The Influence of Brand Image, Viral Marketing, And Product Quality On Purchase Intention

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ABSTRACT

Purpose – This study aims to analyze the influence of brand image, viral marketing, and product quality on Purchase Intention of Kopi Lain Hati products

Methodology/approach – The research was conducted through a quantitative survey, in Kopi Lain Hati Bekasi Indonesia. Respondents were consumers of Kopi Lain Hati who attended one of the stores at least once a month. We chose a non-probabilistic sampling (convenience sampling) with 100 respondents

Findings – It was found that . Brand Image and Product Quality partially had a positive and significant effect on Purchase Intentions for Elin Hati Coffee products, while Viral Marketing partially had a positive and insignificant effect on Purchase Intentions for Elin Hati Coffee products. Furthermore, simultaneously Brand Image, Viral Marketing, and Product Quality affect Buying Interests in Kopi Lain Hati products

Novelty/value – Brand Image, Viral Marketing, And Product Quality Are Important Factors To Determine Interest In Purchase Intention Kopi Lain Hati.

Keywords: Brand Image, Viral Marketing, Product Quality, Purchase Intention

INTRODUCTION

Marketing in the era of globalization is becoming increasingly complex along with the development of science and technology. The existence of the latest technological developments can make the dimensions of time and distance no longer an obstacle in activities. The internet as a form of technological development has become a medium of communication that is easy to reach and use by any group. Internet marketing itself cannot be separated from social media platforms as promotional media. Especially in this pandemic era, where everyone around the world is doing their activities via the internet. Social media really has a role in this pandemic era as it is now for companies to communicate with customers. In other words, companies can establish mutually beneficial relationship marketing with customers. And social media can also be used by customers to communicate with fellow customers. Viral Marketing is basically a form of word of mouth marketing based on the internet (e-mouth to mouth marketing or also known as e-word of mouth marketing) whose promotional function is networking and designed like a virus that spreads from one person to another. others quickly and broadly by giving special rewards to consumers (Hasan, 2010). Brand Image is important and a top priority for business owners. Because consumers will make a reference before making a purchase. A

good or positive brand image is one that can provide added value to consumers, if a brand has a bad image it will indirectly impact consumers and most likely consumers will not be interested in making a purchase. So in this case the company is required to carry out a good and correct strategy in order to attract attention to consumers and not lose competitiveness with other business actors. For companies, brand image broadens the perceptions given by consumers to the products or services provided by the company to consumers. Brand image is the vision that consumers have of the company's valuation that survives in the minds of consumers. Consumers in this case are those who have made purchases and they are aware of the meaning of the brand image. A good brand image will be easily accepted by consumers. Without a strong and positive brand image, it is very difficult for companies or business actors to attract new customers and retain existing ones (Ismani, 2012).

During the Covid-19 pandemic, people had to be forced to do activities from home, such as working from home, going to school from home and praying from home. With this in mind, a number of things, including the lifestyle of young people, such as hanging out in coffee shops, are no longer being carried out in order to maintain collective health and avoid the Covid-19 pandemic. However, coffee consumption in Indonesia has actually increased quite significantly, until now in Indonesia there are around 3,000 more modern coffee shops spread throughout Indonesia and with this pandemic, most people order through online applications or online courier services in their gadget applications. , and Indonesian people prefer coffee that has been packaged in bottles because it is considered practical and can be carried anywhere. Another heart coffee is a successful coffee drink business in Indonesia because it went viral in cyberspace by collaborating with Mr. Muh or the father of Fadil Jaidi's brother, both of whom are very well known on social media such as Instagram, Tiktok and Youtube. With that, another Coffee heart is able to see opportunities in the midst of a pandemic like this by making Pak Muh their brand ambassador

No	Coffee Shop Name	Presentase
1	Kopi soe	25,1
2	Kopi Kulo	14,9
3	Kopi Kenangan	9,8
4	Kopi Janji Jiwa	9,6
5	Kopi Lain Hati	9,1
6	Kopi Animo	7,5
7	Kopi Tuku	7
8	Kopi Di Bawah Tangga	6,5
9	Kopimana27	5,9
10	Kopi Sagaleh	4,6

Table 1. Favorite Coffee Shop in Indonesia in 2019

Sourche : https://www.rukita.co/stories/kedai-es-kopi-susu-kekinian-di-Indonesia/

Based on Figure 1 above, other coffee hearts are in position number 4 with a percentage of 9.1%, and the one that leads as the most favorite coffee in Indonesia in 2019 is coffee soe with a percentage of 25.9%, and with other coffee hearts in one of the shop lists the most favorite coffee in Indonesia explains that other coffees are of very high quality from any point of view so that they can be included in the most favorite coffee shops in Indonesia in 2019.

Based on the explanation above, the researcher wants to discuss how the viral marketing that has been carried out by Kopi Lain Hati affects buying interest in the Kopi Lain Hati brand compared to several other contemporary coffee brands, especially among consumers in the Bekasi area.

LITERATURE REVIEW

Brand Image

Brand image is the subjective concept of a brand maintained by the consumer (Royo et al., 2022), which is affected by marketing activities, due to the variable contexts and characteristics of the perceiver. The brand image, according to the consumer's self-image, generates a subjective experience referred to as brand-image congruence or self-image congruence (Royo et al., 2022). A brand's image is the perceptionsconsumers have about a brand as reflected by the brandconnections they have in their minds (Jia et al., 2022; Lie et al., 2022). Marketing programs can generate positive brand image by building a strong relationship between a brand and its image in consumers' memories. Brand image can help customers gather information, discriminate against brands, create positive feelings, and create reasons to buy(Lie et al., 2022). Brand image is a product attribute that is linked to the brand name. The brand name depends on the product features, usage, and guidelines to (Patel et al., 2022) B*rand image* terdiri dari lima dimensi sebagai berikut : Brand Idenity, Brand Personality, Brand Association, Brand Atittude & Behavior, Brand Benefit & Competence (Rafirizal,2017)

Viral Marketing

One of the modern methods for the promotion of products and services is through the use of interactive technology is called viral marketing (Alberto et al., 2019). Viral marketing has attracted the attention of many marketers in various organizations. Viral marketing is a strategy that geared to persuade someone to share a marketing message with other people (Choshaly et al., 2022), which then leads to the growth of a marketing message (Kulkarni et al., 2012). As part of viral marketing, the interaction between the companies and consumers is established using email, instant messaging, blogs, forums, online communities, newsgroups, chat rooms, review sites and social networking sites (Choshaly et al., 2022). Dimensions that can be used as a benchmark in viral marketing are: *Massenger, Message, Environmenr. (*Kaplan et al., 2011)

Product Quality

Product quality is an important indicator for the superiority of a product (Yu et al., 2022). It is an objective measure of how the product compares to others (Yu et al., 2022). It is affected by many factors (Yu et al., 2022).and as a result, there is no consensus between using a single dimension (overall quality) or multiple dimensions for measurement (Yu et al., 2022). Scholars have also introduced the concept of perceived quality, which is a subjective measurement of product quality that is associated with personal feelings or environmental factors (Herhausen et al., 2020). Dimensi kualitas produk yaitu: *Performance, Features, Realiability, Conformance to specifications, Durability, Serviceability, Aesthetic, Preceived quality* (Ratnasari et al., 2011)

Purchase Intention

Purchase intention is an important dimension in marketing literature, and has been used by companies as a variable to predict sales of new products or the repeated purchase of existing products (Alberto et al., 2019). Purchase Intention is considered a measurement of the likelihood of consumers buying certain products, where the high interest in buying will have an impact on the possibility of a considerable possibility in the occurrence of online purchasing decisions (Lie et al., 2022). Ada empat dimensi pokok minat pembelian, antara lain: Minat Transaksional, Minat Referensial, Minat Preferensial, Minat Eksploratif (Priansa, 2017)
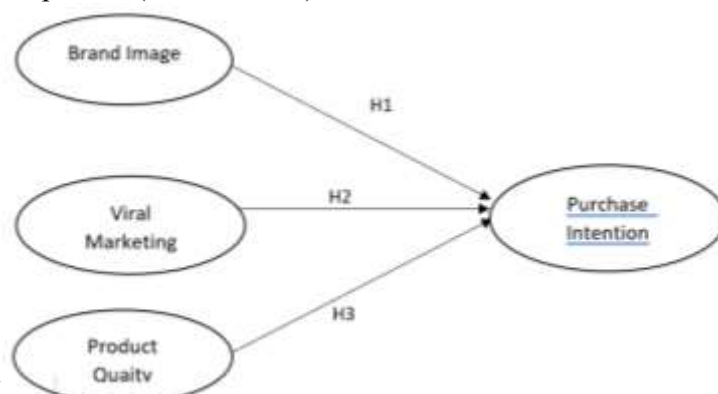
Figure 1 Research Model

The influence of Brand Image on Purchase intention and its impact on online purchasing decisions (Lie et al., 2022;   Patel et al., 2022). The brand image helps customers understand the features and functionality and intensifies the purchase intention (Bian et al, 2011; Chand and Fei, 2021). Many prior researchers have found the direct effect of brand image on consumer purchase intention (Patel et al., 2022; Bian et al, 2011; Jeong et al., 2014; Yu et al., 2018)
Therefore, based on the available empirical evidence, we offer the following hypothesis:
    H1: Brand image has a positive effect on purchase intention

Viral marketing hasa positive and significant effect on purchase intention (Choshaly et al., 2022; Rouva et al.,2016; Satrio et al., 2020; Shin et al., 2016; Trivedi et al., 2017; Vianna et al., 2016). Therefore, based on the available empirical evidence, we offer the following hypothesis:
    H2: Viral marketing has positive and significant effect on purchase intention

Product quality perceived in e-stores directly (negative) and indirectly (positive) results in offline purchase intention, demonstrating cannibalization effects (Yeh et al., 2020). Product quality are all significantly related to purchase intention (Zhou et al., 2005; Yu et al., 2022) Therefore, based on the available empirical evidence, we offer the following hypothesis:
        H3: Product quality has a positive effect on purchase intention

METHOD

The research was conducted through a quantitative survey, in Kopi Lain Hati Bekasi Indonesia. Respondents were consumers of Kopi Lain Hati who attended one of the stores at least once a month. We chose a non-probabilistic sampling (convenience sampling) (Suryanto et al,, 2022) with 100 respondents
The analytical method begins with validity and reliability tests with the results of all statements and variables being declared valid and reliable (Cahaya et al., 2022). Furthermore, the classical assumption test is carried out, namely normality test, heteroscedasticity test, multicollinearity test, multiple regression analysis, hypothesis testing (t test and f test) (Cahaya et al., 2022)

RESULT AND DISCUSSION

The results of the validity test show that 30 statements from four variables have valid results because the results of r count > r table (0.195), so the statement details can be used to test brand image, viral marketing, product quality, and purchase intention. the results of the reliability test conducted by the researcher showed that the four variables studied were reliable because they had Cronbach's alpha > 0.60. Then it can be used to test the variables that will be measured in this study, namely brand image, viral marketing, product quality, and purchase intention
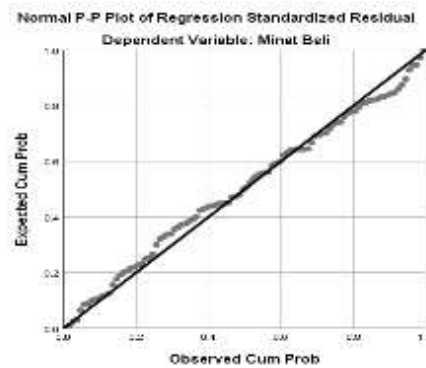
Figure 2 Normality Test Results
Source: Research Data Processing Results (2021)

Based on Figure 1 above, it shows that the distribution of points is on the diagonal line, it can be concluded that the residual data in the regression model between brand image, viral marketing, product quality and purchase intention are normally distributed.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.728	2.247		1.214	.228		
	Brand Image	.405	.128	.365	3.174	.002	.296	3.382
	Viral Marketing	.176	.118	.171	1.494	.138	.300	3.332
	Kualitas Produk	.429	.158	.312	2.718	.008	.298	3.358

a. Dependent Variable: Minat Beli

Figure 3 Multicollinearity Test Results
Source: Research Data Processing Results (2021)

Based on Figure 4 above, it can be seen that the tolerance value for the Brand Image variable is 0.296 > 0.100, Viral Marketing is 0.300 > 0.100, and Product Quality is 0.298 > 0.100. And for VIF Brand Image 3.382 < 10, Viral Marketing 3.332 < 10, and Product Quality 3.358 < 10. Judging from the tolerance value of all independent variables the value is > 0.100 and the VIF value of all independent variables is < 10. So it means that all independent variables do not occur multicollinearity.
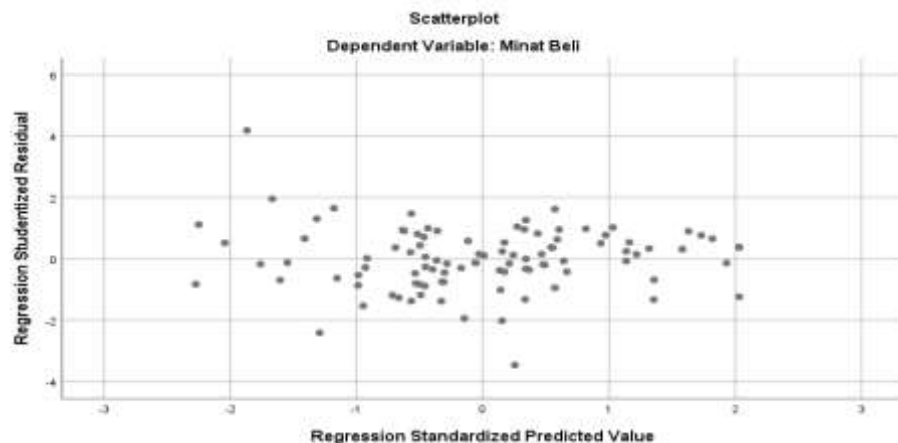
Figure 4 Heteroscedasticity Test Results
Source: Research Data Processing Results (2021)

Based on Figure 5 above. The scatterplot above shows that the distribution of points does not form a clear pattern or path and the points spread below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity..

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.728	2.247		1.214	.228
	Brand Image	.405	.128	.365	3.174	.002
	Viral Marketing	.176	.118	.171	1.494	.138
	Kualitas Produk	.429	.158	.312	2.718	.008

a. Dependent Variable: Minat Beli

Figure 5 Multiple Linear Regression Test Results
Source: Research Data Processing Results (2021)

From the calculation results of multiple regression analysis, the following equation can be obtained:

$$Y = 2.728 + 0.405X1 + 0.176X2 + 0.429X3 + e$$

Based on the results of the equation above from the calculation using SPSS Version 25, it can be explained through the following description:
1. The constant value is 2.728 which shows the pure value of the purchase intention variable without being influenced by brand image, viral marketing, and product quality variables.
2. The brand image variable has a regression coefficient of 0.405 and a significant value of 0.002 below alpha (0.05). This shows that brand image has a positive and significant effect on purchase intention, any increase in brand image will affect purchase intention by 0.405.
3. The viral marketing variable has a regression coefficient of 0.176 and a significant value of 0.138 above alpha (0.05). This shows that viral marketing has a positive and insignificant effect on purchase intention, each increase in viral marketing will affect purchase intention by 0.176.

4. The product quality variable has a regression coefficient of 0.429 and a significant value of 0.008 below alpha (0.05). This shows that product quality has a positive and significant effect on purchase intention, any increase in product quality will affect purchase intention by 0.429.

DISCUSSION

Following can be explained The test results between brand image variables on buying interest show that the significance level is 0.002 below alpha (0.05). This shows that brand image has a significant effect on purchase intention. This result is different from research conducted by (Cece 2015) entitled "The Influence of Brand Origin, Brand Ambassador, and Brand Image on Interest in Buying Macbeth Shoes at Sogo Galaxy Mall Surabaya. The test results between the viral marketing variables on buying interest show that the significance level is 0.138 above alpha (0.05). This shows that viral marketing has no significant effect on purchase intention. This result is different from the research conducted by (Handaruwati 2018) entitled "The Influence of Viral Marketing Through Instagram on Interest in Buying Local Special Snack Products Online. The test results between product quality variables on buying interest show that the significance level is 0.008 below alpha (0.05). This shows that product quality has a significant effect on purchase intention. With these results in line with research conducted by (Satria 2017) entitled Effects of Price, Promotion and Product Quality on Consumer Purchase Interest in Company A-36

CONCLUSION

Based on the results of hypothesis testing, it can be concluded that: there is a positive and significant influence of brand image on purchase intention. There is a positive and unsignificant effect of viral marketing on buying interest. There is a positive and significant influence of product quality on purchase intention

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