

## Analysis Of The Influence Of Digital Brand Perception And E-Wom On Repurchase Intention Of Internet Protocol Television Service Product

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### Abstract:

The purpose of this study is to determine whether brand image and unfavorable electronic word-of-mouth factors have an impact on repurchase intentions. The study's population consists of social media users in a few Indonesian cities. With a sample size of 100 respondents, researchers employed a non-probability sampling method with a purposive sampling strategy. This study use questionnaires and literature reviews as data collection methods. Researchers employed quantitative techniques in this study. The path analysis method was applied by researchers. Based on the findings, it was determined that the negative electronic word-of-mouth variable had a direct impact on the brand image variable. The purchasing choice variable is directly impacted by the unfavorable electronic word-of-mouth variable. The repurchase intention variable is directly impacted by the brand image variable. Negative brand perception and electronic word-of-mouth have an impact on the repurchase intention variable. Via the brand image variable, the negative electronic word-of-mouth variable indirectly affects the repurchase intention variable. The aforementioned points provide an explanation for how brand image influences repurchase intentions when it comes to electronic word-of-mouth. It is intended that these findings would help the business sustain and improve electronic word-of-mouth on social media in the future.

**Keywords:** word of mouth, brand image, repurchase intention, company, social media.

## Introduction

The development of the internet and communication media is currently experiencing rapid progress as the industrial era 4.0 enters, which accelerates the pace of technological development. Indonesia, like other countries in the world, is feeling the significant impact of this progress. Digital technology, including the internet, has provided significant convenience in people's daily lives. The Internet, as an integral part of this technology, allows the creation of global networks that connect various entities. This opens the door to a fast and efficient exchange of information between individuals (Kuspriyono, 2017). Digital technology has become essential to modern society as a result of the convenience it offers. The internet is no longer just a tool for exchanging information or communication but also a platform that facilitates various activities, including in the education, office, trade, and socialization sectors. One of the main uses of the internet is to access social media, where people not only communicate with friends and family but also search for the latest information on hot topics and look for product or service reviews before making a purchase. Thus, the internet has become an integral part of everyday life, offering flexibility and ease of access that help meet the various needs of modern society (Haikal, 2021).

Social media has become a very significant source of information and a platform for individuals to share experiences quickly and easily. Information exchanged on social media often becomes the main reference for people when making purchasing decisions or making repeat purchases. Social media's rise adds another level of interaction to electronic word-of-mouth (e-WOM) by enabling users to interact with their extensive network. Social media gives individuals the chance to share their thoughts, recommendations, and firsthand experiences with goods and services with friends, acquaintances, and even complete strangers in their networks (Kuspriyono, 2018). This allows personal and authentic information to spread quickly among social media users, influencing their perceptions and purchasing decisions. Thus, social media is not only a means of communication but also a very valuable channel for disseminating information and influencing consumer behavior in the context of e-WOM. Respondents or customers prefer it when customers make complaints. In a company, a quick response is preferred over an effective response. The speed of this response has a big impact on how respondents assess the company's brand. Of the 40% of responses, they even stated that they would recommend brands or services that respond quickly to complaints compared to services that respond slowly to customer complaints (Putra, 2020).

Indirectly, the existence of social media encourages companies to increase the speed and accuracy of service quality. Because indirectly, social media also increases customer expectations for companies or brands. The risk of failing to meet these expectations is, of course, very bad for business, because this failure can be seen in real chronology in records on social media. Using any social media, of course, every chronology is a digital trace that cannot be easily erased. This is further reinforced by the fact that consumers prefer to submit complaints via social media platforms because of the real-time nature of information delivery. These real-time features are the foundation for effective customer service (Tannady et al., 2020). Well-known brands in Indonesia choose social media for customer service rather than other alternative platforms because they take advantage of faster response times. This shows that the form of communication regarding a product or brand does not only occur from person to person but can also take the form of word-of-mouth communication, which is spread on the internet and on social media, known as electronic word-of-mouth. So apart from being a tool for searching and sharing information, social media is a potential place for the spread of e-WOM regarding a brand or product. e-WOM on the internet, especially on social media, is not always positive; it can also be negative e-WOM (Purbaningsih et al., 2021).

Electronic word-of-mouth (e-WOM) is divided into two different types positive electronic word-of-mouth includes favorable comments or reviews that consumer share based on their positive experiences with a product or service. On the other hand, negative electronic word-of-mouth involves unfavorable comments or reviews that express consumer dissatisfaction with a company's products or services. This can make the internet and social media a source of information for consumers to find out or obtain information about various products before making a purchase, or to make a repeat purchase. Positive electronic word of mouth can be a reference for building a brand image, and consumer perceptions of a brand's negative image can be influenced by negative electronic word of mouth (Tanuwijaya & Tannady, 2019). The high number of internet users in Indonesia is in line with the high use of

social media. Companies need to take advantage of this to make this an opportunity by offering internet services, competing to meet people's needs by offering the best internet services, using social media as a means to offer products, and paying attention to consumer behavior on an ongoing basis to be able to compete. This growth is not directed at the performance of fixed broadband internet companies (Tannady & Filbert, 2018).

## Literature Review

A approach known as integrated marketing communication integrates several elements of the marketing mix, like social media, advertising, sales promotions, direct marketing, online marketing, public relations, and personal selling, all of which are coordinated in an integrated way. IMC also includes other components of the marketing mix, such pricing, place, and product, which work together to provide a consistent and efficient marketing channel that consumers and companies can communicate through. Word-of-mouth (WOM) communication has a significant impact on how consumers behave. WOM encourages customers to share their experiences after using a product or service with others, either through audio, video, or written online media (Kuspriyono, 2018). With the development of the internet, WOM has evolved into electronic word of mouth (e-WOM), where individuals can share information about products more widely through online platforms such as social media, email, and online reviews. The importance of e-WOM in integrated marketing emphasizes the importance of companies paying attention to and taking advantage of consumer interactions in the digital world. Through an IMC strategy that combines various promotional elements and harnesses the power of e-WOM, companies can build a strong brand image, increase consumer satisfaction, and achieve success in an increasingly digitally connected market. Electronic word-of-mouth, which is also referred to as word-of-mouth marketing, involves utilizing online media for marketing purposes. This approach can generate a word-of-mouth effect that helps support the marketer's efforts and goals (Purbaningsih et al., 2021).

Electronic word-of-mouth, which is characterized as informal communication between people about product or company brand information, is an evolution of the concept of word-of-mouth. E-WOM is non-commercial and happens online. Consumers can use negative e-WOM as a form of communication to express unfavorable opinions about a good or service. There are many negative effects of E-wom. For example, negative E-WOM impacts consumers negatively on a product or service because negative WOM is found to travel faster than positive WOM because its negativity is considered more influential than positive e-WOM. Brand image is an important competitive advantage possessed by a company or organization that can differentiate it from other brands (Putra, 2020). Because the fundamental purpose of brand image is to inspire trust, durability, strength, security, and exclusivity, it can be considered an important means of reducing uncertainty and providing useful information in guiding the decision-making process (Nurprihatin & Tannady, 2018). Intention to repurchase refers to purchasing activities that occur repeatedly. Consumers' experiences with post-purchase satisfaction can encourage them to make additional purchases (Suparna, 2022). Repurchase intention is basically a decision based on the consumer's previous purchasing experience, in which the consumer's repurchase intention is related to the consumer's motives for whether to buy or use the product. In these motives, consumers have various purchasing motives that differ between consumers. Therefore, consumers will choose the attributes that are appropriate and most relevant to what they need (Ekasari et al., 2023).

## Methodology

A population is an area that consists of objects and subjects that have their own criteria and characteristics that are in accordance with the characteristics determined by the researcher so that the researcher can later study them and then draw conclusions from the research. The population for this research is people in some cities in Indonesia area who use social media. With a sample size of 100 respondents, researchers employed a non-probability sampling method with a purposive sampling strategy. This study uses questionnaires and literature reviews as data collection methods. Researchers employed quantitative techniques in this study. Methods in the form of numbers and statistical analysis are known as quantitative methods. Data analysis is a step in the quantitative technique that comes after data collection. Next, organize the data according to the variables that were reported by all respondents, give data

for every variable that was examined, perform calculations to provide an answer to the issue statement, and perform calculations to verify the hypotheses that have been put forth. This method consists of numbers and analysis using statistics, so it is called a quantitative method. Researchers used the path analysis method.

### Case studies

The information analyzed for this study demonstrates that bad electronic word-of-mouth significantly affects brand perception. This suggests that consumers' opinions about a company's brand image may be impacted when they come across unfavorable information about the company's offerings on social media and other electronic channels. Consumers who receive negative reviews or information on social media tend to form their understanding of the brand based on the information received. This phenomenon can be observed through trending topics on social media over the last few years, where reviews and information obtained by consumers become knowledge that is embedded in their minds. For example, when there is a disruption in the WhatsApp or Google application, consumers tend to conclude that this is caused by an internet problem, which shows that the brand image of a fixed broadband company, which often experiences disruptions, is already firmly established in consumers' minds on social media. This shows how important it is for companies to pay attention to and manage their reputation online. By identifying and responding effectively to negative e-WOM, companies can minimize its detrimental impact on their brand image. Apart from that, companies can also utilize social media as a platform to build a positive brand image and increase consumer engagement proactively.

From the data obtained through questionnaires, it can be seen that as many as 70% of respondents agree that negative electronic word-of-mouth spread on social media can influence a company's brand image. This confirms that exposure to negative information obtained through social media can cause consumers to recognize and remember the brand in a way that is potentially detrimental to the company. These outcomes are also in line with earlier studies' conclusions, which indicate that unfavorable electronic word of mouth significantly affects brand perception. Therefore, it can be said that a company's brand image is greatly impacted by unfavorable electronic word of mouth. It is important for companies to pay attention to and manage e-WOM well because information spread on social media can have a big impact on their brand image. By responding appropriately to negative reviews and comments and building a positive and credible presence on social media, companies can reduce the risks posed by negative e-WOM and improve their brand image in the eyes of consumers.

The study's findings demonstrate that unfavorable electronic word of mouth significantly affects consumers' desire to make another purchase. A recent phenomenon demonstrates how the dissemination of unfavorable social media evaluations prompts customers to think twice before making another purchase. Interestingly, though, repurchases did not significantly decline and the influence was positive. This result is consistent with earlier studies that demonstrate the beneficial influence of negative electronic word of mouth on repurchase intentions. This can be explained by the fact that reviews positive or negative still have the power to increase sales as they are an integral element of the marketing process. Although the spread of negative reviews has increased on social media, this has not drastically reduced repurchase rates. It is important to note that consumers' decisions to make repeat purchases are not only influenced by reviews on social media. There are various other factors that also influence them, such as the availability of internet services in their area or other external factors. Therefore, although there was an increase in negative electronic word of mouth, this did not directly result in a significant decrease in repurchases.

The profile of the research participants reveals that about 30% of them are civil servants, who have limited options for switching brands because the business is a state-owned enterprise. This factor can be one of the reasons why consumers choose to stay and repurchase the services provided. From the results of the questionnaire, it appears that 50% of respondents agreed that negative electronic word-of-mouth spread on social media could influence their repurchase intentions. This answer shows that negative news found on social media is a consideration for some consumers before they decide to repurchase the service. Thus, it can be concluded that the information available on social media, both positive and negative, can influence consumers in the decision-making process to repurchase products or services. This highlights the importance for companies, especially those that operate in the public sector or have limited market share, to pay attention to and manage their reputation on social media well. Electronic word-of-mouth can have a negative effect, but it can also be mitigated and customer loyalty can be upheld

by promptly responding to unfavorable reviews and making positive brand image building efforts.

Based on the research results, it is proven that there is an influence between brand image and repurchase intention. Most respondents agreed that the company brand image formed through social media had an influence on their desire to repurchase the service, with 50% of respondents agreeing via the questionnaire. From this, it can be concluded that consumers tend to repurchase services because they are influenced by their positive perceptions of brands that are considered attractive and have value. Previous research indicates that brand image has a considerable and favorable influence on repurchase intentions, which is consistent with this conclusion. Thus, it can be concluded that a good and strong brand image can make a positive contribution to consumer loyalty and their decision to make repeat purchases. This emphasizes the importance of companies paying attention to and building their brand image well, especially on social media platforms. By responding positively to reviews and interactions on social media and continuously improving the quality of service and customer experience, companies can strengthen their brand image and encourage consumers to make repeat purchases on an ongoing basis.

The study's findings indicate that repurchase intentions are influenced by both negative electronic word-of-mouth characteristics and brand perception. This finding is consistent with the results of previous research, which emphasizes the importance of brand image as a significant factor in influencing repurchase intentions. Brand image is considered an effective tool for reducing uncertainty and providing useful information for consumers in the repurchase decision-making process. Thus, a strong and positive brand image can help direct consumer behavior and increase their desire to make repeat purchases. In the context of this research, negative electronic word of mouth also influences repurchase intentions through brand image. Negative information spread on social media can damage a company's brand image and reduce consumer confidence in the products or services offered. Therefore, it is important for companies to pay attention to and manage their reputation online and respond quickly to negative reviews. Thus, companies can maintain and improve their brand image, which in turn will contribute to increasing consumers repurchase intentions.

The research results show that there is a mediating influence from the intervening variables. In this context, the brand image variable functions as a mediator that mediates the influence of negative electronic word-of-mouth on repurchase intentions. This result is consistent with earlier studies' findings, which also demonstrate that brand image plays a mediating role in the relationship between electronic word-of-mouth and repurchase intentions. Therefore, it may be said that unfavorable electronic word of mouth affects brand image indirectly in addition to directly influencing repurchase intentions. This shows that when consumers receive negative information about a brand on social media or other electronic platforms, it not only influences their perception of the brand directly but can also influence their decision to make a repeat purchase through the brand image formed. Therefore, companies need to pay attention to and manage electronic word of mouth effectively and try to build and maintain a positive brand image in the eyes of consumers. In doing so, they can increase consumer loyalty and increase the likelihood of repeat purchases.

## **Conclusion**

Based on the conclusions presented by the researchers, it can be concluded that electronic word-of-mouth has a significant influence on repurchase intentions through brand image. These results show the important role of e-WOM in influencing consumers' perceptions of brands, which in turn influences their decisions to make repeat purchases. Thus, companies are expected to pay more attention to and increase their e-WOM activities on social media platforms. By maintaining and improving the quality of e-WOM, companies can strengthen their brand image, which will have a positive impact on consumers repurchase intentions. Therefore, a marketing strategy focused on improving consumer perceptions of the brand through positive interactions on social media is critical to a company's long-term success. With the results of this research, it is hoped that academics will benefit from continuing research related to electronic word of mouth, brand image, and repurchase intentions not only on products or services but also on other research objects. With more research references covering these variables, it is hoped that there will be an increase in understanding and analysis of the factors that influence consumer behavior. In addition, future research is expected to enrich knowledge by adding new variables or replacing other variables such as purchasing decisions, brand changes, or brand loyalty. Thus, this research not only provides new insights but also opens the



door for further research that can make a greater contribution to the development of science in the fields of marketing and consumer behavior.

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