# THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (EWOM) AND BRAND IMAGE ON CUSTOMER PURCHASE INTENTIONS AT TRAVELOKA ONLINE TRAVEL AGENCY

## PENGARUH ELECTRONIC WORD OF MOUTH (EWOM) & BRAND IMAGE TERHADAP NIAT MEMBELI PELANGGAN PADA TRAVEL TRAVEL ONLINE TRAVELOKA

By:
**Dylan Yosia Ruata[1]**
**Marjam M. Mangantar[2]**
**Merinda H.C. Pandowo[3]**

[123]International Business Administration, Management Department
Faculty of Economics and Business
Sam Ratulangi University, Manado

E-mail:
[1]dylanruata@gmail.com
[2]marjam.mangantar@gmail.com
[3]merindapandowo@unsrat.ac.id

**Abstract:** This study was made to identify the influence of Electronic word of mouth, and Brand image on customer Purchase intention. Most people would do some or even extensive research of their product or services before purchasing stuffs. Reviews and experience stated by previous customer surely affects the purchase intention of other customers, especially people in this technology advanced era. Customer would easily find their needs on the internet and tends to articulate themselves even more on the internet. This is related with the Brand image factor that may influence customer purchase intention. People would simply see the popularity of the brand and tends to try or even repeatedly use it. Hence, it is important for companies especially online travel agencies that they maintain or even improve their good image and increase their presence on the internet. The types of method used in this research is quantitative method with a sample population of 100 acquired from respondents who had previously used Traveloka online travel agency using purposive sampling method. While the tests and data analysis are done using the SPSS 26 software. Result found in this research shows that both Electronic word of mouth (X1) and Brand image (X2) has significant influence on customer Purchase intention (Y). People tend to consider buying a product or services from a bigger company with more fame. And reviews that appears on the internet will affect customers purchasing intention

**Keywords:** Brand image, purchase intention, eWOM

**Abstrak:** *Penelitian ini dilakukan untuk mengidentifikasi pengaruh Electronic word of mouth, dan citra merek terhadap niat beli pelanggan. Kebanyakan orang akan melakukan beberapa atau bahkan penelitian ekstensif tentang produk atau layanan mereka sebelum membeli barang. Review dan pengalaman yang disampaikan oleh pelanggan sebelumnya tentunya mempengaruhi niat beli dari pelanggan lain, terutama masyarakat di era teknologi yang semakin maju ini. Pelanggan akan dengan mudah menemukan kebutuhan mereka di internet dan cenderung mengartikulasikan diri mereka lebih banyak lagi di internet. Hal ini terkait dengan faktor citra merek yang dapat mempengaruhi niat beli pelanggan. Orang hanya akan melihat popularitas merek dan cenderung mencoba atau bahkan berulang kali menggunakannya. Oleh karena itu, penting bagi perusahaan khususnya biro perjalanan online agar mereka mempertahankan atau bahkan meningkatkan citra merek mereka dan meningkatkan kehadiran mereka di internet. Jenis metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan populasi sampel sebanyak 100 yang diperoleh dari responden yang sebelumnya pernah menggunakan travel agent online Traveloka dengan menggunakan metode purposive sampling. Sedangkan pengujian dan analisis data dilakukan dengan menggunakan software SPSS 26. Hasil yang ditemukan dalam penelitian ini menunjukkan bahwa Electronic word of mouth (X1) dan Brand image (X2) memiliki pengaruh yang signifikan terhadap niat beli konsumen (Y). Orang cenderung mempertimbangkan untuk membeli produk atau layanan dari perusahaan yang lebih besar dengan lebih banyak ketenaran. Dan review yang muncul di internet akan mempengaruhi niat beli pelanggan.*

***Kata Kunci:** Citra merek, minat beli, eWOM*

# INTRODUCTION

## Research Background

In this sophisticated and advanced era, the internet has been a necessity among people globally. The Internet is generally used to communicate, and share useful information around the world across large or small distances. Internet is a collection of global scale networks where no one person, group or organization is responsible for running the internet (Sarwono, 2012). The world customers are living in right now is so highly dependent on technologies and internet, to the point where it would be difficult to conduct daily activities without internet.

Traveling has become a trend in recent years. And so far, the only concern in travelling is the Covid-19 global pandemic. With the increasing number of options to choose from in Online Travel Agency (OTA), customers have to find more information before deciding or making their purchase activities. They will face a lot of reviews regarding the credibility and quality to gather more specific information about the product. Customers today is starting to use an online booking whenever they want to travel or anything that relates to hospitality and tourism, in particular plane tickets. People tend to use the social media to gather the information they needed, since it is difficult to measure an intangible product before using it at the first place. Therefore, people seek help from another person who has experience. This is where Electronic Word of Mouth (eWOM) comes in hand. The role of Electronic Word of Mouth (eWOM) has become very important in obtaining information prior to the customers purchase intentions.

Apart from the Electronic Word of Mouth (eWOM), the factors that are often considered by customers when looking for information regarding the purchase of a product are Brand Image. Brand image can be defined as a unique group of associations which creates a perception about an offering within the minds of the target customers. Traveloka has been considered as one of the largest online ticket selling company in Indonesia since 2012. Traveloka is one of the first local Online Travel Agent companies to hold the title "unicorn" or in other words, it has a value of more than 1 million USD. According to the top brand index, Traveloka has held the first rank for 6 consecutive years as an online flight ticket booking site and travel & online hotel reservation site. But based on the top brand index, Traveloka's percentage of the two categories has continued to decline over the last few years.

In recent years, Electronic word of mouth (eWOM) has become more and more effective than conventional word of mouth due to the rapid advancement of technology. Yet technology and in particular Electronic word of mouth not only being able to provide positive outcome, it could also develop long term backlash on certain people especially companies. Certain people can write articles that undermines and bring down a company by writing negative things either truthfully or on purpose, or in other words people could spread bad publicity using their social media and networks. Such as in 2018 as wrote by CNN Indonesia there are certain people that gives negative review and accuse Traveloka's OTA for cheating by not rounding up the total cost that needs to be paid. This particular news would affect how other people perceive Traveloka as one of the biggest OTA and somehow encourage people to avoid using Traveloka. This shows how effective yet fragile the practice of Electronic word of mouth.

## Research Objectives

1. To examine the influence of electronic word of mouth (eWOM) on customer purchase intention at Traveloka's online travel agency partially.
2. To examine the influence of Brand image on customer purchase intention at Traveloka's online travel agency partially.
3. To examine the impact of electronic word of mouth (eWOM), and Brand image towards customer purchase intention in using Traveloka's online travel agency simultaneously

# THEORETICAL FRAMEWORK

## Electronic Word of Mouth (eWOM)

Word of Mouth (WOM) is one of the ways to convey information. Litvin et al (2008) stated that WOM can be define as communication between consumers about a product, service, or company in which the sources are considered independent of commercial influence. Compared to traditional WOM, Electronic word of mouth (eWOM) has been defined by Hennig-Thurau et al (2004) as any positive or negative statements made by

potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet.

**Brand Image**

According to Kotabe and Helsen (2011), brand can be characterized as a name, term, sign, image, or a mixture of them which is proposed to distinguish the products and ventures of one dealer or gathering of venders and to separate them from other contenders While image as defined by Kotler (2001), to be a set of beliefs, ideas, and impression that a person holds regarding an object. According to Anwar et al (2011), brand image can be defined as the observations around a brand as expressed by the brand association held in the consumer's memory.

**Purchase Intention**

According to Howard and Sheth (1969), the attitude of a consumer toward a particular buying behavior, as well as the consumer's willingness to pay, are referred to as purchase intention. Schiffman and Kanuk (2008) stated that purchase intention can be defined as a euphoria or excitement related attitude towards an object that makes individuals obsessed with that particular object and try to earn it with money nor sacrifice. The higher the purchase intention consumers will more likely and willingly purchase the product. Chi (2009) stated that purchase intention is the desire to buy a particular brand, and it is usually based on the compatibility of the purchase motive with the brand's qualities or features.

**Previous Research**

Mohammad Reza Jalilvand and Neda Samiei (2012) examined the extent to which e-WOM among consumers can influence brand image and purchase intention in the automobile industry. Measurement items are adapted from existing scales found in the marketing literature. Academic colleagues reviewed the items for face validity and readability. The scales are evaluated for reliability, convergent validity, and discriminant validity using data collected in a survey of Iran Khodro's prospective customers in Iran. A structural equation modeling procedure is applied to the examination of the influences of e-WOM on brand image and purchase intention. The research model was tested empirically using a sample of 341 respondents who had experience within online communities of customers and referred to Iran Khodro's agencies during the period of research. The paper found that e-WOM is one of the most effective factors influencing brand image and purchase intention of brands in consumer markets.

Maryam Tariq, Tanveer Abbas, Muhammad Abrar, and Asif Iqbal (2017) analyzed the impact of electronic word of mouth (eWOM) and brand awareness on customer purchase intention with the mediating role of brand image. The research is conducted to analyze the full or partial role of mediator on the said relationship. This research is basically conducted on customers of mobile users of Rawalpindi and Islamabad. To check this relationship a total of 300 questionnaires were floated in four universities of twin cities, of which 262 questionnaires with a response rate of 87.33% were received back on which mediation analysis has been performed. The results show full mediating impact of brand image on Electronic Word of Mouth (eWOM) and customer purchase intention relationship, while partial mediating role of brand image on relationship of brand awareness and customer purchase intention has been observed.

Hamzah Mehyar, Mohammed Saeed, Hussein Baroom, Ali Aljaafreh, and Raid Moh 'd Al-Adaileh (2020) identified the impact of eWOM dimensions including (Quality, Quantity, and Credibility) on consumer's purchase intention. The study proposed a model and data has been gathered using questionnaire. The sample consists of al Karak governante citizens. The data analysis results provided that eWOM quality, and eWOM quantity; are significantly impact on purchase intention, however on the contrary eWOM credibility had no significant impact on purchase intention.
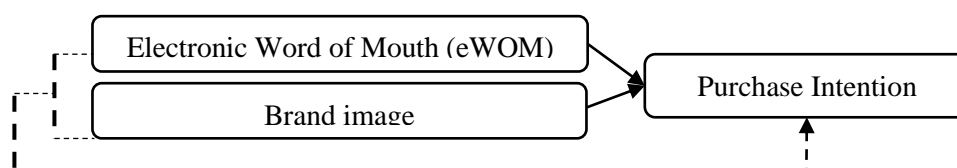
**Conceptual Framework**



**Figure 1. Conceptual Framework**
*Source: Data Processed, 2021*

**Hypothesis:**

$H_1$ :   There is a significant influence of Electronic word of mouth (eWOM) and Brand image on customer purchase intention simultaneously.

$H_2$ :   There is a significant influence of Electronic word of mouth (eWOM) on customer purchase intention partially.

$H_3$ :   There is a significant influence of brand image on customer purchase intention partially.

## RESEARCH METHOD

**Research Approach**

Research methods may be categorized based on their function, which is to interpret social and physical phenomena, both descriptive and experimental (Sugiyono, 2015). Descriptive analysis method was used in conducting this study. In this research, the descriptive analysis method is used to clarify the relationship between Electronic word of mouth (eWOM) (X1) and Brand image (X2) towards customer purchasing intention (Y). Furthermore, Quantitative research method are used in this study alongside survey research. According to Sugiyono (2015), Quantitative research methods are studies that use instruments to gather data and discuss particular populations or samples based on the philosophy of positivism. Meanwhile, Survey research is carried on large and small populations, but the data analyzed is data from samples drawn from that population, allowing for the discovery of relative events, distribution, and interactions between sociological and psychological variables.

**Population, Sample, Sampling Technique**

Sugiyono (2015) stated that Population is a broad category of objects or subjects with specific attributes and features that researchers select to study and draw conclusions to. While Sekaran and Bougie (2009) defined population as the entire group of individuals, events, or objects of interest that the researcher wants to explore. It is a collection of persons, incidents, or items of interest about which the researcher wishes to draw conclusions based on sample statistics. The population used in this research is people who had previously used Traveloka's online travel agency. It will be obtained through the use of questionnaire that will be spread out online using google form. Since the number of populations, in this case people who has experienced online travel agency couldn't be define or unknown or can be describe as infinity. The number of samples will be taken using the formula stated by Lemeshow as follows:

$$n = \frac{Za^2 \times P \times Q}{L^2}$$

**Data Collection Method**

The primary data sources in this research are obtained through the use of questionnaires that are related with electronic Word of Mouth (eWOM), Brand image, and purchase intention which can be filled online by the respondents using google form. While the secondary data were obtained from international journals, books, relatable literatures, and organizational data from the internet.

**Operational Definition of Research Variable**

**Table 1. Operational Definition of Variables**

| No. | Research Variable | Definition | Indicator |
|---|---|---|---|
| 1. | Electronic Word of Mouth (X1) | eWOM is positive or negative statements made by potential customers, real consumer, or former consumers about a product or company that can be accessed by many people or institutions over the Internet (Thurau et al., 2004) | 1) Platform assistance <br> 2) Venting negative feelings <br> 3) Consumer concern <br> 4) Extraversion <br> 5) Social benefits <br> 6) Economic incentives <br> 7) Helping the company <br> 8) Advice seeking |
| 2. | Brand Image (X2) | Brand image is a set of descriptions about associations and consumer confidence in certain brands (Tjiptono, 2005) | 1) Corporate Image <br> 2) Product Image <br> 3) User Image |

| 3. | Purchase Intention (Y) | Purchase intention is an impulse that arises in a person to buy goods and services in order to fulfil their needs (Mc Carthy, 2003) | 1) Attention 2) Interest 3) Desire 4) Action |
|----|------------------------|---|---|

## Validity and Reliability Test

Validity of research is an extent at which requirements of scientific research method have been followed during the process of generating research findings. This evaluation was carried out by evaluating the measurement items' validity by correlating the score of each item with the overall score, which is the sum of each item's scores.

Cronbach alpha will be used to test the reliability of this research. Cronbach alphas are dependable coefficients that may show how good elements in an asset have a positive association with one another. (Sekaran, 2003) interpretation of Cronbach's Alpha are as follows:

- < 0.6 indicates that data is reliable
- 0.7 indicates acceptable data
- 0.8 indicates that the data is reliable

## Multiple Linear Regression Analysis

Sugiyono (2015) stated that multiple linear regression analysis is used to estimate how the state (fluctuation) of the dependent variable is, by increasing the significance of two or more dependent variables as predictor factors. These following are the form of multiple regression analysis method formula:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:
$Y$         : Purchase Intention
$a$         : Independent variable = 0 or Constant
$X_1$       : Electronic word of Mouth (eWOM)
$X_2$       : Brand Image
$\beta_1, \beta_2$ : Regression coefficient / Slope of each variables
$e$         : Errors

## RESULTS AND DISCUSSION

### Result
### Validity and Reliability Test

The Pearson Correlation value of Electronic word of mouth (X1) and Brand image (X2) along with Purchase intention (Y) are greater than 0.3 or the significance value is below 0.05. All three variables show positive relationship with Electronic word of mouth at (0,921), Brand image (0.900), and Purchase intention (0.880) hence, the research instrument is considered valid. The SPSS output shows the value of Cronbach's Alpha with 3 variables used in this research as 0,844. Theoretically, the minimum value or acceptance limit of Cronbach's Alpha is 0.6. Since 0.844 > 0.6. The research instrument is considered reliable.

### Classical Assumption Test
### Normality Test

Normality test is conducted to test the variables whether or not it is normally distributed or to identify invalid distribution of the research data. Normality test can be test using P-P Plot and statistical analysis.
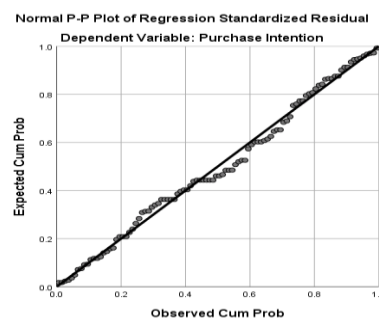


**Figure 2. Normality Test**
*Source: SPSS 26 Output (2021)*

The figure above shows that the plots are not distributed far from the line and the plots are well aligned with the diagonal line from the bottom to top. Hence the test conclude that the questions spread is normal and the normality test completed.

**Multicollinearity Test**

Multicollinearity is used to measure the Variance Inflation Factor (VIF) whether or not the variables correlate with one another.

**Table 2. Multicollinearity Test**

**Coefficients$^a$**

| Model | Collinearity Statistics | |
|---|---|---|
| | Tolerance | VIF |
| 1     (Constant) | | |
| Electronic Word of Mouth | .515 | 1.943 |
| Brand Image | .515 | 1.943 |

a.   Dependent Variable: Purchase Intention
*Source: SPSS 26 Output (2021)*

The tolerance value of Electronic word of mouth is 0,515 and Brand image is 0,515, it shows that both variables tolerance value is well above 0.1. While the Variance Inflation Factor (VIF) of Electronic word of mouth is 1.943 and Brand image is at 1.943, both are lower than 10. Theoretically, to ensure there is no multicollinearity in this research. The value of tolerance must be greater than 0.1 and the VIF value is less than 10. Hence, this research is free of multicollinearity.

**Heteroscedasticity Test**

Heteroscedasticity in this research is tested using Park's test.

**Table 3. Heteroscedasticity Test**

**Coefficients$^a$**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1     (Constant) | 18.794 | 5.581 | | 3.367 | .001 |
| LnX1 | -2.570 | 1.907 | -.175 | -1.348 | .181 |
| LnX2 | -3.287 | 2.239 | -.191 | -1.468 | .145 |

a.   Dependent Variable: Lnei2
*Source: SPSS 26 Output (2021)*

To identify whether or not heteroscedasticity occurs in this research using Park's test, the significance value must be greater than 0.05. As shown on table above, the significance value of X1 is 0,181 and X2 is 0,145 both are greater than 0.05. Hence, it can be concluded that this research is free of heteroscedasticity.

**Multiple Linear Regression Analysis**

**Table 4. Multiple Linear Regression Analysis**

**Coefficients$^a$**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1     (Constant) | 1.293 | 1.161 | | 1.114 | .268 |
| Electronic Word of Mouth | .142 | .042 | .275 | 3.369 | .001 |
| Brand Image | .450 | .061 | .601 | 7.354 | .000 |

a. Dependent Variable: Purchase Intention
*Source: SPSS 26 Output (2021)*

The result of multiple linear regression is shown on table above. Multiple linear regression or the relationship between each independent and dependent variable can be measured using the equation below:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 1.293 + 0.142 + 0.450$$

Based on the regression equation above, the result or relationship between independent and dependent variables are shown as follows:

1. The constant value of 1.293 shows the influence Electronic word of mouth (X1), and Brand image (X2) towards Purchase intention (Y). It also means that in case all independent variables are equal to zero, the dependent variable value is predicted to be 1.293.
2. Electronic word of mouth shows a coefficient value of 0.142. Which means that if it increases then purchase intention will be increased by 0.142. Positive relationship is shown between Electronic word of mouth (X1) and Purchase intention (Y).
3. Brand image shows a coefficient value of 0,450. Which means that if it increases then purchase intention will be increased by 0,450. Positive relationship is shown between Brand image (X2) and Purchase intention (Y)

**Table 5. The Coefficient of Determination ($R^2$)**

| | | R and R Square Table | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .817[a] | .667 | .660 | 1.37316 |

a. Predictors: (Constant), Brand Image, Electronic Word of Mouth
b.　Dependent Variable: Purchase Intention
*Source: SPSS 26 Output (2021)*

Based on the R and R Square table above, it shows that the R value has met the R test standard value requirement. And the R square shows 0.667 or (66%). This means that the independent variables in this research only contributed 66% towards the dependent variable. Whilst the remaining 34% comes from external factors or variables that are not mentioned and explained in this research.

**Hypothesis Test**
**Table 6. T – Test**

| | Model | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.293 | 1.161 | | 1.114 | .268 |
| | Electronic Word of Mouth | .142 | .042 | .275 | 3.369 | .001 |
| | Brand Image | .450 | .061 | .601 | 7.354 | .000 |

a.　Dependent Variable: Purchase Intention
*Source: SPSS 26 Output (2021)*

1. The significant level of Electronic word of mouth (X1) is 0,001 or <0,05. And the value of $t_{count}$ = 3,369 greater than the value of $t_{table}$ = 1,664. It is concluded that Electronic word of mouth (X1) has significant effect towards Purchase intention (Y) partially, therefore $H_2$ is accepted.
2. The significant level of Brand image (X2) is 0,000 or <0.05. And the value of $t_{count}$ = 7,354 greater than the value of $t_{table}$ = 1,664. It is concluded that Brand image (X2) has significant effect towards Purchase intention (Y) partially, therefore $H_3$ is accepted.

**Table 7. F – Test**

| | | ANOVA[a] | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 366.139 | 2 | 183.070 | 97.090 | .000[b] |
| | Residual | 182.901 | 97 | 1.886 | | |
| | Total | 549.040 | 99 | | | |

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Brand Image, Electronic Word of Mouth
*Source: SPSS 26 Output (2021)*

The table above shows that the $F_{count}$ is 97.090. With the level of significance at 0.05 ($\alpha = 0.05$) and with 95% level of confidence, the value of $F_{table}$ could be found in the F distribution table using the format (k; n - k) =

(2; 100 – 2 = 98) then the value for 98 from F distribution table is 3.09. Based on this measurement, the value of $F_{count}$ at 97.090 are greater than $F_{table}$ at 3.09. Therefore, it can be concluded that Electronic word of mouth and brand image significantly influence Purchase intention (Y) simultaneously, hence, $H_1$ is accepted.

## Discussion
### Electronic word of mouth and Purchase intention

The result of this research shows that Electronic word of mouth does significantly influence customer Purchase intention partially, or both variables have positive relationship, its shows people are more eager in searching information regarding Traveloka using social media and the internet and it does significantly affects people intention to purchase a certain product or services. Most respondents tend to search info and gather reviews of Traveloka online travel agency from the internet. This result is similar to previous study by Jalilvand and Samiei (2012) which shows that online word of mouth or electronic word of mouth does affect customer Purchase intention directly. With internet becoming more and more popular over the years, customers can now find and read recommendations of the product or services they interested online and directly at the point of purchase in which created strong effects on customer purchase intentions. With electronic word of mouth, people could easily assess the product they want before purchasing by reading the actual reviews from people who had experienced beforehand. People who are looking for information and get good and positive results will form a desire and intention to buy the product. Therefore, Electronic word of mouth does affect customer Purchase intentions.

Based on the indicators of eWOM used in this research it has been proven that most respondents are keen to use the internet as their source of information gathering. Platform Assistance in conjunction with Purchase intention as being stated above is that the consumer intention of purchasing products or services is affected by how they see the quality of product or how the services work. Advice seeking and social benefits are also linked with this statement. With the internet people could easily seek information and advices, interact with each other online through Traveloka's own website review section or social media where people shared their experience after using certain products or services, thus this action significantly influence customer purchase intention. Another indicator such as Consumer Concern has proven that Electronic word of mouth does affect customer Purchase intention. There are people on the internet that cares about other consumer decision before making the purchase to the extent where in depth guides, such as pros and cons in buying certain product or services were made. This act of concern does significantly influence new consumer purchase intention by seeing how other previous consumer put much care in helping future consumers in making decisions.

The significant relationship between Electronic word of mouth and Purchase intention in conjunction with Helping the company indicator also shows where the internet or social media through reviews and interacting also attracts consumer that uses other service into using Traveloka's online travel agency service. With the results acquired in this research it is safe to say that Electronic word of mouth does significantly affect the consumer Purchase intention. Despite significant positive results the researcher found in this study, it has quite the opposite result with the research conducted by Mehyar et al. (2020) which stated that Electronic word of mouth itself has no direct significant impact on customer Purchasing intention or "based on beta values and significance; the findings indicated that eWOM credibility has no impact on purchasing intention".

### Brand image and Purchase intention

The result of this research shows that brand image does significantly influence customer Purchase Intention partially, or both variables have positive relationship, it also shows that most people are more eager to purchase certain products or services that have good credibility and image where in this scenario most people that uses Traveloka choses Traveloka due to the fact that it is one of the biggest Online Travel Agency. Most respondents tend to use Traveloka frequently as their favourite online travel agency simply because the amount of popularity Traveloka has accumulated by maintaining the value and quality of their services. Some people even reach to the extend where using Traveloka makes them feel classy and increases self-esteem. According to Kotler and Keller (2009), purchase intention is the response given by consumers to objects that show the customer's desire to make a purchase on the basis of behavior that has previously been done. Based on this theory, it shows that customer purchase intention could be influenced by brand image. The theory by Grewal, (1998) also states that a good brand image will display better product quality in the eyes of consumers and will also affect the possibility of repeated purchases. Traveloka's Brand image created by good quality services has proven to be influential towards its customer purchase intention. The result of this result is also similar with previous research by Ningrum and Nilowardono (2016). Which stated that Brand image does significantly influence customer purchase intention of Sampoerna A Mild cigarette.

Based on the indicators of Brand image used in this research, it has been proven that the customer purchase intention is well affected by how big the company or the brand image itself. If an item has a good brand image, then consumers tend to repeat purchases at that brand compared to other brands. That is why the Brand Image level difference of a company can significantly affect customer buying intention. This statement is related with the Corporate Image indicator used in this research. It shows that Traveloka, being listed as one of the Unicorn company in Indonesia and one of many leading companies in southeast Asia with billions of reviews online has acquired a great number of company image. This is what greatly affects customer intention of using Traveloka's online travel agency services. Product Image indicator used in this research has similar result that shows how customer purchase intention builds based on the product or service quality of a company. Traveloka's good quality of service and good product delivery is one of the factors that influence Traveloka's own Brand image, and that's what affects customer intention to make purchase or repurchase Traveloka's services. One of Brand image indicators that are proven influential towards customer purchase intention is User imagery. The researcher has found that with a good Brand image, customer's perspective towards using the service also changed. There numbers of respondents agree that using Traveloka services boost self confidence in some cases. People tend to repurchase the service simply because in their perspective, using Traveloka is considered classy. This also wouldn't happen if Traveloka itself has low level of Brand image. Hence, this action does significantly influence customer purchasing intention of Traveloka's online travel agency. Another research conducted by Chao and Liao (2016) found that the creation of brand image in outlet malls helps generate consumers' purchase intention. But this relationship needs to be mediated by consumer attitude for it to work.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Conclusions based on the result of this research are stated below:
1. Electronic word of mouth and brand image simultaneously affect the dependent variable customer Purchase Intention
2. Electronic word of mouth (X1) has a positive relationship and does significantly affect customer Purchase intention (Y) partially
3. Brand image (X2) has a positive relationship and does significantly affect customer Purchase intention (Y) partially

### Recommendation

1. For users and readers of the results of this study, especially those who are interested in similar results. Electronic word of mouth and Brand image as being identified in this research with 66% contribution, have significant impact in terms of customer Purchase intention particularly Traveloka's online travel agency. Based on this result, future researchers are recommended to study the other 34% factors that aren't mentioned in this research, or to use this research as a baseline and improve the results in next studies to come. Also based on the discussion readers and future researchers could emphasize more on certain key parts between variables.
2. As for the online travel agency Traveloka's itself. The researcher recommendations in terms of Electronic word of mouth Traveloka should consider increasing their presence on the internet. Improving website user interface and makes it even more attractive, and giving extra care for the customers review or interact with the customer on the internet especially social media by adding more attractive advertisements. As based on Brand image factor, the company should focus on maintaining their service quality, and value that makes Traveloka the best online travel agency since this factor have crucial impact towards customer Purchase Intention that leads to increase in loyal customer.

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