

Analysis of Effect of Electronic Word of Mouth (E-WoM) and Brand Image on Purchase Decision of Samsung Brand Mobile Phones Moderated by E-Trust in Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City

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ABSTRACT

The purpose of this research is to analyze effect of electronic word of mouth (E-WoM) and brand image on purchase decision of Samsung Brand Mobile Phones moderated by E-Trust in Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City. This research is a quantitative research with an associative or relationship research design. Population in this study are Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City, class 2021 to 2022. Sample who became respondents in this study are 110 respondents. The analytical method used is multiple linear regression analysis. The results of the study show that E-WoM has a significant effect on purchase decision of Samsung Brand Mobile Phones in Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City. Brand image has a significant effect on purchase decision of Samsung Brand Mobile Phones in Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City. E-Trust has no significant effect as a moderator of E-WoM on purchase decision of Samsung Brand Mobile Phones in Undergraduate Students, Faculty of Economics

and Business, Universitas Sumatera Utara, Medan City. E-Trust has a significant effect as a moderator of brand image on purchase decision of Samsung Brand Mobile Phones in Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City.

Keywords: Electronic Word of Mouth (E-WoM), Brand Image, E-Trust, Purchase Decision

INTRODUCTION

In the current era of globalization, technology continues to develop rapidly, this indirectly affects the way individuals and groups of organizations give and receive information and how to communicate with each other. Nowadays online business activities are increasingly global because processes are carried out using the internet. By using the internet, you can access various information and human needs can be fulfilled via cellphones.

Samsung is a smartphone product that is designed with several advantages so that it is considered better than other types of smartphones. Samsung can divide its

features evenly into entry-level, mid-range and flagship. This trait is still difficult to find in other brands. Samsung has a more sophisticated and clearer camera, for example in camera quality. The Galaxy S10 as a flagship has three cameras with 12, 12, and 16MP resolutions. Galaxy A71 as a mid-range is equipped with two cameras 12 and 16MP. Meanwhile, the Galaxy A10e as an entry-level has one 8MP camera. The consistency is so good and neat that one can differentiate each level compared to other smartphones.

Samsung's advantage, especially in accessing the internet faster than other smartphones, has made Samsung experience a very promising development and is in great demand by consumers, including students. The superiority of the Samsung brand smartphone greatly influences the consumer's decision to buy the smartphone product.

Digital marketing can be defined as the use of digital technology in an effort to achieve marketing goals as well as developing or adjusting marketing concepts carried out by companies (Gunawan and Septianie, 2021:27). Digital marketing is also defined as marketing activities by utilizing digital technology. One example of digital marketing is internet marketing. E-marketing is a marketing process that uses electronic communication technology, especially the internet.

Digital technology has changed the way humans speak, communicate, act, and make decisions. Every day we are always in contact with a variety of technologies ranging from the internet to mobile phones. This proves that the digital world has become our world. The concept that needs to be of particular concern to marketers in carrying out marketing, branding and selling activities in the digital world, at this time is to pay attention to the content presented by marketers so as to form irrational thoughts that aim to influence consumers' buying decisions (Arisandi, 2018:35).

Digital marketing is also referred to as e-marketing, namely the manufacture of advertising and distributing the resulting products to customers via internet-based electronic stores without the intervention of any intermediaries. Meanwhile, indirect marketing means that products are distributed through third party intermediaries, such as e-malls (Hendrawan, 2019:54).

Purchasing decisions start with the introduction of consumers to their needs, then seek information about certain products or brands and evaluate these products or brands how well each of these alternatives can solve the problem, then a series of processes that lead to purchasing decisions (Tjiptono et al., 2019:21).

Another factor of excellence is that electronic word of mouth (E-WoM) information presentation is more trusted by consumers because the information presentation contains a narrative of the experiences of product or service users. With the advantages that E-WoM has, it makes E-WoM even more prospects and potential, especially for companies to make E-WoM an easier and cheaper marketing strategy. What's more, with the increasing number of internet users.

Based on the survey results of the Association of Indonesian Internet Service Providers (APJII) from 2020 to 2021, as many as 89.27 percent of internet users use the internet to use social media. Internet users also use the internet as a search engine, read articles, and buy or sell goods. The development of the use of information and communication technology in Indonesia in 2021 will increase by 16 percent or 26 million people and 6.3 percent or 10 million people compared to 2020.

The research phenomenon is that the increasing use of information and communication technology through E-WoM should increase sales of Samsung products. But in fact, Samsung has experienced a decline in purchasing decisions so that it has an impact on the sales rate of 5 Samsung

products, especially during the period 2019 to 2021.

Samsung occupies second place during the period 2019 to 2021, but from 2019 to 2021 Samsung always experiences a significant decline, namely where sales in 2019 were 54.37 percent, decreased to 52.46 percent in 2020, and again decreased to 51.60. percent in 2021.

Other research actually proves that E-WoM has no significant effect on purchasing decisions, such as research by Wijaya et al. (2022) the effect of E-WoM, perceived risk, and customer trust on Tokopedia e-commerce purchasing decisions which proves that E-WoM does not significantly influence Tokopedia purchasing decisions, perceived risk does not significantly influence Tokopedia purchasing decisions, and trust has an effect significantly to the Tokopedia trust variable.

The purpose of this research is to analyze effect of electronic E-WoM and brand image on purchase decision of Samsung Brand Mobile Phones moderated by E-Trust in Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City.

RESEARCH METHODS

This research is a quantitative research with an associative or relationship research design. Associative research is research that aims to determine the relationship between two or more variables (Siregar, 2013). This study aims to determine the relationship between two or more variables with this research so that a theory can be built that can function to explain, predict, and control a symptom.

Population is a generalization area consisting of objects and subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions (Malhotra, 2010). So population is not only people but objects and other natural objects, population is also not just the number that is in the object or subject being studied but includes

all the characteristics or properties possessed by that subject or object. Population in this study are Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City, class 2021 to 2022. Sampling technique in this study used purposive sampling. Purposive sampling is each sample element selected for a purpose usually because of the unique position of the sample elements. Purposive sampling can be used to test the effectiveness of some interventions with a set of subjects or clients who have certain characteristics because it targets individuals who are highly knowledgeable about the issues being investigated (Ansori, 2020). Sample who became respondents in this study are 110 respondents.

The analytical method used is multiple linear regression analysis. Multiple linear regression analysis is used if the research to be carried out intends to predict how the condition of the dependent variable will fluctuate, if two or more independent variables as predictor factors are manipulated up and down in value (Sugiyono, 2018). Multiple linear regression analysis is used to obtain the regression coefficient which will determine whether the hypothesis made will be accepted or rejected (Ghozali, 2018).

RESULT

Description of Research Object

The Samsung Group is one of the world's largest companies engaged in electronics, which was founded by Lee Byung-Chull on March 1, 1938 in Daegu, South Korea, the Samsung Group operates in 58 countries and has more than 208,000 workers, to this day Samsung is still one of the biggest brands in the world with smartphone products that are champions in the rapidly competitive smartphone industry market. Samsung is the largest South Korean conglomerate company that started as an export company only in 1938 and quickly expanded into other fields. Currently

Samsung operates in 6 business sectors, namely telecommunications (mobile phones and networks), digital home appliances (including washing machines, microwave ovens, refrigerators, VHS and DVD players, etc.), digital media, LCD, semi-conductors and motorized vehicles (including heavy equipment). Samsung has a great influence on South Korea's economic, political, media, and cultural development and has been the main driving force behind the "Miracle on the Han River" phenomenon. Companies affiliated with Samsung produce about a fifth of South Korea's total exports. Samsung's revenue equals 17 percent of South Korea's gross domestic product, which is \$1.082 billion.

The vision and mission of Undergraduate Students, Universitas Sumatera Utara are as follows:

1. Vision

Become a leader of the digital convergence movement. Samsung believes that through today's technological innovation, it will find the solutions it needs to face tomorrow's challenges. Technology opens opportunities for businesses to grow, for citizens in developing markets to live well by entering the digital economy stage, and for people to discover new opportunities.

2. Mission

Become the best digital company. Samsung is growing into a global company by facing challenges head on. In the coming years, our dedicated people will continue to face many challenges and provide creative ideas to develop market-leading products and services. Their intelligence will continue to make.

Hypothesis Test

Table 1. Partially Significant Test (t-Test) of the First Model

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.294	.935		.315	.754
	E-WoM	.912	.149	.516	6.125	.000
	Brand Image	.263	.073	.304	3.610	.000

a. Dependent Variable: Purchase Decision

Source: Process Results from SPSS

Table 2. Partially Significant Test (t-Test) of the Second Model with Absolute Difference Approach

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.285	.303		37.188	.000
	Zscore: E-WoM	1.148	.220	.417	5.212	.000
	Zscore: Brand Image	.687	.240	.250	2.865	.005
	Zscore: E-Trust	.675	.209	.245	3.227	.002
	InteractionZ_X ₁	.304	.286	.076	1.063	.290
	InteractionZ_X ₂	-1.029	.322	-.206	-3.197	.002

a. Dependent Variable: Purchase Decision

Source: Process Results from SPSS

The results of the study show that electronic word of mouth (E-WoM) has a significant effect on purchase decision of Samsung Brand Mobile Phones in Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City. Brand image has a significant effect on purchase decision of Samsung Brand Mobile Phones in Undergraduate

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of brand image on purchase decision of Samsung Brand Mobile Phones in Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City.

CONCLUSION AND SUGGESTION

The results of the study show that electronic word of mouth (E-WoM) has a significant effect on purchase decision of Samsung Brand Mobile Phones in Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City. Brand image has a significant effect on purchase decision of Samsung Brand Mobile Phones in Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City. E-Trust has no significant effect as a moderator of E-WoM on purchase decision of Samsung Brand Mobile Phones in Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City. E-Trust has a significant effect as a moderator of brand image on purchase decision of Samsung Brand Mobile Phones in Undergraduate Students, Faculty of Economics and Business, Universitas Sumatera Utara, Medan City.

From the results of the research, the suggestions for this research are:

1. Electronic Word of Mouth (E-WoM)
It is hoped that Samsung Company can provide information about Samsung products on social media to make it easier for consumers to receive information about Samsung products, making it easier for consumers to remember the Samsung brand, with E-WoM so that people can get information more easily about Samsung products and encourage people to make purchasing decisions Samsung product.
2. Brand Image
It is hoped that the Samsung Company will carry out the contribution of the Samsung brand to society and be able to

foster a positive image in the minds of customers towards the Samsung brand.

3. E-Trust
It is hoped that the Samsung Company will develop and innovate in terms of the quality of Samsung products so that consumers feel confident shopping for Samsung products and have no doubts about buying Samsung products.
4. Purchase Decision
It is hoped that the Samsung Company will provide a good experience to customers by providing quality products, services and prices, so that brand selection decisions can increase purchases.
5. Future researchers are expected to be able to make improvements by adding the independent variables contained in this study, so that they can explain more about purchasing decisions.

Declaration by Authors

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