesia as of June 2019 has reached 171 million users. This shows that more than half of Indonesia's population already using the internet.

Many people use various electronic media including computers, laptops, cellphones, and smartphones to access the internet. According to the Credit Suisse Research Institute in 2019 there were as many as 70 percent of Indonesians accessing the internet and almost all of them via cell phones (https://www.credit-suisse.com). The research data shows that 82 percent of respondents use a cell phone (smartphone) to access the internet, and 60 percent of respondents among them stated that they will upgrade their cellphone (smartphone) capability in the next 12 months (https: //www.credit-suisse.com).

There are various smartphone brands that have been circulating in Indonesia, including Samsung, Xiaomi, Oppo, Vivo, Advan, and Apple. From various smartphone brands that are mentioned above, Samsung brand smartphones were chosen as the object of research. This is based on research data from Toptens.com (https://www.thetoptens.com) which provides information that the Samsung brand gets the most votes as the best smartphone brand on the market. data taken from News.samsung.com also states that Samsung has won 46 awards at the 2020 CES Innovation Awards and two Gold Awards at the International Forum (iF) Design Award 2020, which is the highest benchmark in the world. Some of the Samsung Smartphone products that were included in the 2020 CES Innovation Awards and the International Forum (iF) Design Award 2020 are the Galaxy Fold, Galaxy Note 10, Note 10+ and Galaxy A50. Even though it is designated as the best smartphone on the market, according to IDC in 2019-2020 Samsung's market share has decreased from the first position to the third position. But even so, Samsung continues to update its product line up and continues to be one of the best smartphone brands in Indonesia (https://www.idc.com).

Sallam and Algammash (2016) state that attitudes towards advertising have a positive impact on purchase intentions. In e-WOM, especially positive e-WOM is said to have a positively influence consumer purchase intentions (Jeong and Jang, 2011; Tsao and Hsieh, 2015). However, in research conducted by Kusumasandjaya (2016) and Wali (2017), it was found that attitudes towards advertising did not have a significant effect on purchase intentions. Research conducted by Majid and Rofiq (2014) also shows that e-WOM has no influence on purchase intention of Samsung smartphones in Malang.

Based on the research gap found, brand image variable is added to strengthen the relationship between the independent and dependent variables in this study. The reason for including the brand image variable is that the better the brand image is created due to a positive

attitude towards an advertisement and the spread of positive e-WOM can encourage the emergence of consumer purchase intentions for a product. This is supported by previous research conducted by Azis et al. (2013) who found that attitudes towards advertising have a positive and significant effect on consumer purchase intentions by mediating brand image. in the study of Chih et al. (2013) also show that brand image has a positive and significant effect on purchase intentions and is able to mediate the positive effect of e-WOM on purchase intentions.

The purpose of this study is to explain the effect of advertisement attitude on purchase intentions of Samsung smartphones in Denpasar, the positive effect of e-WOM on purchase intentions of Samsung smartphones in Denpasar, the effect of advertisement attitudes on the brand image of Samsung smartphones in Denpasar, the positive effect of e-WOM on brand image of Samsung smartphones in Denpasar City, the effect of brand image on purchase intentions of Samsung smartphones in Denpasar City, to explain the role of brand image in mediating the influence of advertisement attitudes on purchase intentions of Samsung smartphones in Denpasar City, to explain the role of brand image in mediating the positive influence of e- WOM regarding the intention to purchase a Samsung smartphone in Denpasar.

LITERATURE REVIEW

Theory of Reason Action – TRA

Theory of Reason Action – TRA which was first introduced by Fishbein and Ajzen in 1975 is a social cognitive model that provides a framework for understanding an individual's conscious behavior. This theory was introduced to the field of social psychology and is used to explain individual behavior. This model is based on theory and the assumption that the behavior of an object can be estimated based on the intention to perform the behavior. In simple terms, it can be said that TRA is a theory that studies how the relationship between intentions and someone behavior. There are several important components that are studied in TRA. Some of these components include attitude, subjective norms, and intention (Alsughayir and Albarq, 2013).

Advertisement Attitude

Good advertisements must be presented attractively and be able to provide detailed information about the products or services offered. The ability of a company to create and present attractive and informative advertisements will be responded to by the audience in the form of a good attitude towards advertising. According to Jung and Seock (2016),

attitude to advertising is defined as a tendency that is continuously learned about the likes or dislikes of advertising in general. Attitudes towards advertising are also defined as the overall feelings and attitudes that consumers have towards the ad formats displayed (Daugherty et al., 2018). Attitudes towards advertising can be defined as the tendency to react in a favorable or unfavorable way to certain advertising stimuli (Akbari, 2015). In this study, indicators of attitude towards advertising were adopted from research conducted by Akbari (2015) which is stated as consumers like the ads that are displayed, ads provide interesting content and ads is convincing to buy a product.

Word of Mouth Electronics (e-Word of Mouth)

Shaemi and Saneian (2014) state that to build trust in e-WOM advertising, companies provide opportunities for consumers to trust their information. In addition, Liu et al. (2015) acknowledge that trust in e-WOM is important for consumers because it affects their purchase intentions. Zhang et al. (2016) argue that active users of technology usually have more positive experiences using technology-based services, which suggests that they are more likely to engage in positive e-WOM about the experience of using these services.

Advertising becomes ineffective and easy to forget when many brands are offered, and causes advertising to be less successful (Dinh and Mai, 2016). Based on this, cost-effective marketing methods, such as Guerrilla marketing, have been used to address this issue. Guerrilla marketing uses many tools, including e-WOM (Alrwashdehet al., 2019). Positive online experiences experienced by consumers can encourage a positive e-WOM experience as well, so that it can increase consumer confidence in the company. This study uses dimensions from the research of Chih et al. (2013) who found that positive e-WOM is an effective factor in influencing consumer purchase intentions. Chih et al. (2013) indicate positive eWOM through 3 statement indicators to find out the motives of someone who has read or is exposed to positive eWOM, namely: factual positive reviews can ensure consumers to buy the right product, positive reviews can provide accurate information of a product, positive reviews can give confidence towards the product.

Brand Image

The overall evaluation or perception of a brand is referred to as a brand image. Halbusi and Tehseen (2018) define brand image as the way in which a brand is defined in the mind of the consumer, partly by its functional qualities and partly by its psychological attributes. According to Dharma and Sukaatmadja (2015) brand image indicators are: 1) Product attributes which are things related to the brand itself including packaging, content, product, price, taste, and color. 2)

Benefits (consumer benefits) which are the use of products from the brand. 3) Brand personality which is the association of the personality of a brand if the brand is a human. 4) Brand attitude which is an overall evaluation of all brands, the extent to which consumers believe that the product or service has certain advantages and attributes, and evaluative assessment of the trust of a product if it has the advantages and attributes of the product.

A brand image is a competitive advantage that helps create value through brand differentiation, forming purchase reasons, and significant value for the organization (Kala and Chaubey, 2018). In this study the indicators used come from Kala and Chaubey's research (2018) which are: 1) Compared to other products / brands, this product / brand has high quality, 2) consumers can predict well how this product / brand will perform, 3) This brand immediately comes to mind when buying a product, 4) Consumers feel connected to this brand.

Purchase Intention

Purchase intention is one of the most important concepts in the study of consumer behavior. Every year marketers spend billions of dollars in advertising spending just to influence purchase intentions. Zafar and Mahira (2013) define consumer purchase intention as the desire and tendency of consumers to buy advertised products because there is a possibility that consumers will buy these products in the future. Purchase intention refers to the process in which consumers make plans to buy products / services due to advertisements sent through advertising media (Huarng et al., 2010). Purchase intention is the extent to which consumer awareness of the intention to buy or the possibility of buying a product / service (Ha et al., 2014). Purchase intention is also used to identify the ultimate goal of advertising transmission (Xu et al., 2011; Kim and Han, 2014) and to explain that product / service purchases are due to a match between advertisements and consumers (Ha and Lam, 2017). It is also used in advertising impact assessment to get the factors that lead to online purchases (Jain et al., 2018) and to propose a repurchase impact model (Hsu and Vui, 2019). This suggests that, purchase intention can be considered as the dependent variable which is important for evaluating effectiveness at various levels. Purchase intention indicator used comes from the research of Schivinski and Dabrowski (2014) which are: 1) Purchasing this product / brand compared to other products / brands available, 2) Transferring this product / brand to others, 3) Purchase this product / brand in the future.

Based on the descriptions in the literature review, tracing the results of previous studies, and the framework, the following is a conceptual model framework built for this research.

Figure 1. Conceptual Framework
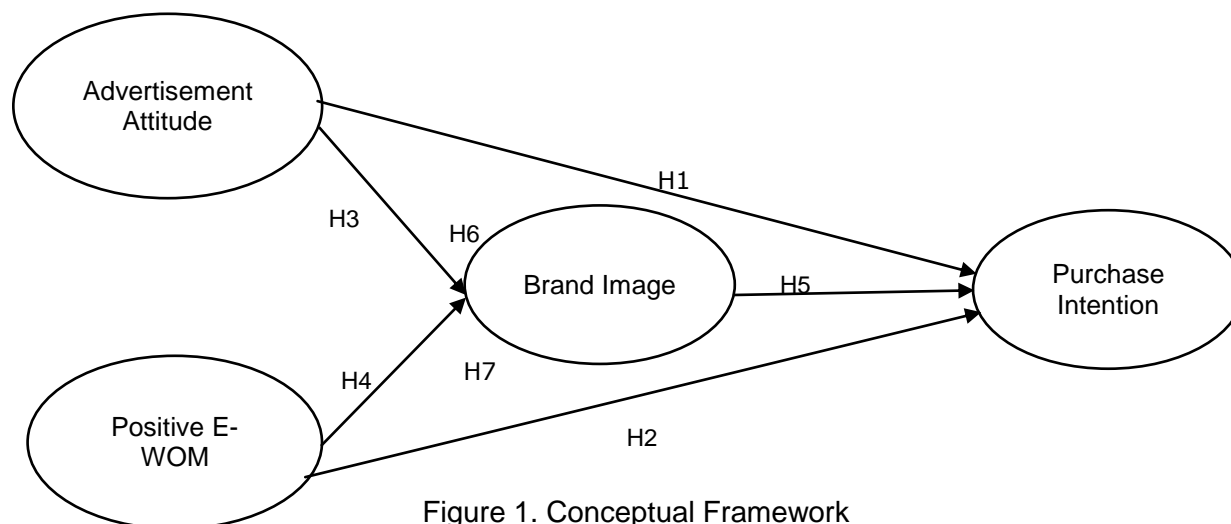
RESEARCH METHOD

The study adopted a descriptive research design. The type of variables and its indicator measurement are presented in Table 1.

Table 1. Research Variables Indicators

Variables	Indicators	References
Advertisement attitude (X_1)	Consumers like the ads that are displayed	Akbari (2015) and Lee *et al.* (2017)
	Ads provide interesting content	
	Ads convinced to buy a product	
Positive e-WOM (X_2)	Factual positive reviews help consumers to ensure that they buy the right product	Chih *et al.* (2013) and Cheung et al., (2009)
	Positive reviews can provide accurate information on a product.	
	Positive reviews can build a trust toward the product.	
Purchase Intention (Y1)	Purchasing this product / brand compared to other products / brands available	Schivinski and Dabrowski (2014), Kala and Chaubey (2018)
	Referring this product / brand to others.	
	Purchase this product / brand in the future.	
Brand Image (M1)	Compared to other products / brands, this product / brand has a high quality	Kala and Chaubey (2018)
	Can predict well how this product / brand will perform	
	This brand immediately comes to mind when you want to buy a product	
	Feel connected to this brand	

The population in this study were all residents of Denpasar city. Sample members were selected based on several criteria, namely Denpasar city residents who actively use Facebook, at least have a high school education, have seen reviews of Samsung smartphones on Facebook social media posted by Facebook user at least 3 times from different people in the last 3 months, and have an interest in smartphone products.

The sample size is determined based on a formula (5-10) times the number of research parameters, in range of 65-130 people. According to Sarwono (2016) PLS SEM can use a small sample size (less than 100) unlike covariance-based SEM which requires a large sample size. Based on the description, 100 sample was determined. In addition, Sarwono (2016) said that the sample size of 100 respondents had met the criteria for the PLS SEM sample.

Data were collected using instrument in the form of a online questionnaire via Google Form. Before being used, the questionnaire was tested for validity and reliability. The test results show the data as in Tables 2 and 3. Furthermore, the data were analyzed using descriptive statistical analysis to describe the profile of respondents and respondents' opinions on all research variables, as well as inferential statistical analysis in the form of SEM with the PLS approach to test the hypothesis.

RESULTS AND DISCUSSION

An instrument is said to be valid if the correlation between the factor score and the total score is positive and the value is greater than 0.30 (r> 0.3). The results of the validity test can be shown in table 2.

Table 2. Validity Test Result

No.	Variables	Indicators	Total Item Correlation	Correlation
1.	Advertisement Attitude (X_1)	$X_{1.1}$	0,801	Valid
		$X_{1.2}$	0,853	Valid
		$X_{1.3}$	0,834	Valid
2.	Positive e-WOM (X_2)	$X_{2.1}$	0,875	Valid
		$X_{2.2}$	0,920	Valid
		$X_{2.3}$	0,857	Valid
3	Brand image (M)	$M._1$	0,810	Valid
		$M._2$	0,887	Valid
		$M._3$	0,893	Valid
		$M._4$	0,847	Valid

4.	Purchase Intention (Y)	Y.1	0,881	Valid
		Y.2	0,892	Valid
		Y.3	0,881	Valid

Reliability test is a tool used to determine the accuracy of the questionnaire answers at different periods. The results of the test of reliability are in Table 3.

Table 3. Reliability Test Result

No.	Variables	*Cronbach's Alpha*	Information
1	Advertisment attitude (X_1)	0,774	Reliable
2	Positive e-WOM (X_2)	0,860	Reliable
3	Brand Image (M)	0,880	Reliable
4	Purchase Intention (Y)	0,861	Reliable

Respondents' characteristics can be seen in Table 4.

Table 4. Respondents' Profile

No	Characteristic		Category	Qty (People)	Percentage
1	Age (years)	A	18 - 25	18	18,0
		B	26 - 35	64	64,0
		C	36 - 45	12	12,0
		D	46 - 55	4	4,0
		E	> 56	2	2,0
	Total			**100**	**100**
2	Gender	A	Male	63	63,0
		B	Female	37	37,0
	Total			**100**	**100**
3	Education Background	A	Senior High School	58	58,0
		B	Academy	16	16,0
		C	Bachelor	22	22,0
		D	Post-Graduate	4	4,0
	Total			**100**	**100**
4	Occupation	A	Student	11	11,0
		B	Private employee	51	51,0
		C	Civil servant	10	10,0
		D	Entrepreneur	24	24,0
		E	Army/Police	4	4,0
	Total			**100**	**100**
5	Facebook Usage Frequency	A	1 - 3 times	17	17,0
		B	4 - 6 times	61	61,0
		C	7 - 9 times	12	12,0

		D	> 10 times	10	10,0
	Total			**100**	**100**
6	Facebook Usage Duration	A	< 1 hour	21	21,0
		B	1 - 2 hours	47	47,0
		C	2 - 3 hours	21	21,0
		D	> 3 hours	11	11,0
	Total			**100**	**100**
7	Frequency of seeing Samsung Smartphone review	A	3 - 5 times	35	35,0
		B	6 - 10 times	55	55,0
		C	> 10 times	10	10,0
	Total			**100**	**100**

Descriptive analysis was conducted to determine the characteristics and responses of respondents to each statement. All variables are described using the average value and are presented in table 5.

Table 5. Respondent Response Description

Variables	Statement	Average Answers	Information
Advertisement Attitude	Consumers like the ads that are displayed	**3,94**	Good
	Ads provide interesting content	**3,83**	Good
	Ads convinced to buy a product	**3,73**	Good
Positive e – WOM	Factual positive reviews help consumers to ensure that they buy the right product	**4,07**	Strong
	Positive reviews can provide accurate information on a product.	**4,02**	Strong
	Positive reviews can build a trust toward the product.	**4,09**	Strong
Brand Image	Purchasing this product / brand compared to other products / brands available	**3,81**	Strong
	Referring this product / brand to others.	**3,94**	Strong
	Purchase this product / brand in the future.	**3,73**	Strong
	Compared to other products / brands, this product / brand has a high quality	**4,04**	Strong
Purchase Intention	Can predict well how this product / brand will perform	**4,06**	High
	This brand immediately comes to mind when you want to buy a product	**3,88**	High
	Feel connected to this brand	**3,69**	High

The average value of the advertisement attitude variable is 3.83; positive e-WOM is 4.06; brand image is 3.89; and purchase intention is 3.88, thus, this indicates that respondents assess the advertisement attitude that occurs when viewing advertisements on social media as having a good effect, high positive e-WOM, strong brand image, and shows that in general the intention the purchase of respondents will be high.

The significance of the parameters estimated provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output path coeficients that are presented in Table 6.

Table 6. Direct Effect Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Advertisement Attitude -> Brand Image	0,337	0,337	0,069	4,899	0,000
Advertisement Attitude -> Purchase Intention	0,167	0,169	0,069	2,419	0,016
Brand Image -> Purchase Intention	0,578	0,577	0,095	6,114	0,000
Positive e-WOM -> Brand Image	0,616	0,614	0,071	8,700	0,000
Positive e-WOM -> Purchase Intention	0,249	0,246	0,098	2,545	0,011

Hypothesis testing is done using t-statistics and seeing the p-value. If the t-statistics value ≥ t-table value (1.96) or p-value <0.05, then Ho is rejected and the research hypothesis is accepted for each variable which is explained as follows.

Advertisement attitude towards brand image has a t statistics value of 4.899, and a P value of 0.000, because P values <0.05 (0.000 <0.05) then the hypothesis is accepted. This shows that there is a positive influence between advertisement attitude towards brand image which can be seen in the path coefficient of 0.337 which is positive, because the path coefficient value is positive, meaning the advertisement attitude has a positive effect on brand image. This means that the higher the advertisement attitude, the better the brand image.

Advertisement attitude towards purchase intention has a t statistics value of 2.419, and a P value of 0.016, because P values <0.05 (0.016 <0.05) then the hypothesis is accepted. This

shows that there is a positive influence between advertisement attitude towards purchase intention which can be seen in the path coefficient of 0.167 which is positive, because the path coefficient value is positive, which means that advertisement attitude has a positive effect on purchase intentions. This means that the higher the advertisement attitude it will increase the purchase intention.

Brand image for purchase intention has a t statistics value of 6.114, and a P value of 0.000, because P values <0.05 (0.000 <0.05), the hypothesis is accepted. This shows that there is an influence between brand image on purchase intentions. Judging from the path coefficient of 0.578 is positive, because the path coefficient is positive, which means that brand image has a positive effect on purchase intentions. This means that the higher the brand image, the greater the purchase intention.

Positive e-WOM towards brand image has a t statistics value of 8,700, and a P value of 0,000, because P values <0.05 (0,000 <0.05) then the hypothesis is accepted. This shows that there is an influence between positive e-WOM on brand image. Judging from the path coefficient of 0.616 is positive, because the path coefficient is positive, which means that e-WOM has a positive effect on brand image. This means that the higher the positive e-WOM, the more it will increase the brand image.

Positive e-WOM towards purchase intention has a t statistics value of 2.545, and a P value of 0.011, because P value <0.05 (0.011 <0.05), the hypothesis is accepted. This shows that there is an influence between positive e-WOM on purchase intentions. Judging from the path coefficient of 0.249 is positive, because the path coefficient value is positive, which means that e-WOM has a positive effect on purchase intention. This means that the higher the positive e-WOM, the more purchase intention will be.

Table 7. Indirect Effect Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Advertisement Attitude -> Brand Image -> Purchase Intention	0,195	0,194	0,048	4,075	0,000
Positive e-WOM -> Brand Image -> Purchase Intention	0,356	0,356	0,080	4,425	0,000

Based on the table above, it is obtained the p-value and t statistics variables which are explained as follows.

Advertisement attitude towards purchase intention mediated by brand image found a t statistics value of 4.075, and a P value of 0.000, because P values <0.05 (0.000 <0.05) then the hypothesis is accepted. This shows that there is a positive influence between advertisement attitude towards purchase intentions mediated by brand image which can be seen in the path coefficient of 0.195. It means that the higher the advertisement attitude, the brand image will increase which will result in an increase in purchase intentions.

Positive e-WOM on purchase intention with brand image as mediation found a t statistical value of 4.425, and a P value of 0.000, because P value <0.05 (0.000 <0.05), the hypothesis is accepted. This shows that there is a positive influence between positive e-WOM on purchase intentions with brand image as media which can be seen in the path coefficient of 0.356. This means that the higher the positive e-WOM, the brand image will increase which will result in an increase in purchase intentions.

CONCLUSIONS AND RESEARCH IMPLICATIONS

The conclusion in this study is that the advertisement attitude, positive e-WOM, and brand image variables have a positive and significant effect on purchase intention. This means that consumer purchase intentions are influenced by consumer attitudes towards the advertisements displayed, positive reviews on social media and the brand image of a product. The advertisement attitude and positive e-WOM variables also have a positive effect on the image of a brand, this means that consumer attitudes towards advertising and positive reviews on a product can create a good brand image for a product.

Brand image also mediates the influence of advertisement attitude towards purchase intention, this means that the better the brand image of a product in the minds of consumers, it will be able to form a positive attitude towards the advertisements presented and increase consumer purchase intentions. Brand image also mediates the positive influence of e-WOM on purchase intentions, this means that the better the brand image on a product, it will increase consumer confidence in positive reviews given to a product so that it will increase consumer purchase intentions of the product.

Based on these conclusions, the results of this study are expected to be able to contribute to the development of human resource management science, especially regarding advertisement attitude, positive e-WOM, brand image and purchase intention which can have positive and negative effects between exogenous and endogenous variables and the significance of the role of mediation. Then able to provide an overview to company management

about advertisement attitude, positive e-WOM, brand image and purchase intentions expected by consumers.

In addition, the results of this study can provide suggestions and input to company management to pay more attention to advertisement attitudes by making Samsung advertisements more convincing consumers to buy Samsung smartphone products, and always provide the best service to consumers so that consumers always provide good reviews of Samsung smartphones. thus increasing consumer decisions to buy a Samsung smartphone.

RESEARCH LIMITATIONS AND SUGGESTIONS

The process of writing this study has several limitations that need to be underlined, especially in future studies. The scope of this research is only limited to the area of Denpasar City, so the results of this study cannot be generalized to research outside the city of Denpasar. This research also only depends on the results of the questionnaire via google form, due to the Covid-19 pandemic which has caused the impossibility of distributing questionnaires directly and conducting interviews with respondents to get maximum results.

Companies are expected to make more attractive and convincing advertisements in order to build consumer trust that result in the increase of consumer purchase intentions. The company is also expected to always improve the quality of Samsung smartphones so that consumers will provide good reviews which will further convince consumers to buy Samsung smartphones.

REFERENCES

Abdullah, M. 2015. *Metodologi Penelitian Kuantitatif*. Yogyakarta: Aswaja Pressindo.

Abzari, M., Ghassemi, R. A., dan Vosta, L. N. 2014. Analysing the Effect of Social Media on Brand Attitude and Purchase Intention: The Case of Iran Khodro Company, *Procedia-Social and Behavioral Sciences,* 143:822-826.

Akbari, M. 2015. Different Impacts of Advertising Appeals on Advertising Attitude for High and Low Involvement Products, *Global Business Review*, 16(3):478-493.

Akkaya, D.T., Akyol, A., dan Simsek, G.G. 2017. The Effect Of Consumer Perceptions On Their Attitude, Behavior And Purchase Intention In Social Media Advertising. *Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi*, 39(2):361-388.

Al Halbusi, H., dan Tehseen, S. 2018. The Effect of Electronic Word-of -Mouth (EWOM) On Brand Image and Purchase Intention: A Conceptual Paper. *SocioEconomic Challenges*, 2(3):83–94.

Alrwashdeh, M., Emeagwali, O.L., dan Aljuhmani, H.Y. 2019. The Effect of Electronic Word of Mouth Communication on Purchase Intention and Brand Image: An Applicant Smartphone Brands in North Cyprus. *Management Science Letters*, 9:505-519.

Alsughayir, A, dan Albarq, A.N., 2013. Examining A Theory of Reasoned Action (TRA) in Internet Banking Using SEM Among Saudi Consumer. *Journal of Al-Imam Muhammad ibn Saud Islamic University*, 1(2):1-14.

Arshad, S., dan Aslam, T. 2015. The Impact of Advertisement on Consumer's Purchase Intentions. *SSRN Electronic Journal*, :1-17.

Assael, H. 2011. *Consumer Behavior and Marketing Action*. Boston: Kent Publishing.

Atika., Kusumawati, A., Iqbal, M. 2016. The Effect of Electronic Word of Mouth, Massage Source Credibility, Information Quality on Brand Image and Purchase Intention. *Jurnal Ekonomi dan Keuangan,* 20(1):94-108.

Aziz, S., U. Ghani. dan A. Niazi. 2013. Impact Of Celebrity Credibility On Advertising Effectiveness. *Pakistan Journal Of Commerce And Social Sciences 2013*, 7(1):107-127.

Bambauer-Sachse, S., dan Mangold, S. 2011, Brand Equity Dilution Through Negative Online Word-of-Mouth Communication, *Journal of Retailing and Consumer Services*, 8(1):38-45.

Baur, T. 2017. The Effect of e-Wom Components on Brand Attitude and Purchase Intention: A Cross Country Study Between Germany and Sweden.*Thesis,* Lulea Tekniska Universitiet. Jerman, Tidak dipubliaksikan.

Brown, J., Broderick, A. J., dan Lee, N. 2017. Word of Mouth Communication within Online Communities: Conceptualizing the Online Social Network, *Journal of Interactive Marketing*, 21(3):2-20.

Brown, M., Pope, N., dan Voges, K. 2017. Buying or Browsing? An Exploration of Shopping Orientations and Online Purchase Intention. *European journal of marketing*, 37(11/12):1666-1684.

Bruce, N., Foutz, N., dan Kolsarici, C. 2012. Dynamic Effectiveness of Advertising and Word of Mouth in sequential distribution of New Products, *Journal of Marketing Research*, 49(4):469-486.

Charo, N., Sharma, P., Shaikh, S., Haseeb, A and M. Z. Sufya. 2015. Determining the Impact of E-Wom on Brand Image and Purchase Intention Through Adoption of Online Opinions. *International Journal of Humanities and Management Sciences,* 3(1): 41-46.

Cheung, C.M.K. dan Lee, M.K.O. 2012. What Drives Consumers to Spread Electronic Word of Mouth in Online Consumer-Opinion Platforms. *Decision Support Systems*, 53:218–225.

Chung, C.C., Chang, C., Lin, L.W.C., Nang, Y. 2012. The Effect of Advertisement Frequency on the Advertisement Attitude-The controlled Effects of Brand Image and Spokesperson's Credibility. *Procedia - Social and Behavioral Sciences,* 57:352-359

Chih, W.H., Wang, K.Y., Hsu, L.C. dan Huang, S.C. 2013. Investigating eWOM effects on online discussion forums: the role of perceived positive eWOM review credibility, *Cyber psychology, Behavior, and Social Networking*, 16(9):658-668.

Dinh, T., dan Mai, K. 2016. Guerrilla Marketing's Effects on gen Y's Word-of-Mouth Intention – a Mediationof Credibility, *Asia Pacific Journal of Marketing and Logistics*, 28(1):4-22.

Dharma, N.P.S.A dan Sukaatmadja, I.P.G. 2015. Pengaruh Citra Merek, Kesadaran Merek, dan Kualitas Produk terhadap Keputusan Membeli Produk Apple. *E -Jurnal Manajemen Unud*, 4 (10): 3228-3255

Dwyer, C., Hiltz, S., dan Passerini, K. 2017. Trust and Privacy Concern within Social Networking Sites: A Comparison of Facebook and MySpace, *AMCIS 2007 Proceedings*, 339:1-12.

Elseidi, R. I., dan El-Baz, D. 2016. Electronic Word of Mouth Effects on Consumers' Brand Attitudes, Brand Image and Purchase Intention: an Empirical Study in Egypt. *The Business and Management Review*, 7(5):268-276.

Ferdinand, A. 2014. *Pengembangan Minat Beli Merek Ekstensi.* Semarang: Badan Penerbit Universitas Diponegoro.

Ferdinand, A. 2014a. *SEM dalam Penelitian Manajemen.* Semarang: Badan Penerbit Universitas Diponegoro.

Fishbein, M. and Ajzen, I. 1975. *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research.* Massachusetts: Addison-Wesley Publishing Company.

Fishbein, M. and Ajzen, I. 1980. *Understanding attitudes and predicting social behaviour*. Englewood Cliffs, NJ: Prentice Hall.

Ghozali, I. 2016. *Structural Equation Modeling Metode Alternatif Dengan Partial Least Square*. Semarang: Universitas Diponegoro.

Ha, N.M., dan Lam, N.H. 2017. The Effects of Celebrity Endorsement on Customer's Attitude toward Brand and Purchase Intention. *International Journal of Economics and Finance*, 9(1): 64-77.

Ha, Y. W., Park, M. C., dan Lee, E. 2014. A Framework for Mobile SNS Advertising Effectiveness: User Perceptions and Behaviour Perspective. *Behaviour & Information Technology*, 33(12): 1333-1346.

Haiti, F.S. 2019. Analysis of Factors Affecting Attitudes Toward Brands and Attitudes Toward Instagram Ads, and Their Effects on Behavioral Intention on Social Media Instagram. *International Journal of Scientific & Engineering Research,* 10(1): 917-924.

Henning-Thurau, T., Gwinner, K.P., Walsh, G. dan Gremler, D.D. 2014. Electronic Word-of-Mouth Via Customer Opinion Platform: What Motivates Consumers to Articulate Themselves on the Internet, *Journal of Interactive Marketing*, 18(1): 38-52.

Hong, S., dan Park, H.S. 2012, Computer-Mediated Persuasion in Online Reviews: Statistical Versus Narrative Evidence, *Computers in Human Behavior*, 28(3): 906-919.

Hsu, Y., dan Vui, N.H., 2019. The Factors Influencing Customers' Repurchasing Intention in B2C-E-Commerce in Vietnam and Taiwan. International *Journal of Business and Commerce*, 7(3): 77-93.

Hu, X., dan Ha, L. 2015. Which form of Word-of-Mouth is More Important to Online Shoppers? A Comparative Study of WOM Use between General Population and College Students, *Journal of Communication and Media Research*, 7(2): 15-35.

Hu, X., Ha, L., Mo, S. dan Xu, Y. 2014. Who are Fans of Facebook Fan Pages? An Electronic Word-of-Mouth Communication Perspective, *International Journal of Cyber Society and Education*, 7(2): 125-146.

Huarng, K. H.,Yu, T. H. K., dan Huang, J. J. 2010. The Impacts of Instructional Video Advertising on Customer Purchasing Intentions on the Internet. *Service Business*, 4(1): 27-36.

IDC (International Data Corporation). 2019. (https://www.idc.com/getdoc.jsp?containerId=prAP46346820)

Internet World Stats Usage and Population Statistic. *2019.* (https://www.internetworldstats.com/top20.htm)

Ismagilova, E., Dwivedi,Y., Slade, E., dan Williams, M. 2017. Electronic Word of Mouth (eWOM) in the Marketing Context, 1st ed., Springer International Publishing, NewYork, NY.

Jain, G., Rakesh, S., dan Chaturvedi, K.R. 2018. Online Video Advertisements' Effect on Purchase Intention: An Exploratory Study on Youth. *International Journal of E-Business Research,* 14(2): 87-101.

Jalilvand, M. R., dan Samiei, N. 2012. The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: an Empirical Study in the Automobile Industry in Iran, *Marketing Intelligence & Planning*, 30(4): 460-476.

Jatmika, C. S. 2014. Pengaruh Elektronik Word of Mouth Terhadap Brand Image dan Purchase Intention Smartphone Samsung di Surabaya. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 3(2): 1-14.

Jeong, E.H. dan Jang, S.C. 2011. Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations, *International Journal of Hospitality Management*, 30(2):356-366.

Jeong, H. J., dan Koo, D. M. 2015. Combined Effects of Valence and Attributes of e-WOM on Consumer Judgment for Message and Product: The Moderating Effect of Brand Community Type, *Internet Research*, 25(1): 2-29.

Juliandi, A, Irfan., Manurung, S. 2014. *Metodologi Penelitian Bisnis: Konsep dan Aplikasi*. Medan: UMSU Press.

Kala, D., dan Chaubey, D.S. 2018. Impact of Electronic Word of Mouth on Brand Image and Purchase Intention towards Lifestyle Products in India. *Pacific Business Review International,* 10(9): 135-144.

Kim, S.Y., Noh, Y.K, and Lee, K. 2018. A Convergence Study on the Structural Relationship between Sport Brand's Advertisement Attributes, Ad Attitudes, Brand Images, and Purchase Intentions on Social Networking Site(SNS). *Journal of the Korea Convergence Society*, 9(12):345-354.

Kim, Y. J., dan Han, J. 2014. Why Smartphone Advertising Attracts Customers: A Model of Web Advertising, Flow, and Personalization. *Computers in Human Behavior*, 33: 256-269.

Kotler, P., dan Armstrong, G. 2012. *Manajemen Pemasaran*, *Analisis, Perencanaan, Implementasi dan Pengendalian,* Jakarta: Erlangga,

Kotler, P., and Keller, K.L. 2016. *Marketing Management*, 15th Edition, Pearson Education, Inc.

Kudeshia, C., dan Kumar, A. 2016. Social eWOM: does it Affect the Brand Attitude and Purchase Intention of Brands?.*Management Research Review,* 40(3): 310-330.

Kusumasondjaja, S. 2016. Respon Konsumen pada Mobile Advergames: Intrusiveness dan Irritation. *Jurnal Manajemen Teknologi*, 15(3):206–223.

Lee, E-B., Sang-Gun L., dan Chang-Gyu, Y. 2017. The Influences of Advertisement Attitude and Brand Attitude on Purchase Intention of Smartphone Advertising. *Industrial Management & Data Systems*, 17(6): 15-29.

Lee, J., Park, D. H., dan Han, I. 2011. The Different Effects of Online Consumer Reviews on Consumers' Purchase Intentions Depending on Trust in Online Shopping Malls: An Advertising Perspective, *Internet research*, 21(2): 187-206.

Lim, W. M. 2015. The Influence of Internet Advertising and Electronic Word of Mouth on Consumer Perceptions and Intention: Some Evidence from Online Group Buying. *Journal of Computer Information Systems,* 55(4): 81-89.

Liu, S., Jiang, C., Lin, Z., Ding, Y., Duan, R., dan Xu, Z. 2015, Identifying Effective Influencers Based on Trust for Electronic Word-of-Mouth Marketing: a Domain-aware Approach, *Information Sciences*, 306: 4-52.

Lopez, M., dan Sicilia, M. 2014. eWOM as Source of Influence: The Impact of participation in eWOM and Perceived Source Trustworthiness on Decision Making, *Journal of Interactive Advertising*, 14(2): 86-97.

Lucas, D. B., dan Britt, S. H. 2013. *Advertising Psychology and Research*. New York: Mc Graw-Hill.

Majid, N. dan Rofiq, A. 2014. Analisis Pengaruh Electronic Word of Mouth terhadap Brand Image dan Dampaknya pada Minat Beli Smartphone Samsung di Kota Malang. *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 2(2):1-13.

Min, L.H.L., Chang, H.J.J., Jai, T.M.C., dan Ziegler, M. 2019. The Effects of Celebrity-brand Congruence and Publicity On Consumer Attitudes and Buying Behavior. *Springer,* 6(10): 1-19.

Morissan, A. 2010. Periklanan *Komunikasi Pemasaran Terpadu*. Jakarta: Ramdina Prakarsa.

Najmi, M., Atefi, Y., dan Mirbagheri, S.A. 2012. Attitude Toward Brand: An Integrative Look at Mediators and Moderators. *Academy of Marketing Studies Journal,* 16(1): 111-133.

Nielsen. 2014. Understanding the New Indian Shopper, available at: http://www.nielsen.com/in/en/insights/reports/2014/understanding-the-new-indian shopper.html-indian-shopper.html (accessed 06 May 2014).

Nuseir, M.T. 2019. The Impact of Electronic Word of Mouth (e-WOM) on the Online Purchase Intention of Consumers in the Islamic Countries – A Case of (UAE). *Journal of Islamic Marketing*, 22: 1-11.

Okazaki, S. and Taylor, C.R. 2013. Social media and international advertising: theoretical challenges and future directions. *International Marketing Review*, 30(1): 56-71.

Peter J. P., dan Jerry Olson, C. 2014. *Perilaku Konsumen dan Strategi Pemasaran*. Jakarta; Salemba Empat.

Sallam, M.A., dan Algammash, F.A., 2016. The Effect of Attitude Toward Advertisement on Attitude Toward Brand and Purchase Intention. *International Journal of Economics, Commerce and Management,* 4(2): 209-520.

Samuel, H. dan Lianto, A.S. 2014. Analisis Ewom, *Brand Image, Breand Trust,* dan Minat Beli Produk Smartphone di Surabaya. *Jurnal Manajemen Pemasaran,* 8(2):47-54.

Samsung News Room. 2019. (https://news.samsung.com/global/samsung-wins-46-ces-2020-innovation-awards-for-outstanding-design-and-engineering)

Samsung News Room. 2020. (https://news.samsung.com/global/samsung-electronics-wins-61-if-design-awards)

Saputra, R. (2016). Ketercapaian Tugas Perkembangan Usia Lanjut Ditinjau dari Jenis Kelamin dan Latar Belakang Budaya serta Implikasinya pada Bimbingan dan Konseling, *Jurnal Penelitian Guru Indonesia*, 2: 33–44.

Sarwono, J. 2016. *Membuat Skripsi, Tesis dan Disertasi dengan Partial Least Square SEM (PLS - SEM).* Yogyakarta: Andi.

Sasmita, J.L. 2015. Pengaruh Advertising Appeal, Attitude toward Brand, dan Attitude toward Advertising terhadap Variable Brand Preference pada Obyek Iklan Popmie Edisi Gadis Hongkong. *Agora,* 3(2): 1-9.

Schiffman, P., dan Kanuk, F. (2012), *The Essence of Service Marketing*, Prentice-Hall International Ltd, New York.

Schivinski, B. dan Dabrowski, D. 2014. The Effect of Social Media Communication on Consumer Perceptions of Brands, *Journal of Marketing Communications*, 1-26.

Shaemi, A., dan Saneian, Z. 2014, Building Trust in e-Banking and it's Effect on Positive Word-of-Mouth Advertising, *Management Science Letters*, 4 (5): 967-976.

Shimp, T. A. 2013. *Management Strategy*, New Jersy: Prentice Hall.

Shukla, P. 2011. Impact of Interpersonal Influences, Brand Origin and Brand Attitude on Luxury Purchase Intentions: Measuring Inter Functional Interactions and a Cross-National Comparison,*Journal of world business*, 46(2): 242-252.

Singh, R.P., dan Banerjee, N. 2018. Exploring the Influence of Celebrity Credibility on Brand Attitude, Advertisement Attitude and Purchase Intention. *Global Business Review*, 19(6): 1622-1639.

Sugiyono. 2017. *Metode Penelitian Bisnis*. Bandung: Alfabeta.

Suryanto, E. dan Chariri, A. 2016. Sikap Norma Subjektif, dan Intensi Pegawai Negeri Sipil untuk Mengadukan Pelanggaran (*Whisltle-Blowing). Jurnal Akuntansi dan Keuangan Indonesia,* 13(1):102-116.

Tang, Z., Luo, J., dan Xiao, J. 2011. Antecedents of Intention to Purchase Mass Customized Products, *Journal of Product & Brand Management*, 20(4): 316-326.

Themba, G. dan Mulala, M. 2013. Brand-Related eWOM and Its Effects on Purchase Decisions: An Empirical Study of University of Botswana Students,*International Journal of Business and Management,* 8(8): 31-42.

Tjiptono, F. 2014. *Brand Management & Strategy*, Yogyakarta: Andi Offset.

The Top Ten. 2019. (https://www.thetoptens.com/best-smartphone-brands/)

Torlak, O., B. Y. Ozkara., M. A. Tiltay., H. Cengiz and M. F Dulger. 2014. The Effect of Electronic Word of Mouth On Brand Image And Purchase Intention: An Appli- cation Concerning Cell Phone Brands For Youth Consumers In Turkey*. Journal of Marketing Development And Competitiveness,* 8(2): 61-68.

Trusov, M., Bucklin, R. dan Pauwels, K. 2019. Effects of Word-of-Mouth Versus Traditional Marketing: findings from an Internet Social Networking Site, *Journal of Marketing*, 73(5): 90-102.

Tsao, W.C. dan Hsieh, M.T. 2015. eWOM persuasiveness: do eWOM platforms and product type matter?, *Electronic Commerce Research*, 15(4):509-541.

Umar, H. 2014. *Metode Riset Perilaku Konsumen Jasa*, Jakarta: Ghalia Indonesia.

Wali, M. 2017. Adsense Mobile dan Respon Pengguna Smartphone : Intrusiveness dan Irritation. *Jurnal Ekonomi Dan Manajemen Teknologi*, 1(2):107–120.

Wang, S.W., Kao, G.H.Y., dan Ngamsiriudom, W. 2017. Consumers' Attitude of Endorser Credibility, Brand and Intention with Respect to Celebrity Endorsement of the Airline Sector. *Journal of Air Transport Management*, 60: 10-17.

We Are Social. 2019. Berapa Pengguna Media Social Indonesia?

Websindo. 2019. (https://websindo.com/indonesia-digital-2019-media-sosial/)

Wu, P. C., dan Wang, Y. C. 2011. The Influences of Electronic Word-of-Mouth Message Appeal and Message Source Credibility on Brand Attitude, *Asia Pacific Journal of Marketing and Logistics*, 23(4): 448-472.

Xu, H., Oh, L. B., dan Teo, H. H. 2011. Perceived Effectiveness of Text vs. Multimedia Location-based Advertising Messaging. *International Journal of Mobile Communications*, 7(2): 154-177.

Zafar,Q.U.A. dan Mahira, R. 2013. Impact of Celebrity Advertisement on Customers Brand Perception and Purchase Intention. *Asian Journal of Business and Management Sciences*, 1(11): 53-67.

Zhang, T., Abound Omran, B., dan Cobanoglu, C. 2016. GenerationY's Positive and Negative eWOM: Use of Social Media and Mobile Technology, *International Journal of Contemporary Hospitality Management*, 29(2): 732-761.