THE EFFECT OF ELECTRONIC WORD OF MOUTH, MESSAGE SOURCE CREDIBILITY, INFORMATION QUALITY ON BRAND IMAGE AND PURCHASE INTENTION

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ABSTRAK

Penelitan ini bertujuan untuk mengetahui sejauh mana electronic word of mouth (eWOM) memengaruhi brand image dan purchase intention. Selanjutnya, variabel lain yang digunakan dalam penelitian ini adalah message source credibility dan information quality. Variabel ini digunakan untuk mengeksplorasi pengaruh eWOM pada brand image dan purchase intention dan dengan secara simultan melibatkan message source credibility dan information quality sebagai variabel independen. Message source credibility dan information quality menjadi hal yang penting karena dapat memengaruhi persuasi pelanggan. Jenis penelitian ini adalah penelitian explanatory dengan pendekatan kuantitatif. Teknik sampling yang digunakan dalam penelitian ini adalah purposive sampling. Model ini diuji secara empiris menggunakan sampel dari 138 anggota MIUI Indonesia Fansite. Teknik analisis data yang digunakan penelitian ini Generalized Structured Component Analysis (GSCA) untuk menguji pengaruh electronic word of mouth, message source credibility, information quality dengan brand image dan purchase intention. Hasil penelitian ini menunjukkan bahwa electronic word of mouth, message source credibility, information quality berpengaruh positif dan signifikan terhadap brand image dan purchase intention.

Kata kunci: electronic word of mouth, message source credibility, information, brand image, purchase intention.

ABSTRACT

This study is aimed to investigate the extent to which electronic word of mouth (eWOM) affects brand image and purchase intention. Further, other variables employed in this study are message source credibility and information quality. These variables are employed to explore the influence of eWOM on brand image and purchase intention by simultaneously involving message source credibility and information quality as independent variables. Message source credibility and information quality become important, because they can affect persuasion of customers. The research type is explanatory research with quantitative approach. The sampling technique used in this study was purposive sampling. The model was tested empirically using sample of 138 members of MIUI Indonesia Fansite. Analysis data technique in this study uses Generalized Structured Component Analysis (GSCA) to examine the effect of electronic word of mouth, message source credibility, information quality on brand image and purchase intention. Results showed that electronic word of mouth, message source credibility, information quality have positive and significant effect on brand image and purchase intention.

Key words: electronic word of mouth, message source credibility, information, brand image, purchase intention.

INTRODUCTION

Word of mouth (WOM) is the act of customers providing information to other customers from one person to another regarding brands, products or services. WOM becomes a powerful media to communicate products or services to another customer. Compared to any other form of

traditional marketing, WOM have potential mean of shaping customers attitude and perception about a brand and it has a great influences of product adoption (Charo, Sharma, Shaikh, Haseeb, and Sufya, 2015). Customers who have the unique experience of products, services and brands of a company have tendency to include it into the list of their conversation. Customers value the products subjectively and reviewing both negative and positive features of the products or services (Heikkinen, 2012).

The digital age built on the foundation of computing and the Internet growth has seen the development and adoption of new ways of accessing and assessing consumer trends. WOM has evolved into an entirely new form of communication that exploiting modern technology. This is called as electronic word of mouth (eWOM). eWOM known as form of exchange knowledge on online and public platforms. eWOM defined as eWOM is any positive or negative communication of brand information through internet based technologies. As an internet-based WOM, eWOM has become a major informational source for consumers before they buy products.

The increasing use of social networks due to the rise of advanced technologies such as 4G and smart phones becomes one of the necessities for customers to access the internet and social networks easily. A recent survey found that most online customers perceive to be as trustworthy as brand websites (ACNielson, 2007). McKinsey and Company published a report on eWOM and stated that the scope of eWOM in emerging markets is relatively higher than traditional advertising (Charo *et al.*, 2015). In Indonesia, the number of internet users at the end of 2014 reached 71.19 million people, or 28% of the total population (internet world stats, 2014). These statistics illustrate the fact that the high usage of the internet has expanded the ways in which eWOM can establish customers purchase behavior. That's why today eWOM has become a stable element

for online marketing mix for several brands and companies.

Although eWOM is more effective than traditional ads, recommendation messages from individuals who formatted text based clearly presents obstacles and difficulties in assessing familiarity and reliability of the source of the message (Chatterjee, 2001). Based on it, online customers will have a dilemma and doubt in trusting the messages that are sent from another user. Marketers need to understand the credibility of the message sources and the message appeals to understand the effect of eWOM (Park and Lee, 2009). The recommendations or some reviews that have been given to another customer in shared reviews or community platform are undoubtedly able to influence the purchase decisions of customers. Yet, message sources credibility has a lot of effects on whether or not the customers believe the message (Wu and Wang, 2011). Message sources credibility influence the effect of eWOM to establish an effective marketing strategy (Park and Lee, 2009).

A brand obviously has its own image and its positioning in the minds of customers. The strong brand can determine a projection, visualization and good expectations of performances and quality of products or services which customers will obtain. Brand images come from a customer experiences in the consumption and function, which is perceived as services quality (Jalilvand and Samei, 2012). Based on it, customer's perception about service quality directly affects brand image (Aydin and Ozer, 2005) and hence, eWOM that is posted in internet could have strong effects on brand image and purchase intention (Jalilvand and Samiei, 2012).

Previous studies have been discussing about eWOM (e.g Jalilvand and Samiei, 2012; Charo, *et al.*, 2015; Hennig-Thurau *et al.*, 2004; Wu and Wang, 2011; Themba and Mulala, 2013; Chinho, Yi-Shuang and Jeng-Chung, 2013; Yi-Wen and Yi-Feng, 2012; Torlak *et al.*, 2014). One of the major issues that have been

investigated is related to eWOM's between brand image and customers purchase intention (e.g Jalilvand and Samiei, 2012; Charo, *et al.*, 2015; Themba and Mulala, 2013; Chinho, Yi-Shuang and Jeng-Chung, 2013; Torlak *et al.*, 2014). Whilst previous researches have discussed the relevance of eWOM with purchase intention and brand image, these studies have yet to uncover the relationship of some variables that applied in this study.

Two variables, namely message sources credibility and information quality are employed in the current study to expand the knowledge on the relevance they have with brand image and purchase intention. Message sources credibility and information quality become important thing, because they can affect persuasion of customers. If the source has credibility, then customers will believe the message (Wu and Wang, 2011). Thus, the present study contributes to the literature of e-marketing by exploring the links between eWOM, message source credibility, information quality on brand image and purchase intention.

However much of the accumulated knowledge on eWOM is based on studies conducted in automobile industry (e.g Jalilvand and Samiei, 2012), university students (e.g Themba and Mulala, 2013; Torlak *et al.*, 2014). Few, if any, studies have been conducted in official web forum of a smartphone. That's why researcher choose official web of Xiaomi namely MIUI Indonesia Fan site as an object of the research.

Established in 2010, Xiaomi has quickly become leader of technology companies. Now, this company is worth more than 10 billion USD and has more than 3000 employees (mi.com, 2015). In the last quarter, Xiaomi has become the world's third largest smartphone vendor (Yoshida, 2014). Xiaomi has been successfully conditioned the situation in cyberspace and "play" the psychology of people who become the targets. Xiaomi launches made into a scene and in dramatize thus succeeded in creating euphoria in the community. Xiaomi does not

have offline stores that sell products to the retail public, all sales done in online market through the official website. MIUI Indonesia has a wide range of sub-forums were able to meet the various needs of users. They can get relevant information that they want to get and they are free to express their opinions or recommendations to the others. This activity is also as a form of eWOM. Information that created in MIUI Indonesia should be good quality information and the giver of the message also has credibility. This forum is capable of being targeted to promote and build brand image. In the end, the customers will view MIUI Indonesia as a place that is believed to build preference, finding and collecting product information in the customers pre-purchase.

The objective of this research is to test and analyze the effect of: (1) eWOM toward brand image, (2) eWOM toward purchase intention, (3) message source credibility toward brand image, (4) message source credibility toward purchase intention, (5) information quality toward brand image, (6) information quality toward purchase intention, and (7) brand image toward purchase intention. Therefore, this research aim to address these entire research objectives and organize as follow: this research starts with a section presenting the literature review.

From this review hypotheses are formed and followed by the research methodology. Results and discussion based on the findings and as well as limitation of the research. This research will conclude with the several recommendations as avenue for future research in the field.

LITERATURE REVIEW

The Internet has enabled the emergence of new forms of communication platforms that has better empower providers and customers. It's allowing them to share information and opinions both of Business-to-customers, and of customers-to-customers. The Internet created a new paradigm in word of mouth communication and this is the beginning of appearances of the

electronic word of mouth or eWOM term. eWOM is made to available multitude of people and institutions with the Internet. Through Internet-based technology, eWOM illustrated as a means of communication that can provide information to customers about the seller and the use of products or services (Westbrook, 1987). eWOM has strong impacts on brand image and which ultimately affects the purchase intention of consumers (Jallilvand and Samiei, 2012). Several studies have suggested that eWOM has positive influences on brand image. Charo *et al*. (2015) found that the impact of eWOM on brand image is potential and can influence the recipients' perception about the products/services. In Jallilvand and Samiei (2012) found that eWOM communication has a positive impacts on brand image. Similarly, Torlak *et al.* (2014) found that there is a significant positive relationship between the eWOM on brand image. Based on the researches above, it has been found that eWOM has an impact on brand image. Therefore, this study proposes that:

H₁ : eWOM has a significant impact on brand image

Several studies have suggested that eWOM has a positive influence on purchase intention. Charo *et al.* (2015) found that eWOM has significant, potential and both direct and indirect impact on purchase intention. Jallilvand and Samiei (2012) found that eWOM communication has a strong positive impact on purchase intention. The analysis also indicates that eWOM has an indirect impact on purchase intention through its impact on brand image. Kamtarin (2012) stated that the effects of eWOM on purchase intention of customers in Canada and found that the positive relationship. Based on the researches above, it has been found that eWOM has an impact on purchase intention. Therefore, this study proposes that:

H₂ : eWOM has a significant impact on purchase intention

In the online environment, every people has unlimited freedom to express their feelings toward the products or services. It all depends on the user to determine whether the contributor has a level of expertise and high confidence to be able to accept or reject the recommendations. If the message or comments made by someone who has high credibility, then the user will have a higher perception of the usefulness of that comments. All messages that received are formatted in text based. So, it will be difficult for online customers to use similarity source to determine the credibility of the message (Chatterjee, 2001). In this study the source credibility refers to the credibility of the messengers.

Message source credibility refers to how much the message receivers believe the messengers. If the source has credibility, customers will believe the message. Wu and Wang (2011) assumed that there is a direct and positive relationship between message source credibility brand attitude. Based on it, the present study contributes to e-Marketing literature by examining the effect of message source credibility on brand image. Therefore, this study proposes that:

H₃ : Message source credibility has a significant impact on brand image

Message source credibility is also an important factor affecting persuasion effectiveness (Wu and Wang, 2011). Wu and Wang (2011) found that there is a direct and positive relationship between message source credibility and purchase intention. In particular, high credibility support for positive eWOM, customers purchase intention of high message source credibility would be better than low message source credibility. Therefore, this study proposes that:

H₄ : Message source credibility has a significant impact on purchase intention

Information quality refers to the arguments persuasive power possessed in the message information (Bhattacherjee and Sanford, 2006). The information quality is the

output of value produced by the system and perceived by customers (Negash *et al.,* 2003). In the context of the customers quality information is based on evaluating the content, accuracy, format and timeliness of information. Researchers began developing information dimension in quality due to technological advances and the need for buying or online selling.

Measuring perceptions of the quality of information on the web is an important element in consumer buying behavior observed. If customers feel the information that meets the needs and requirements, they will scrutinize the value of any products or services based on their purchasing decision criteria. Wu and Wang (2011) indicates that the information quality is able to build a customers' brand perception, if the message has negative elements then raises attitudes toward brands decreased and the opposite. Based on this research, it found that information quality has effect on brand image. Therefore, this study proposes that:

  H$_5$: Information quality has a significant impact on brand image

In a world that began computerized, customers decision-making to the products or services can be measured through the perceived quality of information they receive. Measuring perceptions of the quality of information on the web is an important element in customers buying behavior observed. Cheung and Lee (2008) found that comprehensiveness and relevance is an effective component in information quality on customers purchasing decisions and their effects on the brand. It can be said that information quality could be has a effect on purchase intention. Therefore, this study proposes that

H$_6$: Information quality has a significant impact on purchase intention

Brand is one important factor in marketing activities, as activities to introduce and offer products and or services can't be separated from a reliable brand. Brand is also the considerations made by customers before making a decision to buy. Brand image is one of the aspects that affect customers in choosing a product that will be used by them. Brand image is a representation of the overall perception of the brand and it's formed of information and knowledge on the brand. Purchase intention is an individual planned behavior in the quest of purchasing a particular brand based on his or her evaluation (Laroche, 2001). According to Kotler and Keller (2012), customers' behavior occurs when customers are stimulated by external factors and will eventually lead to a purchase decision based on personal characteristics and decision making proces-ses. Several studies have suggested that brand image has a positive influence on purchase intention. Charo et al (2015) found that brand image have significant relation-ship with purchase intention. Jallilvand and Samiei (2012) stated that brand image influences purchase intention. Chinho Lin *et al.* (2013) found that product involvement and brand image have moderating effect in the relationship between eWOM and purchase intention. Similarly, Torlak *et al.* (2014) found that brand image has a positive impact on purchase intention. Based on the researches above, it has been found that brand image has an impact on purchase intention. Therefore, this study proposes that:

H$_7$: Brand image has a significant impact on purchase intention

Based on the explanation above, it can be concluded that eWOM, message source credibility, information quality will gives an effect against brand image and purchase intention.

RESEARCH METHOD

The type of research used in this research is explanatory research with quanti-tative approach.
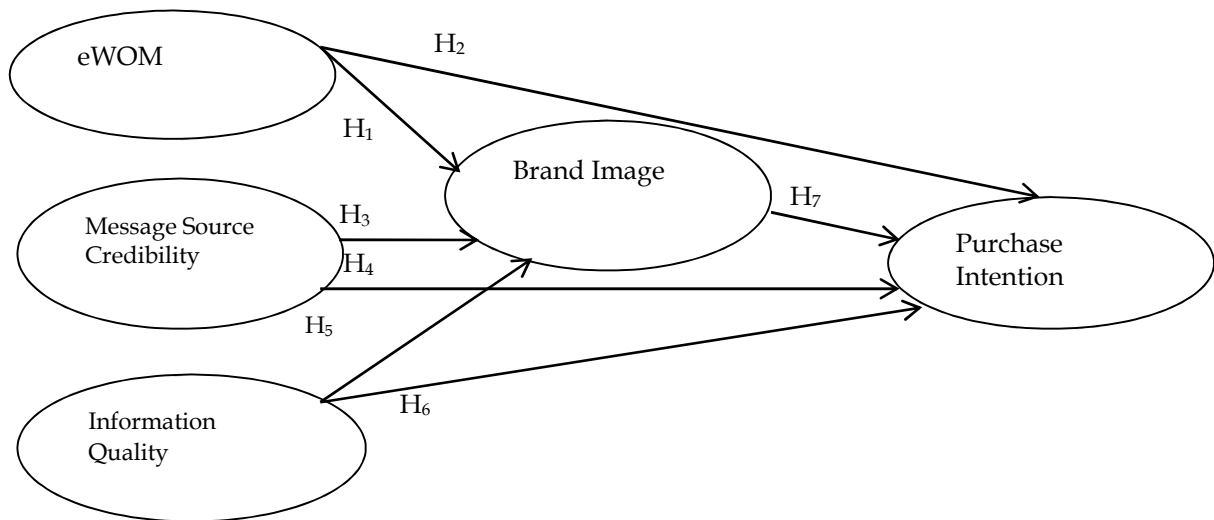
Figure 1
Conceptual Model

Research was conducted on the official web Xiaomi namely MIUI Indonesia Fansite (http://miui.we.id). MIUI Indonesia fansite is a place to share information, share themes, FAQ and place for the sale and purchase all kinds of Xiaomi products. In this research the population is all members of MIUI Indonesia Fansite. Sampling method that is used in this study is purposive sampling (nonprobability samp- ling). Researcher has certain criteria in choosing the sample. In this case, the researchers use the criteria of post-history and the number of their posts and the researchers will select a sample in which they are active to read and write frequently the discussions that regarding the products or brand in MIUI Indonesia Fansite. The second criterion is the member who ever made a purchase at that web. This research approach used was a retrospective research, the research in the form of observation of the events that have occurred aims to explore factors associated with the cause. Number of population in this study is unknown, and then the number of sample that is used to determine using the Machin formula, as follows:

$$Up' = \frac{1}{2}ln\left(\frac{1+r}{1-r}\right)$$

$$n = \frac{(Z_{1-\alpha} + Z_{1-\beta})^2}{Up'^2} + 3$$

$$Up' = \frac{1}{2}ln\left(\frac{1+r}{1-r}\right) + \frac{r}{2(n-1)}$$

Where:

r = smallest correlation coefficient expected to be detected significantly

n = sample size

$Z_{1-\alpha}$ = value obtained from the standard normal distribution table with a predetermined alpha

$Z_{1-\beta}$ = value obtained from the standard normal distribution table to test the power of a predetermined

Based on the consideration that the lowest expected value of r will be obtained through this study was r = 0.35, test power (power 1-ß) = 0.95, α = 0.05 then the two-sided or two-way and the power of the test (power 1-ß) = 0.95, obtained from the Normal Distribution Table $Z_{1-\alpha}$ = 1.96 and $Z_{1-\beta}$ = 1.645. Based on the formula, the result of sample that is used by researcher is 138 members of MIUI Indonesia Fansite.

The data that is used in this research is primary data. The primary data obtained through an online questionnaire to the Xiaomi members community. This research used online questionnaire to collecting data from the respondents. These guidelines were taken into consideration when this questionnaire was constructed. First, the researcher form a letter of introduction to send along with the

questionnaire, where explained the reason to conducting this research, and how important the responses for this research. The question-naire was divided into two parts and the closed format questions that already pre-determined responses were used in the questionnaire. The first section was the socio-demographic questions that aim to know the basic information of these respondents, such as their gender, age, and occupation. Then, it continued with questions that had been formed to measure the other variables: eWOM, message source credibility, infor-mation quality, brand image and purchase intention. Those questions were presented by a 5 point Likert scale, 1 being from strongly disagree to 5 being strongly agree. In this research, the questionnaire will be collected from Xiaomi member commu- nity by using online questionnaire from docs.google.com/ forms.

The research variables used in this study consisted of three independent variables (X) and two dependent variables (Y). Electronic Word of Mouth (eWOM) referred to Hennig-Thurau *et al.* (2014) with five indicators: Personal self enhancement (2 items), Social benefits (2 items), Advice seeking (2 items), Help other customers (2 items), Helping the company (2 items). Message Source Credibi-lity referred to Ohanian (1990), consist of two indicators: Trustworthiness (2 items) and Expertise (2 items). Information Quality referred to Wixom and Todd (2005) with four indicators: Completeness (2 items), Format (2 items), Accuracy (2 items), Currency (2 items). Brand Image referred to Xian Guo Li, *et al.* (2011) consist of three indicators: Corporate image (2 items), Product image (2 items), User image (2 items). Purchase Intention referred to Ferdinand (2006) in Dwityanti (2008) with four indicators: Transactional intention, Referential intention, Preferential intention and Explo-rative intention

This study used Generalized Structured Component Analysis (GSCA) to analyze the data. Generalized Structured Component Analysis (GSCA) which is a new approaches of structural equation model-maximum

likelihood (ML-SEM) (Hwang and Takane, 2004). There are two reasons for choosing GSCA: first, in this research, the model specified is basic theory or research findings not already exist, then the analysis GSCA is better to be used and more recommended because it has a better recovery parameters (Hwang and Takane, 2004). Second, model conceptual framework formed is a frame-work that has the causal relationship structured hierarchically, and the conceptual model was formed consisting of reflective-type variable in theory according to the model GSCA.

RESULT AND DISCUSSION
Respondent Characteristics

Respondent characteristic descriptions in this research are viewed based on gender, age, education, and occupation. The result from questionnaire that distributed to members of forum MIUI Indonesia by total 138 respon-dents, it is obtained description of respondent based on active members. The description of respondent characteristics is detailed as follows:

Based on the result of respondent characteristic it can be seen that number of male respondent are 125 people (90.6%) and female respondent are 13 people (9.4%). It can be assumed that most of the respondents utilized in this study were male, almost ten times from female respondent. The respon-dent in this study based on age are 59.4% respondents were between 18 up to 25 years old, which shows the majority of the respon-dents were young. Most of respondent were born between 1990's and the year 2000, these individuals are sometimes referred to as generation Y (the millennial generation). Generation Y has been shaped by the technological revolution and equipped with latest gadgets. Therefore half of the respon-dent who is gen Y using Xiaomi forum. Regarding the education, 50% of the respon-dents had bachelor's degree. This result based on last education from the respondents. In terms of education, the majority of respon-dents were an employed. Other respondent's

occupation 39.1% were unemployed (student) and 17.4% were entrepreneur. This is in line with most of respondent background were bachelor degree.

Generalized Structured Component Analysis (GSCA)

a. Validity and Reliability Measurement

Validity and reliability measurement are done with GSCA. Convergent validity test is done by looking at loading factor with cut off point ≥ 0.5. The results show that all items are having value of loading factor ≥ 0.5.

In this research used discriminant validity test by comparing the value of AVE (Average Variance Extracted) with correlation between variables for other validity test. If the value of AVE is higher than correlation between variables, it means that variables are having good validity. The result (Table 2) shows that the value of AVE (diagonal) is higher than the value of correlation between other variables which means that it has high discriminant validity. Reliability test is tested with Cronbach Alpha with cut off point ≥ 0.6. The

result shows that all variables are having Cronbach Alpha above 0.60 (Table 2).

b. Measure of Fit Structural Model

The goodness of fit of the structural model is measured by applying FIT, which equal to R-square in regression analysis or total coefficient determination in path analysis. FIT shows the total variances of all variables that can be describe by the structural models. The value of FIT is in range of 0 to 1. The bigger value, then the proportion of the variance that can be explained by the model will also bigger. AFIT (adjusted FIT) is the same with R^2 in regression analysis. AFIT can be applied for model comparison.

According to the result of model fit overall model (Table 3) that can explain all the variables by FIT values is 0.730. The diversity of eWOM, message source credibility, information quality, brand image and purchase intention can be explained by the model is 73%. It means that if viewed from the FIT values, model created can be said to be a good fit.

Table 1
Respondents' Characteristics

No.	Characteristics	Number of Respondent (people)	Percentage (%)
1.	Gender		
	Male	125	90.6
	Female	13	9.4
2.	Age		
	18-25	82	59.4
	26-35	44	31.9
	36-45	11	8
	>45	1	0.7
3.	Education		
	High school	62	44.9
	Bachelor degree	69	50
	Master degree	7	5.1
	Occupation		
	Unemployed (student)	54	39.1
	Employed	60	43.5
	Entrepreneur	24	17.4

The greater value of FIT acquired, the existing model will be better. Homogeneity that can be explained by AFIT values is 72.6%. It means that if viewed from the AFIT values, models created can be said to be a good fit. Estimated freeparameters estimated explained by NPAR value fit to 71.

c. Measure of Fit Overall Model

Overall model is a model in GSCA which involved the structural model and the measurement model that integrated with the overall of the model. The GFI values close to 1 or ≥ 0.90 is indicative of good fit. Based on the result of model fit overall model (Table 3), Goodness of fit overall can be determined that GFI values is good fit. The GFI values is 0.962 ≥ 0.90 has met the cut-off values. Therefore this model is suitable and feasible for use.

d. Hypothesis Testing

The results for hypotheses test for relationship between variables are as following in Table 4 and Figure 2. Based on Table 2 it can be seen that all of the effect between variables are significant.

Table 2
Correlation Between Variables, AVE and Croncachs Alpha

	1	2	3	4	5	Cronbachs alpha
eWOM (1)	0.794					0.971
Message Source Credibility (MSC) (2)	0.738	0.842				0.936
Information Quality (IQ) (3)	0.720	0.730	0.781			0.959
Brand Image (BI) (4)	0.709	0.737	0.787	0.738		0.928
Purchase Intention (PI) (5)	0.735	0.782	0.763	0.785	0.903	0.964

Table 3
Model Fit Overall Model

Model Fit	
FIT	0.730
AFIT	0.726
GFI	0.962
NPAR	71

Table 4
Result of Path Coefficients

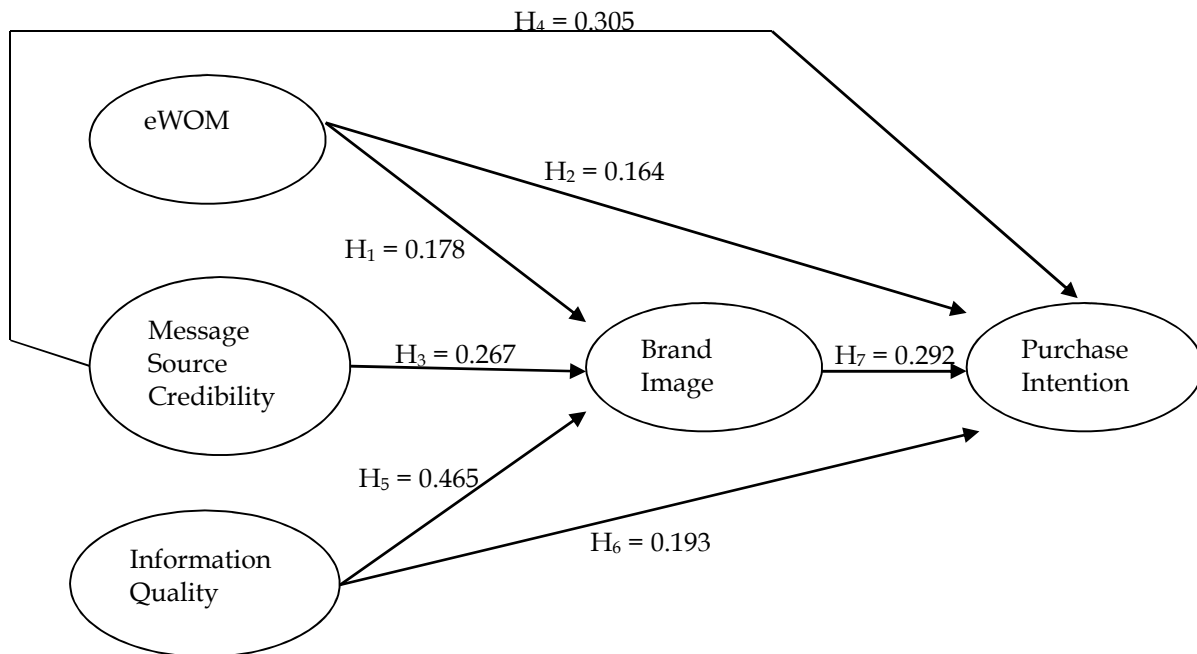| Effect Between Variables	Estimate	SE	CR	Result
EWOM->BI	0.178	0.067	2.64*	Significant
EWOM->PI	0.164	0.080	2.05*	Significant
MSC->BI	0.267	0.081	3.28*	Significant
MSC->PI	0.305	0.071	4.26*	Significant
IQ->BI	0.465	0.070	6.6*	Significant
IQ->PI	0.193	0.091	2.13*	Significant
BI->PI	0.292	0.086	3.41*	Significant

Figure 2
Path Coefficient

Based on path diagram in figure 2, the value of eWOM toward brand image is greater than the value of eWOM towards purchase intention. Therefore, brand image has stronger influence on eWOM than purchase intention. And next, the value of message source credibility to purchase intention is greater than the value of message source credibility to brand image. Therefore, purchase intention has stronger influence on message source credibility than brand image. Furthermore, the value of information quality towards brand image is greater than the value of information quality towards purchase intention. Therefore brand image has stronger influence on information quality than purchase intention.

Beside the direct effect of the variable tested by GSCA, the indirect effect and total effect of the calculation are stated as in the Table 3. The following table presents the structural model involving indirect effect coefficient path. Indirect effect coefficient obtained from the coefficient times the direct influence and by using Sobel Test.

From the test results, it can be drawn the conclusion stated as follows:

1) The effect testing of brand image mediation on the influence of the eWOM towards purchase intention by using Sobel Test approach obtains indirect path coefficient by 0.051, the CR is valued at 2.09, which means that the results is significant since the CR is greater than 1.96.

2) The effect testing of brand image mediation on the influence of the message source credibility towards purchase intention by using Sobel Test approach obtains indirect path coefficient by 0.077, the CR is valued at 2.36, which means that the results is significant.

3) The effect testing of brand image mediation on the influence of the information quality towards purchase intention by using Sobel Test approach obtains indirect path coefficient by 0.135, the CR is valued at 3.02, which means that the results is significant.

DISCUSSION

a. The Effect of Electronic Word of Mouth on Brand Image

The positive value of path coefficient indicating that eWOM would affect the

Table 5
Direct effect, indirect effect and total effect

No	Effect between Variables	Direct	Indirect	Total	Results
1.	Electronic Word of Mouth (X1) → Brand Image (Y1)	0.178 (2.64*)			Significant
2.	Electronic Word of Mouth (X1) → Brand Image (Y1) → Purchase Intention	0.164 (2.05*)	0.051 (2.09*)	0.215 (4.14*)	Significant
3.	Brand Image (Y1) → Purchase Intention (Y1)	0.292 (3.41*)			Significant
4.	Message Source Credibility (X2) → Brand Image (Y1)	0.267 (3.28*)			Significant
5.	Message Source Credibility (X2) → Brand Image (Y1) → Purchase Intention	0.305 (4.26*)	0.077 (2.36*)	0.382 (6.62*)	Significant
6.	Information Quality (X3) → Brand Image (Y1	0.465 (6.6*)			Significant
7.	Information Quality (X3) → Brand Image (Y1) → Purchase Intention	0.193 (2.13*)	0.135 (3.02*)	0.328 (5.15*)	Significant

CR* = significant at ,05 level

increase on brand image. This finding supported research conducted by Jalilvand and Samiei (2012) who stated that eWOM has positive impact on brand image. In addition the result of this research in line with research conducted by Charo *et al.* (2015) who stated eWOM has significant and positive impact on brand image. Similarly, Torlak et al (2014) who found that there is a significant positive relationship between the eWOM on brand image.

Based on the findings, this indicates that the more often a consumer do searching information activity in eWOM activity, it can affect a view or image of a brand in the minds of consumers. The more often a person to collect and find information on the Xiaomi forum then the tendency of their perception of a brand will change because the message had come from the experience of other consumer consumption.

b. The Effect of Electronic Word of Mouth on Purchase Intention

The positive value of path coefficient means that the increase in eWOM variable will be followed by the increase in purchase intention. This finding supported research conducted by Charo et al (2015) found that eWOM has significant, potential and both direct and indirect impact on purchase intention. In addition the result of this research in line with research conducted by Jallilvand and Samiei (2012) who found that eWOM communications has strong positive impact on purchase intention. Similarly, Chinho lin *et al.* (2013) who found that eWOM has positive effect on purchase intention. Themba and Mulala (2013) who also found that eWOM generally has a significant positive effect on purchase decision.

Based on the findings, this indicates that more often a consumer do information search activity in eWOM activity, it can affect a person's interest when they want to buy a product of Xiaomi. This means that the more often a person find and collect as much information on the forum Xiaomi, it will further increase their tendency to be able to assess the performance of the product and intend to buy Xiaomi products.

c. The Effect of Message Source Credibility on Brand Image

The path coefficient of the effect of message source credibility on brand image was positive, which suggested that message source credibility would impact the increase on brand image. This finding is consistent with previous study conducted by Hovland (1951) in Wu and Wang (2011) that source credibility is also an important factor in influencing the effectiveness of persuasive process. If a message has a high credibility source, then customers will trust the contents of the message so that credibility is how much of the message reflects the reality on the customers' evaluation. The information should be provided by a source that has high credibility, perceived information useful, reliable and be able to facilitate the delivery of knowledge.

Based on the findings, indicating that the source of the message in Xiaomi forum given by a person who has a high level of expertise, trusted and reliable in conveying the message is able to change or affect the image of a brand in the minds of consumers. The other side, if they say something negative then it would make a certain brand image will be damaged.

d. The Effect of Message Source Credibility on Purchase Intention

From the calculation of the path coefficient, the effect of message source credibility on purchase intention was positive. It means that the better message source credibility is, it will improve the purchase intention. This finding is consistent with previous study conducted by Wu and Wang (2011) who found that there is a direct and positive relationship between message source credibility and purchase intention. In particular, high credibility support for positive eWOM, customers purchase intention of high message source credibility would be better than that of low message source credibility. Credibility is also an important factor affecting persuasion effectiveness (Hovland and Weiss, 1951 on Wu and Wang, 2011).

Based on the findings indicates that if the source of the message or the messengers on Xiaomi forum has a high level of expertise and knowledge and also a trusted and reliable in conveying the message then the message is able to increase and cause purchase intention.

e. The Effect of Information Quality on Brand Image

The result of path coefficient from the effect of information quality on brand image was positive. This result indicates that the increase of information quality will improve degree of brand image variable. This is in line with Wu and Wang (2011) who reported information quality builds consumer brand perception. The finding reported in this study is also in support to Cheung and Lee (2008). They showed comprensiveness and relevance is an effective component in information quality on customers' purchasing decisions and their effects on the brand.

Based on the findings, this indicates that an argument that could affect the view quality and image in the minds of consumers. The more quality information on the forum Xiaomi then the tendency of their perception of a brand change.

f. The Effect of Information Quality on Purchase Intention

The effect testing of information quality on purchase intention indicates that the better information quality is, it will improve the purchase intention. Customer decision-making to the products or service can be measured through the perceived quality of information they receive. Measuring perceptions of the quality of information on the web is an important element in customers' buying behavior observed. If the customers feel that the information meets the needs and requirements, they will scrutinize the value of any products or services based on their purchasing decision criteria.

Based on the analysis of the current study, it indicated that information quality is a significant predictor of purchase intention. This means that the higher quality of information provided by the vendor, the stronger the intention of a future customer to purchase the product.

g. The Effect of Brand Image on Purchase Intention

The path coefficient of the effect of brand image on purchase intention was positive value. The positive value means that the increase in brand image variable will be followed by the increase in purchase intention. This finding supported research conducted by Jalilvand and Samiei (2012) who found that brand image influences purchase intention. In addition the result of this research in line with research conducted by Charo *et al.* (2015) which states additionally the brand image was found to have significant relationship with purchase intention as well. Similarly, Torlak *et al.* (2014) who found that there is a significant positive relationship between brand image and purchase intention.

Based on the findings, it indicates that the consumers who has a positive image to a brand, would be more likely to make a purchase. Sutisna (2001) suggests with the positive image on a product, it allows consumers to the make purchases.

h. The Indirect effect between Electronic Word of Mouth, Brand Image and Purchase Intention

The effect testing of brand image mediation on the influence of the eWOM towards purchase intention indicated that there is a significant influence of the eWOM towards purchase intention with brand image mediation. Given that the coefficient is marked positive, indicating the better eWOM, the better brand image mediation and thus, will result in the stronger purchase intention.

Hence, it can be concluded that the brand image is a variable that mediates the effect of the eWOM towards purchase intention.

i. The Indirect effect between Message Source Credibility, Brand Image and Purchase Intention

The effect testing of brand image mediation on the influence of the message source credibility towards purchase intention indicated that there is a significant influence of the message source credibility towards purchase intention with brand image mediation. Given that the coefficient is marked positive, indicating the better message source credibility,

the better brand image mediation and thus, will result in the stronger purchase intention.

Hence, it can be concluded that the brand image is a variable that mediates the effect of the message source credibility towards purchase intention.

j. The Indirect effect between Infor- mation Quality, Brand Image and Purchase Intention

The effect testing of brand image mediation on the influence of the information quality towards purchase intention indicated that there is a significant influence of the information quality towards purchase intention with brand image mediation. Given that the coefficient is marked positive, indicating the better information quality, the better brand image mediation and thus, will result in the stronger purchase intention.

This research only focuses in one forum that is MIUI Indonesia Fansite. Thus, it could predict or explain the effect of eWOM, message source credibility, information quality on brand image and purchase intention in this forum. However, this research only discussed about positive eWOM. Thus, it could not either explain negative eWOM.

CONCLUSION AND RECOMMENDATION

This study reported that eWOM, message source credibility, information quality have significant and positive effect on brand image and purchase intention.

Based on the results of this research, The Xiaomi Company should pay attention to eWOM, message source credibility and information quality in their forum to increase the brand image and purchase intention of the product. And also should continue to maintain the good quality of their products or services. For further research, should involve indicator variable that is negative eWOM like Venting Negative Feelings to see the effects on brand image and purchase Intention. Adding other forum of some product for research location to see the effect of eWOM, message source credibility, information quality on

brand image and purchase intention in other forum.

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