

THE ROLE OF BRAND IMAGE AS MEDIATION IN THE EFFECT OF ELECTRONIC WORD OF MOUTH ON IMPULSE BUYING OF STARBUCKS CUSTOMERS IN DENPASAR CITY

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Abstract: This study's purpose is to know the e-WOM combination of impulse buying through brand image. The variables offered are e-WOM, brand image, and impulse buying. The number of samples is 100 Starbucks customers domiciled in Denpasar as a whole with a purposive sampling method that has criteria, uses social media in the last 3 months, buying to Starbucks in the last 3 months, and has last high school education. Data was collected through questionnaires. Used the classic assumption test, analysis of path test and sobel test. The result is it was found that e-WOM and brand image were positive and significantly affected the drive to buy Starbucks customers. The brand image is able to mediate the significance of e-WOM to Starbucks customer buying impulses and brand image as a partial mediation variable because it is able to show e-WOM and brand image as factors that influence Starbucks impulse buying customers. This proves that e-WOM and brand image influence the drive to buy Starbucks customers. Positive E-WOM is needed to improve brand image and impulsive buying supported by the company for E-WOM remain positive.

Keyword: Electronic word of mouth, Brand Image, Impulse Buying, Starbucks.

I. INTRODUCTION

The global economy is growing so rapidly that it opens competition both nationally and internationally. Likewise the development of the coffee shop industry in Indonesia. The very rapid growth of the coffee shop industry in the last five years due to the habits of the Indonesian people who made coffee as a daily lifestyle. In addition to a place to just enjoy coffee, a coffee shop is also used for a place to rest from the daily activities and gather together.

The phenomenon that occurs today among coffee shop entrepreneurs is not being able to survive and develop amid the tight competition of coffee shops, including Starbucks. As well as the number of negative electronics word of mouth that hit Starbucks starting from racial issues, support for same-sex marriage, coffee content that can cause cancer, to the issue of Starbucks boycott in several countries and in Indonesia included. This has an impact on the declining brand image of Starbucks itself.

Data obtained from Top Brand Award in 2016 and 2017, there are four coffee shops that appear in the minds of Indonesian consumers, as presented in Table 1,

TABLE 1: Coffee Shop's Market Share in Indonesia in 2016 and 2017

Rank	Brands	Market share (%)	
		2016	2017
1.	Starbucks	44.0	39.5
2.	Excellso	2.8	5.5
3.	The Coffee Bean	2.4	4.5
4.	Ngopi Doeloe	4.2	3.2

Source : www.topbrand-award.com, 2016 and 2017

Based on Table 1 obtained from Top Brand Award in 2016 and 2017 which conducted surveys based on the parameters of top of mind, last usage, and future intention where the brand from Starbucks decreased market share but remained ranked first. Starbucks experienced a decline of 4.5%. Meanwhile, other coffee shops experienced increases such as Excellso at 2.7% and The Coffee Bean by 2.1%.

Negative electronic word of mouth received by Starbucks consumers results in a decrease in market share from Starbucks itself. Electronic word of mouth is a means of communication in the form of negative and positive suggestions that occur on the internet (Hennig-Thurau, 2004). The amount of electronic word of mouth that customers receive is due to various negative issues that can affect the behavior of Starbucks customers impulse buying. Previous studies show that electronic word of mouth affects impulse buying (Torlak et al., 2014; Samuel, 2014; Charo et al. 2015; and Iswara, 2017)

When electronic word of mouth received by consumers in a negative form can reduce the brand image of a company. Rangkuti (2008: 16) argues that if a strong brand concept can be communicated well to the right target market, then the brand will produce a brand image that can explain a clear brand identity. Previous studies show that electronic word of mouth affects brand image (Pai et al., 2013; Imbayani, 2017; as well as Yonita, 2015).

A good brand image of a company will influence the behavior of consumers who visit one of them is the behavior of impulse buying from certain consumers. Impulse buying or impulsive buying is a buying action that was not previously felt consciously as a result of consideration, or intention to buy formed before entering the store. According to Wu et al., (2016) impulse buying is a condition when consumers experience a sudden and strong desire to buy something at that moment and usually there is a specific stimulus during shopping. Starbucks is not limited to selling coffee because not everyone can enjoy and understand coffee, Starbucks also offers creative processed drinks made from coffee and even non-coffee-based drinks to expand market reach, there are small, medium and large glass sizes, and offer a variety of kinds of cakes with various variations in prices to increase stimulus to customers doing impulse buying. Previous studies show that brand image affects impulse buying (Husnain, 2016; Rahayu, 2015; and Husnul, 2017).

The existence of a variety of negative news that became consumer talk through social media (e-wom), a decrease in Starbucks brand image, and a decline in Starbucks revenue on September 30, 2018, one of which was caused by declining buying made by the community including the impulse buying at Starbucks. Studies that link electronic variables of word of mouth, brand image, and impulse buying have been widely carried out but have not been widely applied in the coffee shop industry. Therefore, this study discusses these three variables in the coffee shop by targeting customers from Starbucks who are the market leaders of the coffee shop industry in Indonesia.

II. LITERATURE REVIEW

A. *Electronics Word of Mouth (E-WOM)*

Positive and negative statements from customers about companies or products through the internet that can be accessed by other people are called electronic word of mouth. Research integrates traditional word of mouth motifs with characteristics found in electronic word of mouth (Hennig-Thureu, 2004).

B. *Brand Image*

Kotler, et al (2012: 256) define brand image as a set of impressions, ideas, and beliefs about a particular brand. The behavior and attitudes of people towards the brand are determined by the brand image.

C. Impulse Buying

Wu, et al. (2016) Impulsive buying occur when consumers experience a feeling of wanting to buy something strongly and suddenly at that moment and usually there is a stimulus when shopping. Samuel (2007), states that when impulse buying occurs, consumers will receive a lower rational experience of emotional experiences. External factors become a fundamental focus in the perspective of impulse buying. Buedincho (2003) states that it can affect impulse buying, including short product life cycle factors, price, advertising, store appearance, and small size.

III. RESEARCH HYPOTHESIS

A. Effect of E-WOM on brand image

Torlak et al (2014) argued that electronic word of mouth can have a significant positive effect on the brand's citrea on brands of cellular phones in Turkey. In addition to smartphones in Surabaya, electronic word of mouth has a significant positive effect on brand image (Semuel, 2014). The E-WOM message is quite important for consumers when they can get information about services or products and can be a reference in the decision making process (Charo et al., 2015). So the first hypothesis:

H1: Electronic word of mouth has a significant positive effect on brand image.

B. Effect of E-WOM on impulse buying

(Pai et al., 2013), electronic positive word of mouth that occurs has a significant positive impact on impulse buying. Imbayani (2017) argues that positive E-WOM will influence the desires of consumers in making unplanned buying. Yonita (2015) shows that the effect of electronic word of mouth on impulse buying is positive and significant. The second hypothesis is formulated.

H2: Electronic word of mouth has a positive and significant effect on impulse buying.

C. Effect of brand image on impulse buying

Husnain (2016), the brand image offered by the company can have an impact on impulsive buying. Rahayu (2015) and Husnul (2017) stated that brand image has a positive and significant effect on impulse buying. This understanding is the basis for formulating the third hypothesis below.

H3: Brand image has a positive and significant effect on impulse buying.

D. The role of brand images mediates the effect of E-WOM on impulse buying decisions

If the brand image strengthens, the higher the consumer's desire for the brand (Chen, 2010). The creation of an image in the brand as a beginning to help consumers and facilitate consumers to remember the value, logo, and name of the use of environmentally friendly products (Dewi, 2014). Yonita (2016) shows that there is a significant positive relationship between impulse buying and electronic word of mouth. The empirical study conducted by Nata (2015) shows the role of brand image that has a significant effect as mediation. Rahayu's research (2015) shows that brand image has a significant positive effect on impulse buying. The Mayga study (2016) shows that the brand image is positively significant capable of being a mediating variable. It can be concluded based on previous theoretical studies that brand image is able to mediate E-WOM towards impulse buying. The fourth hypothesis is as follows:

H4: Brand image is able to mediate electronic word of mouth against impulse buying.

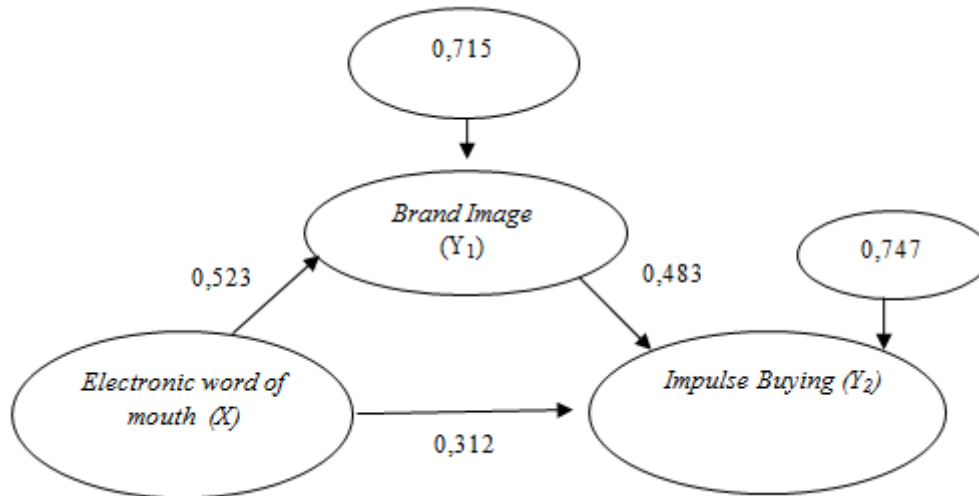
IV. RESEARCH METHOD

This research is associative research which aims to determine the influence of two or more variables and is causal. Research involves customers in the city of Denpasar. The research object used in this study is electronic word of mouth (X), brand image (Y1) and impulse buying (Y2). Determination of this research sample using non-probability sampling method that is sampling technique that does not provide the same opportunity / opportunity for each element or member of the population to be selected as a sample. People who have visited Starbucks who are domiciled in Denpasar City are the population of this study and are infinite. The sample size is 100 respondents.

The method of collecting data in this study uses a questionnaire. Questionnaires were distributed to respondents who were filling in answers. Measurements of respondents' answers were measured by a Likert Scale. The data analysis technique in this study used the classical assumption test, path analysis and sobel test.

V. RESULT

Path analysis was used to test the data in this study, with the following results:



Based on the diagram the line in Figure 1, then can be calculated the magnitude of the influence of direct and indirect influence as well as the influence of the total between variables. Calculation of influences between variables are summarized in table 2 as follows.

Table 2: The influence of direct, Indirect Influence and impact the Total electronic word of mouth (X), brand image (Y1), and the impulse buying (Y2)

Pengaruh Variabel	Pengaruh Langsung	Pengaruh Tidak Langsung Melalui <i>brand image</i> (Y ₁) ($\beta_1 \times \beta_3$)	Pengaruh Total
X → Y ₁	0,523	-	0,523
X → Y ₂	0,312	0,253	0,565
Y ₁ → Y ₂	0,483	-	0,483

The results of testing the mediating variables in accordance with Table 2, namely the perception of the value obtained by Z calculated after in absolute amount of 3.3846, the value of Z is $3.3846 > 1.96$ with a significant level of $0.0007 < 0.05$ which means H₀ is rejected and then H₄ is accepted which means that brand image is considered capable as a mediating variable of the effect of electronic word of mouth on impulse buying.

VI. DISCUSSION AND CONCLUSION

The calculation results show the level of electronic significance of word of mouth at $0,000 < 0,05$, with a beta value of 0,699, it can be said that electronic word of mouth has a positive and significant effect on Starbucks brand image. These results indicate that the values contained in electronic word of mouth have a significant impact on Starbucks brand image. These results are in accordance with the hypothesis formulation which states that electronic word of mouth has a positive and significant effect on the brand image, which means that the more positive electronic word of mouth that is disseminated and obtained, the better the Starbucks brand image. The results of this study support the research conducted by Torlak et al (2014), Semuel (2014), and Charo et al. (2015).

Calculation results show the level of electronic word of mouth significance of $0,002 < 0,05$, with beta values 0,334, it can be said that electronic word of mouth has a positive and significant effect on the impulse buying of Starbucks customers. These results indicate that the values contained in electronic word of mouth have a significant impact on the impulse buying of Starbucks customers. Electronic word of mouth measured by indicators: Concern for other consumers, extraversion / positive self-enhancement, social benefits, and helping the company proved to be able to increase Starbucks impulse buying. These results are in accordance with the hypothesis formulation which states that electronic word of mouth has a positive and significant effect on impulse buying, which means that the better the electronic word of mouth in the minds of customers, the higher the level of impulse buying of Starbucks customers. The results of this study support the research conducted by Pai et al. (2013), Imbayani (2017), and Yonita (2015).

The calculation results show a significance level of brand image of $0,000 < 0,05$, with a beta value of 0,386, it can be said that brand image has a positive and significant effect on the impulse buying of Starbucks customers. These results indicate that the values contained in the brand image have a real impact on the impulse buying of Starbucks customers. Brand image that is measured by indicators: Service, experience, and trust are proven to be able to increase the impulse buying of Starbucks customers. This result is in accordance with the hypothesis formulation which states that brand image has a positive and significant effect on impulse buying, which means that the better the brand image in the customer's mind, the higher the level of impulse buying of Starbucks customers. The results of this study support the research conducted by Husnain (2016), Rahayu (2015), and Husnul (2017).

The test results of the effect of electronic word of mouth on the original impulse buying were 0.414 then after the brand image as a mediating variable, the value of the effect of electronic word of mouth on impulse buying increased to 0.686. These results indicate that brand image mediates the effect of electronic word of mouth on the impulse buying of Starbucks. The results of the Sobel Test calculation obtained a Z calculated ratio of $3.3846 > Z$ table of 1.96, the H4 hypothesis was accepted which means that brand image (Y1) is a variable that mediates electronic word of mouth (X) to Starbucks customers or in other words if the perceived electronic word of mouth increases, it will increase the brand image, if the brand image increases it will indirectly increase the impulse buying of Starbucks customers. It was explained that electronic word of mouth significantly influences impulse buying, electronic word of mouth significantly influences brand image, and brand image significantly influences impulse buying, so in this case it is called partial mediation. The results of this study are in accordance with the hypothesis formulation which states that brand image is able to mediate the effect of electronic word of mouth on the impulse buying of Starbucks customers. The results of this study support the research conducted by Nata (2015) stating that brand image can mediate the influence of electronic word of mouth on consumer impulse buying behavior, as well as the results of research conducted by Mayga (2016) and Rahayu (2015).

The conclusion is that Electronic word of mouth has a positive and significant influence on Starbucks brand image, thus it can be said that the improvement of electronic word of mouth owned by Starbucks also increases the consumer's brand image towards Starbucks. Electronic word of mouth has a positive and significant influence on impulse buying, it can be said that the better the electronic word of mouth Starbucks has, the better the impulse buying of Starbucks customers. Brand image has a significantly positive effect on the impulse buying of Starbucks customers, the higher Starbucks brand image, the higher the impulse buying of Starbucks customers. Brand image mediates the effect of electronic word of mouth on the impulse buying of Starbucks customers. This means that consumer trust in a strong brand can improve the image of a brand towards the high impulsive buying of Starbucks.

Suggestions that can be given, Starbucks should still maintain electronic word of mouth that is good in the minds of consumers so that consumers' impulse buying of Starbucks is maintained well and even increases. Starbucks should always maintain a brand image that has been attached to consumers so that it can improve Starbucks' good electronic word of mouth, which will also increase impulse buying towards Starbucks. It is hoped that it can expand the scope of the research area and also add independent variables such as product quality, promotion, and brand transfer.

VII. LIMITATION AND FUTURE RESEARCH

Based on the research that has been done, there are several limitations, namely the scope of research is limited to the Denpasar City area, so the results of this study cannot be generalized to consumers in a wider area and this research is only carried out at certain time points (cross section), while the every time it changes (dynamic), so this research is important to do again.

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