

# THE EFFECT OF E-WOM ON PURCHASE INTENTION WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE ON IPHONE SMARTPHONES (Study On Customers In Jakarta)

Viola Cahyaningrum<sup>1</sup>, Sri Hartini<sup>2</sup>

<sup>1</sup>Mahasiswa Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Airlangga

<sup>2</sup>Dosen Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Airlangga

## ARTICLE INFO

### Keywords:

Electronic Word of Mouth (E-WOM),  
Purchase Intention,  
Customer Satisfaction

### E-mail:

[viola.cahyaningrum-2020@feb.unair.ac.id](mailto:viola.cahyaningrum-2020@feb.unair.ac.id)  
[sri-hartini@feb.unair.ac.id](mailto:sri-hartini@feb.unair.ac.id)

## ABSTRACT

This study aims (1) to analyze the effect of E-WOM on purchase intention; (2) analyze the effect of E-WOM on customer satisfaction; (3) the effect of customer satisfaction on purchase intention; (4) analyze the effect of E-WOM on purchase intention mediated by customer satisfaction. The population is all iPhone customers who have never purchased an iPhone smartphone. The total sample of 100 respondents was taken using a purposive sampling technique. Data collection techniques using a questionnaire. Data analysis using path analysis and Sobel test. The results of the study show that (1) E-WOM has a significant effect on purchase intention. (2) E-WOM has a significant effect on customer statistics. (3) customer satisfaction has a significant effect on purchase intention. (4) E-WOM has a significant effect on purchase intention which is mediated by customer satisfaction.

Copyright © 2023 Economic Journal. All rights reserved.  
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

## 1. INTRODUCTION

The rapid development of technology, especially in the use of the internet, has given rise to a new idea for the community, especially in overcoming space and time which have been quite an obstacle so far. The increase in internet users (netters) is like a ladder, as shown in the image below. According to Statista data in 2017, there were 84 million internet users in Indonesia, in 2018 there were 95.2 million internet users, in 2019 there were 107.2 million internet users, in 2020 there were 119.4 million internet users, in 2021 there will be 131 million internet users, in 2022 there will be 141.3 million internet users. In the 2017-2022 period internet users in Indonesia are increasing with an average growth of 10.2%. Statista also mentioned that online activities that are popular in Indonesia are social media and online shopping.

The magnitude of the increase was controlled by students, namely 99.26% (APJII, 2022). This is in line with the growth of smartphone communication technology. Global research institute Nielsen in 2013 showed that smartphones have become a new lifestyle for some Indonesian people.

Indonesian people use smartphones for an average of two to three hours with the largest use of the internet, namely accessing social media and rich media. This needs to be utilized by business people to be able to market the products they produce.

The variety of smartphone brands currently circulating makes the Indonesian people need to think and act effectively and efficiently in determining which smartphone product to choose. One of the smartphone brands with the biggest increase in sales is the iPhone (Strategy Analytic, 2016). This increase in sales was boosted by the success of the iPhone 6 and iPhone 6 Plus (Andri, 2016).

In selecting a product, consumers will generally imitate one another following a social or vicarious learning paradigm, but perhaps more importantly, they also talk to one another. Described as Word of Mouth (WOM) communication, the process enables consumers to share information and opinions that lead buyers toward and away from certain products, brands, and services (Hawkins et al, 2004). Personal conversations and informal exchange of information among acquaintances not only influence consumer choices and purchasing decisions, but also shape consumer expectations (Anderson et al, 2003).

In today's digital era, the internet has enabled a new form of communication platform that increasingly empowers providers and consumers, enabling the means to share information and opinions both from Business to Consumer, and from Consumer to Consumer. Electronic Word of Mouth (E-WOM)

communication refers to positive or negative statements made by potential, actual or former customers about products or companies, which are made available to many people and institutions via the internet. Online consumer review, a type of E-WOM, involves positive or negative statements made by consumers about products sold in Internet shopping malls. This consumer-generated information is very helpful for influencing purchase intention to purchase decision making because it provides indirect experiences to consumers (Park et al, 2007).

E-WOM enables consumers to not only obtain information relating to goods and services from a few people they know, but also from large groups of people who are geographically dispersed, who have experience with the relevant product or service. A recent survey found that most consumers perceive online opinions as trustworthy as brand websites (ACNielsen, 2007).

Currently E-WOM not only provides facilities for giving opinions about products, but also becomes a marketing tool and channel for companies (Chan & Ngai, 2017). Consumers tend to trust recommendations from people who have directly tried the product they want to buy compared to advertisements (Brown et al, 2016).

This study aims to analyze the effect of E-WOM on purchase intention with customer satisfaction as a mediating variable for iPhone smartphones. The research was conducted in the city of Jakarta, which is one of the cities with the largest number of customers in Indonesia. So it is hoped that the results of this study can provide an overview, knowledge and input related to how E-WOM in today's modern era can influence the intention to purchase a product or service.

## 2. METHOD

This type of research is survey research using a quantitative approach. The design/design of this study is of the explanatory type, namely explaining the causal relationship between variables through hypothesis testing.

The population in this study were all college students in the city of Jakarta who had never bought an iPhone but had prior knowledge or information about the iPhone.

The sample in this study was 100 respondents, adopting Roscoe's theory, namely multiplying the number of indicators by ten. The method used is non-probability sampling, with a purposive sampling technique, namely determining the sample with certain considerations or criteria (Sugiyono, 2018). The sample criteria in this study are:

1. Customers in the City of Jakarta
2. Never bought an iPhone before.
3. Have knowledge or information about iPhone.
4. Accessing the internet on average more than one hour per day.

The data collection technique used a questionnaire which was measured by a 5-point Likert scale, namely Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), Strongly Disagree (1). Data Testing

To test the quality of the data, validity and reliability tests were carried out using the Pearson Correlation and Cronbach Alpha formulas.

### Data analysis technique

1. Classical Assumption Test

The classic assumption test is carried out through four tests, namely the multicollinearity test, autocorrelation test, heteroscedasticity test, and normality test.

2. Data analysis techniques

The data analysis technique using path analysis aims to examine the effect of E-WOM on purchase intention through brand image as a mediating variable. The steps for calculating path analysis are arranged based on the four regression equations as follows (Ghozali, 2018):

$$Y1 = \alpha + b1X + e1$$

$$Y2 = \alpha + b2X + b3Y1 + e2$$

Keterangan:

- X : Electronic Word of mouth  
Y1 : Purchase intention  
Y2 : Customern Satisfaction  
b1..b3 : Koefisien regresi  
e : error

1. Hypothesis Testing

The direct effect test uses the t test and the indirect effect test (mediation effect) uses the Sobel Test with a significance level of 0.05.

### 3. RESULTS AND DISCUSSION

The data used in this research is primary data. Primary data in this study were obtained by distributing questionnaires to *smartphone customers* iP phones in Jakarta. The sample in this study amounted to 100 respondents. The research results obtained from the field are presented as follows:

#### Demographic Characteristics

The demographic characteristics of the respondents in this study are presented in the following table:

Table 1. Analysis of Respondents' Demographic Characteristics

Characteristics	Information	Percentage (%)
Type Sex	Man	47%
	Woman	53%
Total		100%
Level	SD	0%
Education	JUNIOR HIGH SCHOOL	4%
	SMA/SMK	28%
	Diploma (D1/D2/D3)	20%
	Bachelor (S1)	42%
	Bachelor (S2)	6%
Total		100%

#### Validity and Reliability Test Results

Instrument The results of the validity test through the Pearson Correlation test show that all statement items for the E-WOM, *purchase intention* and *customer satisfaction variables* are all valid, shown by  $r_{count} > r_{table}$ . The results of the item validity test with the SPSS program are presented in the following table.

Table 2. Validity Test Results

Items	E- WOM	R <sub>count</sub>		r <sub>table</sub>	Information
		<i>Purchase Intention</i>	<i>Customer Satisfaction</i>		
1	0.733	0.747	0.6 47	0.195	Valid
2	0.633	0.765	0.6 65	0.195	Valid
3	0.725	0.789	0.6 89	0.195	Valid
4	0.729	0.799	0.6 99	0.195	Valid
5	0.735	0.735	0.6 35	0.195	Valid
6	0.683	0.770	0.6 70	0.195	Valid
7	0.622	0.779	0.6 79	0.195	Valid
8	0.676	0.752	0.6 52	0.195	Valid
9	0.733	0.770	0.6 70	0.195	Valid

Based on the instrument reliability test, it was found that the instruments for the variables E-WOM, *purchase intention* and *customer satisfaction* were stated to be reliable because each variable produced a Cronbach Alpha > 0.60. Based on data processing with the following SPSS program This served reliability test results For instrument E- WOM, *purchase intention* and *customer satisfaction*.

Table 3. Reliability Test Results Instrument

Variable	Cronbach Alpha	Criteria test	Information
E-WOM	0.878	0.60	Reliable
<i>Purchase Intention</i>	0.720	0.60	Reliable
<i>customer satisfaction</i>	0.667	0.60	Reliable

**Path Analysis Results**

Analysis track aim For know the influence of E-WOM on *purchase intention* through *customer satisfaction* as variable mediation . Test results every hypothesis can explained as following .

**1. Hypothesis Test Influence Direct**

Influence test results direct served like table under this :

Table 4 . Hypothesis Test Influence Direct

Hipotesis	Pengaruh Langsung	Koefisien Jalur ( $\beta$ )	Standar Error	nilai t	p value	Keterangan
H1	X → Y1	0,457	0,047	5,092	0,000	H1 Diterima
H2	X → Y2	0,394	0,044	4,315	0,000	H2 Diterima
H3	Y1 → Y2	0,308	0,088	3,388	0,001	H3 Diterima

Based on results research , testing hypothesis can described below \_ this .

a. Testing hypothesis 1

Based on results analysis regression obtained mark tcount (5.092) > ttable (2.000) or p value (0.000) < 0.05. Means E- WOM is influential significant to *purchase intention* hypothesis 1 which states “ Suspected E- WOM is influential to *purchase intention* on consumers iP phone smartphone in Jakarta ” accepted .

b. Testing Hypothesis 2

Based on results analysis regression obtained mark tcount (4.315) > ttable (2.000) or p value (0.000) < 0.05. Means E- WOM is influential significant to *customer satisfaction* . With thereby hypothesis 2 which states " Allegedly E- WOM is influential to *customer satisfaction* on consumers iP phone smartphone in Jakarta ” accepted

c. Testing hypothesis 3

Based on results analysis regression obtained mark tcount (3.388) > ttable (2.000) or p value (0.001) < 0.05. Means *customer satisfaction* influential significant to *purchase intention*. With thereby hypothesis 3 which states " Allegedly *customer satisfaction* influential to *purchase intention* on consumers iP phone smartphone in Jakarta ” received a.

**2. Mediation Effect Hypothesis Test or Moderated Regression Analysis ( MRA)**

The mediating effect test aims to examine the position of the mediating variable in the model. Testing the mediating effect in hypothesis 4 uses the Sobel test. Calculations for. Testing hypothesis 4 aims to test the indirect effect of E-WOM on *purchase intention* through *customer satisfaction* . The results of the Sobel Test are presented in the figure and table below:

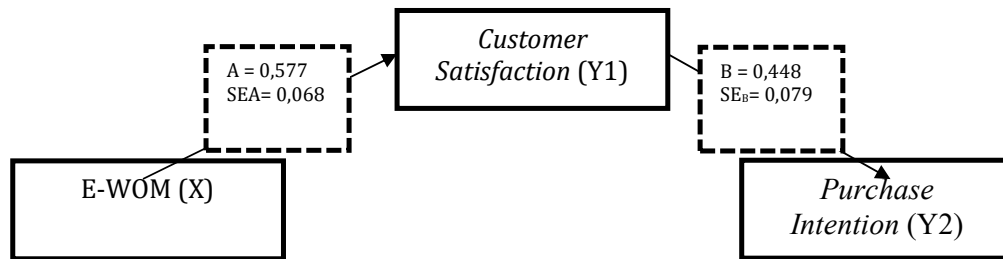


Figure 1. E- WOM towards Purchase Intention through Customer Satisfaction

Table 5. Sobel test results

Track	standardized Coefficients	standard Error	Sobel test statistics	probability ( test 2 side )
X → Y1	A = 0.577	EA = 0.068		
Y1 → Y2	B = 0.448	SEB = 0.079	3,342	0.000

The results of the Sobel test show the tcount (3.342) > ttable (2.000) and the p value (two-tailed test probability) 0.000 < 0.05. These results indicate that E-WOM has a significant effect on *purchase intention*

*The Effect Of E-Wom On Purchase Intention With Customer Satisfaction As A Mediation Variable On Iphone Smartphones (Study On Customers In Jakarta). Viola Cahyaningrum, et.al*

*intention* mediated by *customer satisfaction on smartphone* consumers iP home. Thus hypothesis 4 is accepted.

## Discussion

### A. Influence E- WOM against *Purchase Intentions*

Test results hypothesis 1 shows that E- WOM is influential significant to *purchase intention* on consumers *smartphones* iP phones in Jakarta . Implications from findings Currently , E- WOM is increasingly positive tall will increase interest buy to consumers Iphone smartphones in Jakarta . Based on results findings this , *electronic word of mouth* is ( E- WOM) that is formed from consumer can form Positive e- WOM or negative E-WOM . Positive e- WOM in purchase iP phone smartphones in Jakarta is information or positive comments from consumers , who can influence interest consumer For buy . If consumer obtain good information or positive about product or company iP phone smartphone , then will make consumer the more interested For buy , so can push interest buy consumer .

Findings study This support research conducted by Jalilvand (2012), Khan et al . (2015), Aditya and Wardana (2017) that E- WOM has connection positive and significant to interest buy . Research results it also supports findings research by Akbar and Rosita (2017); Khan et al. (2015); Tian (2018); Dewi and Ardani (2018) that E- WOM is influential positive and significant to interest buy consumer .

### B. Influence E- WOM against *Customer Satisfaction*

Test results hypothesis 2 shows that E- WOM is influential significant to customer satisfaction on consumers iP phone smartphone in Jakarta . Implications from findings Currently , E- WOM is increasingly positive tall will increase consumer customer satisfaction smartphones iP phones in Jakarta . Inside company matter This iP phone smartphones in Jakarta need increase communication marketing one of them with inform reviews and comments positive from consumer . Reviews and comments positive the is reference important for marketers Because can build customer satisfaction positive iPhone brand . If reviews and comments positive consumer the more high , that is consumer will the more Certain with brand smartphones iP phones in Jakarta , and p This will increase customer satisfaction smartphones iP phones in Jakarta . Findings This support ever research \_ conducted by Torlak et al. (2014) that electronic word of mouth (E-WOM) is influential significant to satisfaction consumer . Review or impression positive done \_ consumer in online purchases can build image positive brand , so E- WOM becomes information important for marketers .

### C. Effect of *Customer Satisfaction on Purchase Intention*

Test results hypothesis 3 shows that customer satisfaction influential significant to purchase intention on consumers iPhone smartphones . Implications from findings this , customer satisfaction iP phone smartphone which is increasingly strong will influence height interest buy consumer. customer satisfaction iPhone smartphones according to perception consumer is buy iPhone products due bandwagon friends in the neighborhood . The iPhone brand has a brand image that is very attached as a product that is classified as prestige , the level of security of the iPhone itself is very good at protecting the privacy of its users and the iPhone makes its users feel confident.

The results of this study support previous findings by Yunus et al. (2016) shows that customer satisfaction has a positive and significant effect on *purchase intention* . This finding also supports the results of previous research conducted by Dewi and Ardani (2018); Andrew (2019) that there is a positive effect of *customer satisfaction on purchase intention* . Consumers will be more interested in buying products or services that have a good brand image.

### D. Effect of E- WOM on *Purchase Intention mediated by Customer Satisfaction*

4 show that E-WOM has a significant effect on purchase intention mediated by customer satisfaction on smartphone consumers. iP home. The implication of this finding is that purchase intention can occur because previously consumers felt confident about customer satisfaction . smartphones iP hone, and the belief in customer satisfaction is formed because of positive E-WOM, namely positive reviews and comments about iP hone smartphones in Jakarta .

Based on these findings, E-WOM is positive or negative information or comments from consumers about smartphone products iP phone in Jakarta through direct communication or through the media. This customer satisfaction is an emotional response that is manifested, so that satisfaction is more of an attitude. Respondents' assessment of *smartphones* iP hone in Jakarta is measured by four indicators, namely positive customer satisfaction for the iP hone smartphone brand in Jakarta, the iP hone

smartphone brand in Jakarta has different characteristics, the iPhone smartphone brand in Jakarta is widely known, and consumers in Jakarta like the *smartphone brand* iPhone.

The results of this study are relevant to research findings which state that *Electronic Word Of Mouth* (E-WOM) can influence consumer behavior, whether it is interest, decision or consumer satisfaction with a product or service (Lavenia et al., 2018). E-WOM is a promotional tool that is able to have a very fast impact in disseminating information via social media or the internet. Here it can be concluded that *Electronic Word Of Mouth* (E-WOM) is an important component in conducting promotions, so that *Electronic Word Of Mouth* (E-WOM) is an important variable in influencing customer satisfaction.

#### 4. CONCLUSION

The conclusions reached from study This E- WOM is influential significant to purchase intention on smartphone customers iPhone in Jakarta . Furthermore E- WOM is influential significant to customer satisfaction on consumers smartphones iPhone in Jakarta. Customer satisfaction \_ influential significant to purchase intention on consumers iPhone smartphones . \_ E-WOM also has a significant effect on purchase intention which is mediated by customer satisfaction smartphone consumers iPhone.

With thereby Electronic Word of Mouth (E-WOM) can influence behavior consumer Good That interest , decision nor satisfaction consumer to something product nor services . Current e-WOM This be one \_ tool capable promotion \_ give very fast impact Because deployment information become more wide Because done through social media or internet. Can concluded that E-WOM is component important in do promotion , so E- WOM is one variable important in influence satisfaction customers who can increase interest purchase something product .

#### REFERENCES

- [1] ACNielsen. Trust in Advertising: A Global Nielsen Consumer Report, October. 2007.
- [2] Aditya, Kadek Yoga dan I Made Wardana. (2017). Peran Brand Equity Dalam Memediasi Pengaruh Word of mouth Terhadap Purchase intention. E-Jurnal Manajemen Unud, 6 (2), 830-856
- [3] Akbar, I. dan Rosita, N.H. (2017). Pengaruh Electronic Word of mouth dan Brand Image Terhadap Minat Pembelian Music Streaming JOOX. Jurnal Ilmiah Mahasiswa Fakultas Ekonomi dan Bisnis Brawijaya, 2 (5),1-17.
- [4] Andrew, Muhammad. (2019). E-Service Quality and Brand Image on Buying Interest: A Study of EService Quality and Brand Image on Shopee. Jurnal Sekretaris & Administrasi Bisnis. 3(1). 23-28.
- [5] D. H., Park, J. Lee, and I. Han, The effects of on-line consumer reviews on consumer purchasing intention: the moderating role of involvement, International Journal of Electronic Commerce, Vol. 11, No. 4, pp. 125-148. (2007).
- [6] D. I., Hawkins, R., Best, and K. A. Coney, Consumer behavior: Building marketing strategy (9th ed). McGraw-Hill, Boston. 2004.
- [7] E. W. Anderson., and L. C. Salisbury. The formation of market level expectations and its covariates. Journal of Consumer Research, Vol. 30, No. June, pp.115-124. (2003).
- [8] Ghozali, Imam. 2018. Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro: Semarang
- [9] Jalilvand, M. R., and Samiei, N., 2012, The effect of electronic word of mouth on brand image and purchase intention An empirical study in the automobile. Marketing Intelligence and Planning, 30(4), 460-476.
- [10] Khuong, M. N. and Phuong, N T. (2017). The Effects of Destination Image, Perceived Value, and Service Quality on Tourist Satisfaction and Word-of-Mouth — A Study in Ho Chi Minh City, Vietnam. International Journal of Trade, Economics and Finance, 8(5). 217-224
- [11] Sugiyono. (2018). Metode Penelitian Kuantitatif. Bandung: Alfabeta
- [12] Tien, D.H., Rivas, A.A., and Liao, Y.K. (2018). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. Asia Pacific Management Review, xxx-2018, 1-12
- [13] Yunus, N.H., Ariff, M.S., Som, N.M., Zakuan, N., and Sulaiman, Z. (2016). The Mediating Effect of Brand Image between Electronic Word of Mouth and Purchase Intention in Social Media. Advanced Science Letters. 22(10). 3176-3180