
THE EFFECT OF WORD OF MOUTH ON PURCHASE INTENTION MEDIATED BY BRAND IMAGE FOR TROPICANA SLIM SWEETENER IN DENPASAR CITY

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DOI: <http://dx.doi.org/10.37500/IJESSR.2021.4225>

ABSTRACT

This study aims to explain the brand image in mediating the effect of word of mouth on purchase intention. This research was conducted in Denpasar City using sample size of 150 respondents, using a non-probability method in the form of purposive sampling. The data analysis techniques used in this study were path analysis and the Sobel test. The results of this study indicate that word of mouth has a positive and significant effect on purchase intention, word of mouth has a positive and significant effect on brand image, brand image has a positive and significant effect on purchase intention, and brand image can mediate the effect of word of mouth on purchase intention.

KEYWORDS: word of mouth, brand image, purchase intention

INTRODUCTION

A good company is a company that can understand consumer behavior. Consumer behavior is an activity that is closely related to the purchasing process, starting from searching, considering, buying, using, and evaluating products or services (Firmansyah, 2018: 2). Companies or marketers also need to consider consumer life transitions such as marriage, childbirth, job changes, retirement, and illness. This transition can give rise to a new need that is needed by consumers (Kotler and Keller, 2016: 183). Nutrifood Company is one company that is responsive to the needs needed by consumers with diabetes. The Nutrifood company has the Tropicana Slim Sweetener line which has a variety of products that are safe for consumption by diabetics (Tropicana Slim, 2020).

Tropicana Slim Sweetener is not only intended for people who have diabetes, but also for people who want to prevent them from getting the disease. Tropicana Slim Sweetener can attract purchase intentions from various circles of society, whether people with diabetes or not.

Purchase intention is a form of consumer behavior that shows a desire to buy a certain product (Kotler and Keller, 2016: 198). Consumer purchase intention effected by word of mouth in the form of giving recommendations from friends (Kotler and Keller, 2016: 590). Purchase intention is a form of desire to be able to have a certain product (Yohana and Atmosphere, 2020). Word of mouth is communication that is carried out directly to friends or relatives by telling their experiences and opinions about a certain product (Belch, 2020: 110). Word of mouth in this study uses word of mouth face-to-face (offline). Word of mouth that is done face-to-face (offline) can be more trusted by consumers because

the information comes from reference groups such as family or friends so that it has the advantage of reducing the risk of purchasing decisions (Suprpti, 2010: 246).

A preliminary study conducted by researchers on 30 respondents in Denpasar City showed that Tropicana Slim Sweetener is very well known in Denpasar City, it is known that 30 respondents know Tropicana Slim Sweetener. The results of the preliminary study also showed that respondents had a purchase intention of Tropicana Slim Sweetener by 38.7 percent and 54.8 percent of respondents knew this Tropicana Slim Sweetener from recommendations (word of mouth) made offline from friends, family, or relatives. This high word of mouth is not directly proportional to the purchase intention of the product. Several previous research results show that word of mouth has a positive and significant effect on purchase intention (Dewi and Ardani, 2018; Krisyanti and Rahanatha, 2019). Different research results obtained from Indra's research in 2018 show that word of mouth does not have a strong effect on increasing consumer purchase intentions. Research conducted by Maria et al in 2019 also shows that word of mouth has a negative and insignificant effect on purchase intention.

Previous research results show different and inconsistent results, so it is necessary to further study the effect of word of mouth on purchase intention, with the addition of one more variable as a mediating variable, namely brand image. Brand image is a consumer's view of a brand (Belch, 2020: 140). Tropicana Slim Sweetener has a strong brand image, judging from the top brand award website which shows that Tropicana Slim was awarded as the top brand in the low-calorie sweetener category. The data listed in Table 1 shows that Tropicana Slim Sweetener is in the first place compared to its competitors.

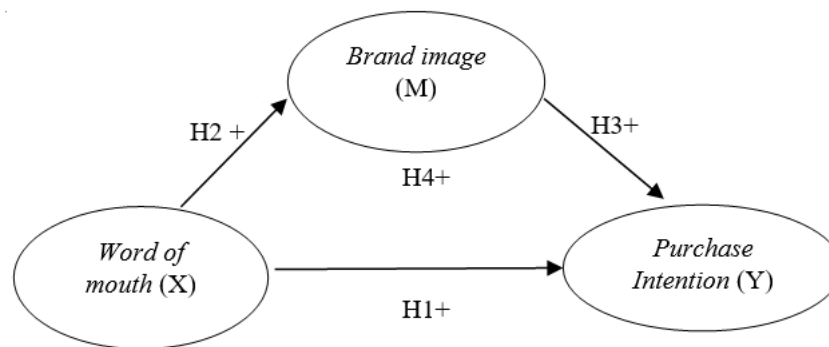
TABLE 1. TOP BRAND INDEX OF LOW-CALORIE SWEETENERS

Brand	TBI 2018 (%)	Brand	TBI 2019 (%)
Tropicana Slim	70.1	Tropicana Slim	58.9
Diabetasol	24.2	Diabetasol	35.1
Dia Sweet	3.4	Equal	3.4
Equal	1.0	Dia Sweet	2.5

Source: Top Brand Award Indonesia

The strong brand image of Tropicana Slim Sweetener is expected to increase purchase intention. Consumers who have no experience with a particular product or service will prefer a brand or brand that is well known and has a good brand image (Schiffman, 2015: 144). The stronger the brand image of a product has an effect on increasing purchase intention (Putra and Aksari, 2018). Brand image as a mediating variable in this study is expected to be able to strengthen the effect of word of mouth on purchase intention of Tropicana Slim Sweetener.

2. Conceptual Framework and Research Hypotheses



Research Hypotheses

The Effect of Word of Mouth on Purchase Intention

Word of mouth in the form of giving recommendations obtained from friends have an effect on the purchase intention of a consumer (Kotler and Keller, 2016: 590). Research results from Khan et al., 2015; Dewi and Ardani, 2018; Krisyanti and Rahanatha, 2019 state that word of mouth has a positive and significant effect on purchase intentions, which means that the better word of mouth of a product or service can have an effect on increasing consumer purchase intentions. Based on the results of previous research, the following hypothesis can be built.

H1: Word of mouth has a positive and significant effect on purchase intention

The Effect of Word of Mouth on Brand Image

Positive word of mouth can have an effect on increasing the brand image of a brand (Aziz, 2016). Word of mouth has a positive and significant effect on brand image, the better word of mouth about a product has the higher the effect on the brand image of a brand (Rumahak and Rahayu, 2016; Dewi and Ardani, 2018; Fallo and Suprpti, 2019). Based on the results of previous research, the following hypothesis can be built.

H2: Word of mouth has a positive and significant effect on brand image

The Effect of Brand Image on Purchase Intention

Brand image is a consumer's view of a brand (Belch, 2020: 140). Brand image can have an effect on purchase intention (Kotler and Armstrong, 2016: 181). The effect of brand image on purchase intention shows positive and significant results, which means that the higher the brand image of the product has an effect on the higher purchase intention of the product (Aberdeen, 2016; Resmawa, 2017; Putra and

Aksari, 2018; Fransiska and Seminari, 2018). Based on the results of previous research, the following hypothesis can be built.

H3: Brand image has a positive and significant effect on purchase intention

The Effect of Word-of-Mouth on Purchase Intention Mediated by Brand Image

Brand image can significantly mediate the effect of word of mouth on purchase intention (Rumahak and Rahayu, 2016; Temaja and Yasa, 2019). Brand image is a variable that can strengthen the effect of word of mouth on purchase intention (Indra, 2018). Brand image mediates the effect of word of mouth on purchase intention partially (Dewi and Ardani, 2018).

H4: Brand image is mediating the effect of word of mouth on purchase intention

3. Research Methods

This research design uses an associative quantitative approach, which aims to analyze two or more variables, namely examining the effect of word of mouth on purchase intention, the effect of word of mouth on brand image, the effect of brand image on purchase intention, and the effect of word of mouth on purchase intention mediated by the brand image. This study uses analytical techniques in the form of path analysis and multiple tests. This research was conducted in Denpasar City. The subjects in this study were respondents who live in Denpasar City and have never bought Tropicana Slim Sweetener. The object of this research is consumer behavior, especially the purchase intention of Tropicana Slim Sweetener in Denpasar City which is effected by the variable word of mouth and brand image. The population in this study were respondents who live in Denpasar City who has never purchased Tropicana Slim Sweetener. The sampling method used was the non-probability sampling technique, namely purposive sampling. This study uses 15 indicators with a sample size of 150 respondents. The research indicators used can be seen in Table 2.

TABLE 2. RESEARCH INDICATORS

No	Variable	Indicators	Source
1.	<i>Word of mouth (X)</i>	1) Suggestions to try	(Maisam and Mahsa, 2016)
		2) Share positive experiences	
		3) Positive information.	
		4) Product advantages	
		5) Incentive to buy	
2.	<i>Brand image (M)</i>	1) Quality products.	(Lin <i>et al.</i> , 2020)
		2) Differences compared to competitors	
		3) Characteristic	
		4) Excellence	
		5) Ease of finding	
3.	<i>Purchase intention (Y)</i>	1) Product awareness.	(Moksaoka and Rahyuda, 2016)
		2) Interest	
		3) Want to try	
		4) Finding information	
		5) The desire to buy	

Source: Previous Research

4. RESULT AND DISCUSSION

Respondent data in this study were grouped into several characteristics. The first characteristic is gender which is dominated by female respondents as much as 60.7 percent. Characteristics based on age were dominated by those over 47 years of age by 28 percent.

The characteristics based on the last education taken were dominated by bachelor at 38.7 percent. Characteristics based on work are dominated by private employee jobs of 40.7 percent and based on income, the income is dominated by IDR 2,000,000.00 to IDR 5,000,000.00 with a percentage of 57.3 percent.

The results of the validity test in this study indicate that each instrument has a correlation coefficient greater than 0.30. These results indicate that each item of the statement in this research instrument is valid and fit for use as a research instrument. The results of the reliability test on this research instrument showed that the three variables obtained Cronbach's Alpha coefficients greater than 0.60. These results indicate that each instrument in this study is reliable, which means that it can be used for this study.

TABLE 3. THE RESULT OF PATH ANALYSIS I

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	13,186	1,103		11,953 .000
	<i>Word of mouth</i>	,415	,060	,497	6,973 .000
a. Dependent Variable: <i>Brand image</i>					
b. R Square: 0,247					
c. Sig. F: 0,000					

Source: Processed data, 2021

The results of the path analysis I are presented in Table 3, can be made:

$$M = \beta_1 X + e_1 \dots \dots \dots (1)$$

$$M = 0,497 X + 0,86$$

Note :

M = *brand image*

X = *word of mouth*

$$e^1 = \sqrt{1 - R^2} = \sqrt{1 - 0,247} = 0,86$$

Table 3 shows the processed data with the beta coefficient value of the word of mouth (X) variable on brand image (M) of 0.497 with a significance value of 0.000.

TABLE 4. THE RESULT OF PATH ANALYSIS II

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.779	1.252		.622
	<i>Word Of Mouth</i>	.572	.056	.543	9.480
	<i>Brand Image</i>	.435	.067	.375	6.540
a. Dependent Variable: <i>Purchase Intention</i>					
b. R Square: 0,637					
c. Sig. F: 0,000					

Source: Processed data, 2021

The results of the path analysis II are presented in Table 4, can be made:

$$Y = \beta_2 X + \beta_3 M + e_2 \dots \dots \dots (2)$$

$$Y = 0,543X + 0,375M + 0,60$$

Note :

$$Y = \text{purchase intention}$$

$$X = \text{word of mouth}$$

$$M = \text{Brand image}$$

$$e^2 = \sqrt{1 - R^2} = \sqrt{1 - 0,637} = 0,60$$

Table 4 shows the results of processed data with a beta coefficient value of the word of mouth variable (Y) of 0.543 with a significance value of 0,000 and a variable brand image (M) of 0.375 with a significance value of 0,000 purchase intention (Y).

TABLE 5. DIRECT EFFECT, INDIRECT EFFECT, AND TOTAL EFFECT

Variable Effect	Direct Effect	Indirect Effect	Total Effect
$X \rightarrow M$	0,497	-	0,497
$X \rightarrow Y$	0,543	0,186	0,729
$M \rightarrow Y$	0,375	-	0,375

Source: Processed data, 2021

The amount of the indirect effect is calculated using the path coefficient of the variables X to M and M to Y of $0.497 \times 0.375 = 0.186$.

The Sobel test is calculated using the formula below:

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}} \dots \dots \dots (3)$$

Note:

$$a = 0,497$$

$$S_a = 0,060$$

$$b = 0,375$$

$$S_b = 0,067$$

$$Z = \frac{0,497 \cdot 0,375}{\sqrt{(0,375^2 0,060^2) + (0,497^2 0,067^2) + (0,060^2 0,067^2)}}$$

$$Z = \frac{0,186}{0,040}$$

$$Z = 4,61$$

The Sobel test results show that the Z value is $4.61 > 1.96$, which means that H_0 is rejected and H_4 is accepted. The variable brand image mediates the relationship between word of mouth and purchase intention.

DISCUSSIONS

The Effect of Word of Mouth on Purchase Intention

The results of this study, the variable word of mouth has a positive and significant effect on purchase intention. This shows that the more often consumers get suggestions to try, hear about positive experiences, positive information, product advantages, and get the urge to buy, then this will also influence the amount of consumer awareness, interest in the product, interested in trying, desire in looking for information, as well as consumers' desire to buy Tropicana Slim Sweetener. This means that the better the word of mouth from Tropicana Slim Sweetener, it can have an effect on increasing the purchase intention of Tropicana Slim Sweetener. These results support previous research conducted by Dewi and Ardani (2018), Khan et al., (2015), Krisyanti and Rahanatha (2019) which state that the variable word of mouth has a positive and significant effect on purchase intention.

The Effect of Word of Mouth on Brand Image

The results of this study, word of mouth has a positive and significant effect on brand image. This shows that the more often consumers get suggestions to try, find out the positive experiences of family or friends in using a product, positive information, product advantages and encouragement to buy, will have an influence on consumer perceptions of product quality, product differences from competing products, characteristics distinctive, the hallmarks of Tropicana Slim Sweetener in Denpasar City. This means that the better word of mouth from Tropicana Slim Sweetener has an effect on increasing the brand image of Tropicana Slim Sweetener. These results support previous research conducted by Rumahak and Rahayu (2016), Dewi and Ardani (2018), Fallo and Suprpti (2019) which show that word of mouth has a significant effect on brand image.

The Effect of Brand Image on Purchase Intention

The results of this study, brand image has a positive and significant effect on purchase intention. Consumer's perceptions of product quality, product differences from competitors' products, characteristics, advantages, and ease of finding a product will have an influence on the amount of consumer awareness, product interest, interest in trying, desire to seek information, and consumer desire to buy Tropicana Slim Sweetener. This shows that the higher the brand image of Tropicana Slim Sweetener has an effect on increasing the purchase intention of Tropicana Slim Sweetener. These results support previous research conducted by Resmawa (2017), Putra and Aksari (2018), Aberdeen (2016), Frasniska and Seminari (2018) which show that brand image has a positive and significant effect on purchase intention.

The Effect of Word of Mouth on Purchase Intention Mediated by Brand Image

The results of this study indicate that the brand image variable is significantly able to mediate the relationship between word of mouth and purchase intention of Tropicana Slim. Word of mouth received by consumers in the form of suggestions for trying, positive experiences, positive information, product advantages, and encouragement to buy Tropicana Slim Sweetener, and supported by consumer perceptions regarding product quality, differences compared to competitors,

characteristics, advantages, and convenience. finding a product can have an effect on increasing awareness of a product, interest in the product, interest in trying, looking for information, and the desire to buy a Tropicana Slim Sweetener. This means that the better the brand image of a product through word of mouth will increase consumer purchase intention. These results support previous research conducted by Rumahak and Rahayu (2016), Temaja and Yasa (2019), and Indra (2018) which found that brand image can significantly mediate the effect of word of mouth on purchase intention.

5. CONCLUSIONS AND SUGGESTIONS

The conclusions of this study are:

- 1) Word of mouth has a positive and significant effect on purchase intention, which means that better word of mouth from Tropicana Slim Sweetener will increase the purchase intention of Tropicana Slim Sweetener.
- 2) Word of mouth has a positive and significant effect on brand image, which means that the better the word of mouth of the product will increase the brand image of Tropicana Slim Sweetener.
- 3) Brand image has a positive and significant effect on purchase intention, which means that the higher the brand image of Tropicana Slim Sweetener, the higher the purchase intention of Tropicana Slim Sweetener.
- 4) Brand image can mediate the effect of word of mouth on purchase intention. This illustrates that the influence of the word of mouth variable on purchase intention has increased with the brand image variable

Suggestions for this research are:

- 1) Tropicana Slim is suggested to be able to make the advertisement of Tropicana Slim Sweetener more educative by emphasizing the dangers that can arise from diabetes. Advertisements that educate consumers about the dangers of diabetes are expected that consumers can encourage their family or friends through word of mouth communication to be able to use Tropicana Slim Sweetener.
- 2) Tropicana Slim is advised to distribute product samples if they have a new variant of a sweetener product so that people can get to know it and feel the new variant product. The various variants of Tropicana Slim Sweetener are very attractive and distinguish them from competing sweetener products.
- 3) Further researchers are expected to be able to add variables in this study that can influence purchase intention such as brand awareness, brand loyalty, price, the credibility of celebrity endorsers or others, increasing the number of respondents, and expanding the scope of the research area.

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