



Brand Image Mediates Product Quality and Electronic Word of Mouth Towards Purchase Decision

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Abstract—The purpose of this research was to identify and analyze the role of Brand Image in mediating Product Quality and Electronic Word of Mouth on Purchase Decisions at Taman Prakerti Bhuana consumers. The research population is consumers of Taman Prakerti Bhuana whose number is unknown. The sampling technique used was purposive sampling with 102 respondents. The research instruments used were questionnaires, observation, interviews and literature and analysis methods used were descriptive analysis and inferential analysis with Structural Equation Model-Partial Least Square (SEM-PLS) analysis. The results of the research show that product quality, eWOM and brand image have a positive and significant effect on purchase decision, product quality and eWOM have a positive and significant effect on brand image, brand image can positively and significantly mediate the effect of product quality and eWOM on purchase decision. The implication of the research is for Prakerti Bhuana Park to provide the best service as much as possible so that product quality and eWOM are still perceived very well by consumers so that it will have implications for increasing purchase decisions at Prakerti Bhuana Park. Researchers suggest to Prakerti Bhuana Park to be able to evaluate and innovate in efforts to increase product quality and eWOM so that it has implications for increasing consumer purchase decisions.

Keywords: employee work performance; self-leadership; work motivation

I. INTRODUCTION

Hindus have the characteristics of the variety of *Panca Yadnya* ceremonies as a hierarchical basic foundation in carrying out their beliefs as religious people (Wiasti N, 2022). *Yadnya* is one of the obligations of Hindus as a form of gratitude for the life that has been obtained. *Yadnya* here does not only include ritual aspects, but many noble things based on sincerity which is a form of a *Yadnya*. In fact, *Yadnya* can also be said as a good service offered to God, a service to fellow human beings and the natural environment for the realization of world welfare (Hartaka & Made, 2020). The life of the Balinese people has experienced a change from traditional society to modern and postmodern society, these changes have affected production patterns, distribution

patterns, and household consumption patterns, including ritual expenses (Sunariani & Budhi, 2015). The Balinese people are undergoing a transformation from the primary economy to the tertiary economy, which is marked by the tight use of time so that this is the most common reason for people in Bali to start carrying out ceremonies at *Yadnya* Ceremony Package service providers which are considered practical, efficient and much shorter compared to carry out conventional village ceremonies (Pitana, 2020).

In its development, the Balinese people have experienced a moderate change in thinking, so they think pragmatically, practically, and economically. This change also occurs in traditional ceremonial activities, one of which is the Balinese traditional wedding ceremony. This can be observed from the existence of packages for carrying out

traditional Balinese wedding ceremonies on social media, and special places for *Yadnya* implementation, such as Prakerti Bhuana Park, Griya Agung Bhuwana Santi, Griya Taksu Event Space and several other places involving *Sarati* (experts) making offerings/ceremonial facilities) and having carried out a self-purification ceremony (Pradnya, 2020). From the various existing service providers, the researcher chose to observe the pioneers of ceremony and service providers for the Bali *Yadnyadi* Ceremony which had been established since 2010, namely Taman Prakerti Bhuana. At the beginning of its establishment, it only provided ceremonial and offering facilities specifically for the benefit of *yadnya*, then in 2014, it began to provide facilities for *ngaben*, *pawiwahan* and others. The frequent developments in the needs of the Balinese people in 2017 Prakerti Bhuana Park will begin to provide further ballroom facilities until 2022 and has officially been established with the business entity PT (Limited Liability Company).

Taman Prakerti Bhuana has helped the community by providing various *Yadnya* ceremony packages that are affordable, and supported by luxurious and complete facilities. The packages provided are of sufficient quality and variety including wedding and ceremony packages to suit your needs, ranging from *Pawiwahan*, 3 (three) Monthly, *Otonan*, *Metatah* and *Menek Kelih*, to various types of *Pebayuhan* both mass and private, as well as reception packages, seminars, meetings or gatherings.

Based on the results of observations and initial interviews with several consumers of Prakerti Bhuana Park, it is known that the reason for deciding to purchase a package is because Prakerti Bhuana Park has a good brand image, and consumers receive information through social media content related to Prakerti Bhuana Park from posts by colleagues on the site social media networks. Consumers also say that Prakerti Bhuana Park Services are attractive to them, they consider the quality of their products or services to have been proven by the various ceremonies that have been carried out. So that consumers are happy with their decision to use Prakerti Bhuana Park services, they also convey that they will positively recommend Prakerti Bhuana Park services to others. To strengthen the observation results, further interviews were conducted with the owner of Prakerti Bhuana Park and it was stated that it was true that this was considered to trigger a decision to

purchase or use services by consumers and based on the data presented it was conveyed that there was a decrease in package purchases or service usage (purchase decision) in 3 months successively from March to May 2022 especially significantly on bridal and *metatah* services.

Similar studies have been conducted by Saraswati & Giantari (2022) and Sepfiani et al. (2023). The study conducted by Saraswati & Giantari (2022) found that product quality and eWOM directly or indirectly through brand image affect consumer purchase decisions. A further study conducted by Sepfiani et al. (2023) both e-WOM and product quality has a positive and statistically significant influence on consumer purchasing decisions. Additionally, the mediating role played by brand image, which serves as a connecting factor between e-WOM, product quality, and the ultimate purchasing decisions of consumers.

Based on the background and the previous studies above, the purpose of this research was to identify and analyze the role of brand image in mediating product quality and electronic word of mouth on purchase decisions at Taman Prakerti Bhuana consumers.

II. CONCEPT AND HYPOTHESIS

Purchase Decision

Purchase decisions are decisions made by consumers in buying a product after considering various information (Widiastiti et al., 2020). Purchasing decisions involve a sequence of choices made by the consumer before making a purchase that begins after he has the willingness to fulfill a need. Consumers must make decisions regarding where to buy, the desired brand, model, purchase amount, time to buy, the amount of money to be spent and how to pay, the intended decision can be influenced by marketers by providing information about their product or service that can inform the appraisal process consumers (Hanaysha, 2018).

Product Quality

Product quality is all aspects of the product that can satisfy customers or according to their requirements or needs (Widiastiti et al., 2020). Perceived product quality reflects the customer's subjective evaluation of the superiority or superiority of the product as a whole and there is a gap between actual and perceived product quality (Wang et al., 2020).

Product quality is an important concern for companies to create a product to be marketed and is the most important criterion for consumers in choosing the products offered by the company and are always able to maintain and improve product quality to meet consumer desires (Kanya & Adilla, 2022). Creating better product quality will cause the company to be able to compete with competitors in controlling market share because consumers will assume the quality of a product is good if their needs and desires for a product can be fulfilled. If the quality of the product meets expectations, consumers will definitely buy the product and vice versa (Murdapa, 2020). According to De Giovanni & Zaccour (2022), to build a reputation for high quality requires continuous marketing as well as operational efforts, there are several reasons for adopting a dynamic model when dealing with product quality.

eWOM

Advances in information technology that continue to increase make the exchange of information, and writing opinions, on online and public platforms known as electronic word of mouth (eWOM), The difference between WOM and eWOM lies in the media used, where WOM is face-to-face or face to face, while eWOM is online (Residona, 2019). According to Wiryokusumo et al. (2021), consumers' willingness to tell or upload experiences is known as word of mouth and in the internet world it is referred to as electronic word of mouth (eWOM). The internet and social networks act as effective tools to create eWOM among customers, serving as an important source of product-related information and opinions (Artisca Yulia & Ekawati, 2021).

Brand Image

Brand image is the perception and belief held by consumers, as reflected in the associations embedded in consumers' memories, which are always remembered for the first time when they hear a slogan about a product or service. According to Sanmukhiya & Ijeem (2022), companies that can maintain a positive brand image for their customers gain a stronger market position, long-term competitive benefits, and an increase in market share or performance. By creating a brand image that is in accordance with a product, it will be beneficial for marketers, this can happen because brand image is able to influence consumer judgments about alternative brands that consumers expect

(Lusiah et al., 2018).

Effect of Product Quality on Purchase Decision

In research conducted by Widiastiti et al., (2020); Murdapa (2020) found that purchase decisions are positively and significantly influenced by product quality. Further research conducted by Kanya & Adilla, (2022); Angreni et al., (2022) found that product quality has a positive and significant influence on purchase decisions, in line with this in research, Rihayana et al., (2022) found results that product quality and brand image have a positive and significant effect on purchasing decisions. Based on the description that has been presented, the hypothesis proposed is as follows:

H1: Product quality has a positive and significant effect on purchase decisions.

Effect of eWOM on Purchase Decision

In research conducted by Yang et al., (2015); Prasad et al., (2017); found that purchase decision is positively and significantly influenced by eWOM. Further research conducted by Prasad et al., (2019) found that eWOM has a positive and significant influence on purchase decisions, in line with these findings in research conducted by Angel & Natadirja, (2021) Zulkarnain & Merdekawati, (2021) found that eWOM communication as a whole has a very positive influence on purchase decisions made by consumers. Based on the description that has been presented, the hypothesis proposed is as follows:

H2: eWOM has a positive and significant effect on purchase decisions.

Effect of Brand Image on Purchase Decision

Research conducted by Lusiah et al., (2018) found that purchase decisions are positively and significantly influenced by brand image. Further research conducted by Tjahjono et al., (2021); Rosanti et al., (2021) found that brand image positively and significantly influences purchase decisions, in line with this in Jamila & Siregar's research, (2022); Sulihandini et al., (2022) found that purchase decisions are positively and significantly influenced by brand image. Based on the description that has been presented, the hypothesis proposed is as follows:

H3: Product quality has a positive and significant effect on brand image.

Effect of Product Quality on Brand Image

Research conducted by Situmorang et al.,

(2017); Oktavenia & Ardani, (2018) found that product quality has a positive and significant effect on brand image, in line with these findings Yasa, (2018) stated that product quality has a significant influence on brand image, as well as in research conducted by Murdapa, (2020); Saraswati & Giantari, (2022) found results that brand image is positively and significantly influenced by product quality. Based on the description that has been presented, the hypothesis proposed is as follows:

H4: Product quality has a positive and significant effect on brand image.

The Influence of eWOM on Brand Image

Research by Gunawan et al., (2016) found that eWOM (electronic word of mouth) has a positive and significant influence on brand image, in line with the results of Kala & Chaubey, (2018) states that brand image is positively and significantly influenced by eWOM (electronic word of mouth). Further research conducted by Putera & Warmika, (2020); Wiryokusumo et al., (2021); Artisca Yulia & Ekawati, (2021) found that there was a positive and significant influence of eWOM (electronic word of mouth) on brand image. Based on the description that has been presented, the hypothesis proposed is as follows:

H5: eWOM has a positive and significant effect on brand image.

Brand Image Mediates the Influence of Product Quality on Purchase Decisions

In the research of Kanya & Adilla, (2022); Angreni et al., (2022) found results that product quality had a positive influence on consumer purchase decisions, while research conducted by Rawung (2015) found that product quality did not have a significant effect on purchase decisions. Research conducted by Murdapa, (2020) stated the results that product quality has a positive and significant effect on brand image. Further research conducted by Sulihandini et al., (2022) found results that brand image has a positive and significant influence on purchase decisions. In Saraswati & Giantari's research, (2022) found that brand image positively and significantly mediates the effect of product quality on purchase decisions. Based on the description that has been presented, the hypothesis proposed is as follows:

H6: Brand image positively and significantly mediates the effect of product quality on purchase decisions.

Brand Image Mediates the Influence of eWOM on Purchase Decisions

Research conducted by Angel & Natadirja, (2021) Zulkarnain & Merdekawati, (2021) found that eWOM (electronic word of mouth) as a whole has a positive and significant influence on purchase decisions made by consumers, while research conducted by Arta and Yasa (2019) who found that eWOM (electronic word of mouth) has no direct relationship that has a positive and significant effect on purchase decisions. Artisca Yulia & Ekawati, (2021) found that there was a positive and significant influence on the influence of eWOM (electronic word of mouth) on brand image, besides that it was also found that brand image positively and significantly influenced purchase decisions (Jamila & Siregar, 2022). In research conducted by Residona, (2019) found that brand image positively and significantly mediates eWOM (electronic word of mouth) on purchase decisions. Based on the description that has been presented, the hypothesis proposed is as follows:

H7: Brand image is able to positively and significantly mediate the effect of electronic word of mouth on purchase decisions.

III. METHOD

This research is associative causally using a quantitative approach. Causal associative research is research that aims to examine the influence of two or more variables, namely looking for causation between the independent variable and the dependent variable. The data in this research were collected ex post facto, in other words, the researcher relied on the respondents' perceptions to explain their experiences and then analyzed them according to a descriptive and causal design. The population of this research is all users of the Prakerti Bhuana Park Service in the Province of Bali. The technique used was purposive sampling, namely a sampling technique carried out based on the characteristics assigned to the elements of the target population, which were adjusted to the objectives or research problems, with the criteria for determining the sample, namely respondents who live in Bali and use the services of Prakerti Bhuana Park Services. The sample used in this study was 102 people. Indicators in measuring purchase decisions refer to Hanaysha, (2018) including Overall Satisfaction, Recommend to others, Purchase Frequency, Purchase Intention, and Purchase. Product quality is measured based on seven indicators referring to Saputra,

(2022) including Performance, Durability, Conformance, Features, Reliability, Aesthetics, and Perceived quality. The eWOM indicator refers to Romero & Ruiz-Equihua, (2020) which consists of reposts and follows. The indicators in measuring brand image refer to Oktavenia & Ardani, (2018) including Brand Favorability, Brand Strength and Brand Uniqueness.

IV. RESULTS AND DISCUSSION

The results and discussion of the research are based on Figure 1 and Table 1.

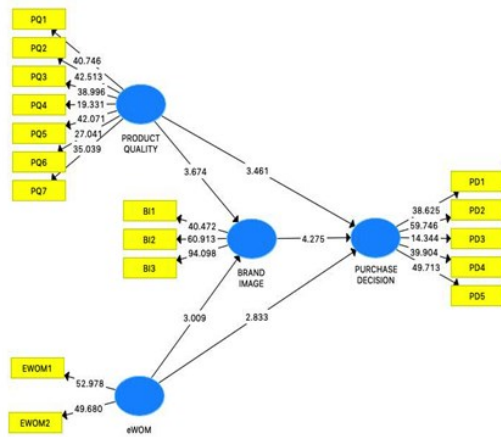


Figure 1. SmartPLS 3.0 Test Results

Table 1. The direct and indirect influence of product quality, eWOM, Brand Image and Purchase Decision.

Konstruk	Koefisiensi Jalur	T Statistics	P Values	Ket.
Product Quality -> Purchase Decision	0.361	3.461	0.001	Significant
eWOM -> Purchase Decision	0.217	2.833	0.005	Significant
Brand Image -> Purchase Decision	0.428	4.275	0.000	Significant
Product Quality -> Brand Image	0.458	3.674	0.000	Significant
eWOM -> Brand Image	0.389	3.009	0.003	Significant
Product Quality -> Brand Image -> Purchase Decision	0.196	2.757	0.006	Significant
Ewom -> Brand Image -> Purchase Decision	0.166	2.394	0.017	Significant

Source: data proceed 2022

Based on the description presented in Table 1, it shows that product quality has a positive and significant effect on purchase decisions with a correlation coefficient value of 0.361, a t statistics value of 3.461 and a p-value of 0.001 or <0.05, meaning that the better the product quality, the higher the purchase decision level of Taman Prakerti Bhuana consumers. Vice versa, the worse the product quality, the lower the purchase decision level of Taman Prakerti Bhuana consumers. The results in this study are different from the research conducted by Rawung (2015), but in line with the results of research conducted by Kanya & Adilla, (2022); Angreni et al., (2022). This finding implies that consumers tend to make higher purchase decisions when they know the product quality is getting better.

eWOM has a positive and significant effect on purchase decisions, with a correlation coefficient of 0.217 and a t statistics value of 2,833 with a p-value of 0.005 or <0.05, meaning that the better the eWOM, the higher the level of consumer purchase decision at Prakerti Bhuana Park. Vice versa, the worse the eWOM, the lower the purchase decision level of Taman Prakerti Bhuana consumers. The results in this study differ from the research conducted by Arta and Yasa (2019), but are in line with the results of research conducted by Angel & Natadirja, (2021); Zulkarnain & Merdekawati, (2021). This finding implies that consumers tend to make higher purchase decisions when they find better eWOM.

Brand image has a positive and significant effect on purchase decisions with a correlation coefficient value of 0.428, a t statistics value of 4,275 and a p-value of 0,000 or <0.05, meaning that the better the brand image, the higher the purchase decision level of Taman Prakerti Bhuana consumers. Vice versa, the worse the brand image, the lower the purchase decision level of Taman Prakerti Bhuana consumers. The results of the research are in line with the results of research conducted by Tjahjono et al., (2021); Jamila & Siregar, (2022). This finding implies that consumers tend to make higher purchase decisions when they know a better brand image.

Product quality has a positive and significant effect on a brand image with a correlation coefficient of 458, a t statistics value of 3,674 and a p-value of 0,000 or <0.05, meaning that the better the product quality, the better the brand image of Prakerti Bhuana Park. Vice versa, the worse the product

quality, the worse the Taman Prakerti Bhuana brand image will be. The results in this study are in line with the results of research conducted by Murdapa, (2020); Saraswati & Giantari, (2022). This finding implies that consumers tend to judge a better brand image when they know the product quality is getting better.

eWOM has a positive and significant effect on a brand image with a correlation coefficient of 0.389, a t statistics value of 3,009 and a p-value of 0.003 or <0.05 , meaning that the better the eWOM, the better the brand image of Prakerti Bhuana Park. Vice versa, the worse the eWOM, the worse the brand image of Prakerti Bhuana Park will be. The results of this study are in line with the results of research conducted by Putera & Warmika, (2020). Artisca Yulia & Ekawati, (2021). This finding implies that consumers tend to judge a better brand image when they know that eWOM is getting better.

Brand image is able to mediate the influence of product quality on purchase decisions with a t-statistical coefficient of $2.757 > t\text{-table } 1.96$ and a significance value of $0.006 < 0.05$. The results of this test also give the meaning that brand image mediation has an impact on increasing the influence of product quality on the level of consumer purchase decisions in a real way, meaning that brand image mediation immediately makes the influence of product quality on purchase decisions increase so that it is in line with the results of research on consumer purchase decisions at Prakerti Bhuana Park. rated very high. The results in this study are in line with the results of research conducted by Saraswati & Giantari, (2022) which states that brand image is able to mediate the effect of product quality on purchase decisions.

Brand image is able to mediate the effect of eWOM on purchase decisions with a t-statistical coefficient of $2.394 > t\text{-table } 1.96$ and a significance value of $0.017 < 0.05$. The results of this test convey the meaning that brand image mediation has an impact on increasing the influence of eWOM on the level of consumer purchase decisions in a real way, meaning that brand image mediation immediately makes the influence of eWOM on purchase decisions increase so that according to the research results, Prakerti Bhuana Park's consumer purchase decision is considered very high. The results in this study are in line with the results of research conducted by Residona, (2019) which states that brand image is able to mediate the influence of product quality on

purchase decisions.

V. CONCLUSION

Product quality has a positive and significant effect on purchase decisions. The results of this study explain that the better the product quality, the higher the purchase decision level of Prakerti Bhuana Park consumers. eWOM has a positive and significant effect on purchase decisions. The results of this study explain that the better the eWOM, the higher the purchase decision level of Prakerti Bhuana Park consumers. Brand Image has a positive and significant effect on purchase decisions. The results of this study explain that the better the Brand Image, the higher the purchase decision level of Prakerti Bhuana Park consumers. Product quality has a positive and significant effect on brand image. The results of this study explain that the better the product quality, the better the brand image of Prakerti Bhuana Park. eWOM has a positive and significant effect on brand image. The results of this study explain that the better the eWOM, the better the brand image of Prakerti Bhuana Park. Brand image partially mediates the effect of product quality on purchase decisions. The better the brand image of Prakerti Bhuana Park, the better the positive influence of product quality on purchase decisions. Brand image partially mediates the effect of eWOM on purchase decisions. The better the brand image of Prakerti Bhuana Park, the better the positive influence of eWOM on purchase decisions. Theoretically, based on the results of good product quality data processing, it can increase consumer purchase decisions, both directly and indirectly through brand image. Good eWOM can increase consumer purchase decisions both directly and indirectly through brand image. Theoretically, the positive influence of product quality and eWOM on purchase decisions is greater through brand image. Practically to solve problems related to consumer purchase decisions, it is important for Taman Prakerti Bhuana to pay attention to strategies so that consumers are satisfied with the decision to use the Yadnya Ceremony package (*Pewiwahan, Metatah, Menek Kelih, Three Months, Mepetik, Ghatering, Bayuh Otonan* and others) because some respondents did not feel it as a whole. Based on the limitations of the research results, further research is suggested to examine other variables/ constructs that may affect the level of consumer purchase decisions at Prakerti Bhuana Park. It also needs to be examined qualitatively or using a mixed method to

answer phenomena that occur at the research location as well as a reference for expanding, deepening, proving and even annulling quantitative research results. Further researchers are advised to use or conduct research on other *yadnya* ceremony package providers, both still in the scope of Gianyar Regency and throughout the Province of Bali so that the results of the research can provide a clearer picture of the management of *Yadnya* ceremony package providers in Bali.

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