



© Copyright Kemala Publisher  
All rights reserved

Science, Engineering and Social Science Series  
ISSN/e-ISSN: 2541 – 0369/2613 – 988X  
DOI: -  
Vol. 5, No. 1, 2021, Printed in the Indonesia

# The Relationship Between Social Media Communication and Word of Mouth Inside Brand Image and Purchase Intention

Melani Widyawati Sidharta<sup>1,\*</sup>, Tantri Yanuar R. Syah<sup>2</sup>, Agusdini Banun Saptaningsih<sup>1,3</sup>

<sup>1</sup>Department of Hospital Administration, Esa Unggul University, Jakarta

<sup>2</sup>Department of Economic, Esa Unggul University, Jakarta

<sup>3</sup>Director of Pharmacy and Medical Devices, Indonesian Health Department

Purchase intention is one of the most significant aspect that influences the advancement of a business also used as a consumer behaviour prediction. Traditional marketing is one of abandoned and digital marketing became a trend with its virtual and real time features which is allowed the company to directly communicate with their consumer. Thus, this study aimed to observe the impact of social media communication and word of mouth in the brand image and purchase intention. The participant of this study is obtained by purposive sampling with the method of cross-sectional survey. The result shows a structural model-Listrel from 200 participants show that social media communication with user generated content and firm generated content, also word of mouth, directly influences brand image and purchase intention. Here, Brand image partially mediates the relationship between social media communication with user and firm generated content (T-value 2.28 to 5.24), word of mouth with purchase intention (T-value 2.50). This research suggests that firm management need to strategically regulate social media marketing to obtain maximum result.

**Keywords:** Purchase Intention, Brand Image, Word of Mouth, User and Firm Generated Social Media Content

## 1. INTRODUCTION

In the current new age eras, there is a tight competition among business, the demand from consumer increases, hence company need to strengthen their brand through analyzing their consumer's purchase intention to obtain good long-term relationship between company and its consumer. Here, consumer experience, product/service quality, and brand image, influence consumer purchase intention [1 to 6]. Marketing through word of mouth is a directly or via social media affect brand image as stated in several previous studies [7 to 9]. Brand image has an intervening effect to purchase intention [7, 8]. Here, many researchers have studied purchasing intention and user generated social media content have a great impact on brand image and purchase intention [9 to 17]. Cipondoh mother and child clinic had been operating since approximately 3 years. This organization is one of the 12 branches build while this clinic did not develop fast enough compared to other clinics. The increment of patients these past 3 years is only 1.4%. Thus, to expand -

\*Email Address: melaniwsidharta@gmail.com

clinic's brand image, the company starts to delve into digital marketing i.e., website Facebook fan page, google business, Instagram for all the clinics. The changes in physician's schedule, promotion, events, tips and articles are posted, thus consumer can feel closer and sense a good credibility from the brand. Result from presurvey found that 50% of the patients never saw the clinic's advertisement, 60% said that the clinic's quality is better than the others, and 60% of the patient will return for another visit to the clinic, 40% of the consumer states that they won't be returning because there's no difference for the price and the facility offered to other clinics. Based on previous study, this study aimed to analyze the impact of social media communication, word of mouth to brand image and purchase intention by the clinic's consumer. In this study we proposed the data taken from analysis variable over different kinds impact of social media communication to brand image and purchase intention over care clinic (not a hospital).

## 2. METHODOLOGY

Purchase intention is a tendency to perform some kind of action or behavior due to precede the act of purchasing [18]. Here, the purchase intention is a plan to purchase a certain brand [19, 20]. Basically, purchase intention is a great postulate, a good predictor for the individual behavior and expectation. Thus, the development purchase intention is consisting of Urge a thought to purchasing product after receiving the information related to Choose a decision made from different kinds of products with Belief, a feeling of confidence on a product to purchase also Certainty a determination that the product will be purchased [21].

Here, brand image is an association that shows up in the consumer's perception when they remember a certain brand, simply in the form of a thought and meaning that is built from the characteristics and quality of the product. If the consumer has a perception of the evaluation of a product or service of a good brand image, consumer will tend to repurchase the product hence increasing the company's brand image [22]. Brand image represents all aspect that is visible (structural) and not visible such as emotion of the company's identity and consumer's perception [23]. Brand image helps consumer in identifying product with a good quality and consistency, profitable, utility. Indicator brand image is consisting of functional, symbol, experiential [24].

Word of mouth is a form of verbal communication between 2 or more consumer that is not involved in a commercial, brand, product, or service [25]. Pictured as a voluntary exchange of information between consumer regarding organization, product, personal experience, and is a source of reliable information that is used by other consumer and as input useful for the organization. Word of mouth can cause an increment of 8 times for the number of consumers. WOM becomes a very influential tool of information broadcasting between consumer and a strong predictor of consumer decision [26, 27]. A round 62% of the consumer read reviews of other consumer, and 82% form an intention to purchase [27]. Thus, the purchase intention is advanced by the impact of usefulness of a product or service and the credibility of WOM [27].

A social media is an application that build a community and network resulting to a virtual and real time social interaction [27]. A tool for consumer to share information in a form of text, picture, audio, and video with other user and the company. The integration of social media may boost sales. Dimension of social media communication is consisting of content made by user (user generated content) and content made by the company (firm generated content). User generated content is a creative way for the consumer to express their opinion and is made public. This content is published in a

website that is accessible for the public or a social media. This type of communication can push ahead the intention to purchase until 59% and influences purchase intention by 84%, and consumer trust what is written by other user in comparison to professional opinion. Firm generated content build a positive relationship with the consumer, create a content as a tool to build trust with the consumer, hence forming a community. This type of communication can provide a social asset for the company to do marketing, observation, and analyze the target market. Thus, the company tries to provide a positive image because their social media profile is fully controlled by themselves.

### A. Data Collection

In order to achieve the result, we use a quantitative descriptive associative causality method. Here, the Questionnaire is distributed on 29 August 2020 to 10 September 2020 over Clinic Utama Tangerang and was done by cross sectional survey. The population is all of the clinic's patients, the sampling is done by a non-probability sampling with the method of purposive sampling. Here, the inclusion criteria such as the visitor that uses clinic's service through clinic's social media and interact with other user in clinic's social media with several question related reading comprehension of clinic's activity feed/newsfeed and post clinic. Here, we take 275 questionnaires and distributed with 232 for validation purposes and 200 was used to analysis purposes.

### B. Method of Analysis

Respondent will fill out the questionnaire with a 4-scale Likert, from strongly agree, agree, disagree, and strongly disagree. Here, the purchase intention is measured with a 4 variable such as desire, choice, confidence, certainty while brand image is measured by perception item or customer perception about the brand, practicality, and brand symbol. However, word of mouth is measured using the influence of family and friends to the behavior, idea, knowledge, decision making, and medical evaluation of a brand. Furthermore, the social media communication is measured of the consumer expectation about the firm social media content, social media work, satisfaction and interest. Here, we proposed pre-test with 30 respondents and analyzed with SPSS-25 for validation. The obtained result must be followed the Kaiser-Meyer-Olkin mechanism around  $>0.5$  (0.709–0.862) which indicated that all question in the questionnaire is valid. In addition, we assess the value of Cronbach's-Alpha around  $> 0.6$  (0.837-0.933) to obtain consistency in the measuring variable while data analysis was processed using structural equation model software statistic Listrel 8.8 (see Figure 1).

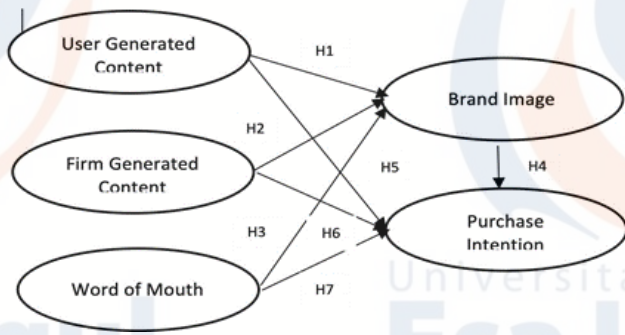


Figure 1. Framework study

In addition, the ethical permit in this study was published by The Ethics Commission of the Esa Unggul University, number 0228-20.209 on 28 August 2020 to collect and processing the data.

3. RESULT AND DISCUSSION

In order to achieve the result, we defined demographic characteristics of the respondent by gender, age, marriage status, and education (see Table I).

Table I. Demographic Characteristics

Variable	Status	Frequency	Percentage (%)
Gender	Male	6	3.0
	Female	194	97.0
Ages	21-30	136	68.0
	31-40	45	22.5
	41-50	15	7.5
	>50	4	2.0
Marriage status	Single	41	20.5
	Married	159	79.5
	Senior High School	6	3.0
Education Background	Diploma (D1 to D3)	22	11.0
	Bachelor degree	131	65.5
	Master Degree	38	19.0
	Doctoral Degree	3	1.5

According to the data above the majority of the respondents are above the age of 21 years old, married, with a bachelor degree, which shows that the respondents are mature and have a proper education background hence have a good literation understanding.

A. Validity & Reliability

To assess construct validity, confirmatory factor analysis (CFA) is used and obtained all statements with the score of > 0.5 which is within the range of 0.66-0.91 and it indicates that there is a good match. To determine the construct reliability, we use construct reliability (CR) ≥ 0.70 and average variance extracted (AVE) ≥ 0.50. We obtained CR of 0.84-0.93 AVE of 0.55-0.78, hence it can be concluded that all variable is acceptable.

B. Structural Model Equation

AIC model value = 291.27 is a bit lower from AIC saturated = 420.00 and far lower from AIC independence = 8181.25. CAIC model value is 510,48 which is lower than CAIC saturated 1322,65 and much lower than CAIC independence 8267,22; Normed Fit Index (NFI) = 0.98 (> 0.90); Comparative Fit Index (CFI) = 1.00 (> 0.90); Non Normed Fit Index (NNFI) or Tucker-Lewis Index = 0.99 (> 0.90); Incremental Fit Index (IFI) = 1.00 (> 0.90); Relative Fit Index (RFI) = 0.97 (> 0.90); Parsimonious Normed Fit Index (PNFI) = 0.82 (> 0.50); CN obtained is 205,86 (≥ 200); Goodness of Fit (GFI) = 0.91 (> 0.90); Adjusted Goodness of Fit Index (AGFI) = 0.89 (> 0.89); Parsimonious Goodness of Fit Index (PGFI) = 0.69 (> 0.50) while the SEM model and hypothesis assessment is showed on Figure 2 and Table II, respectively.

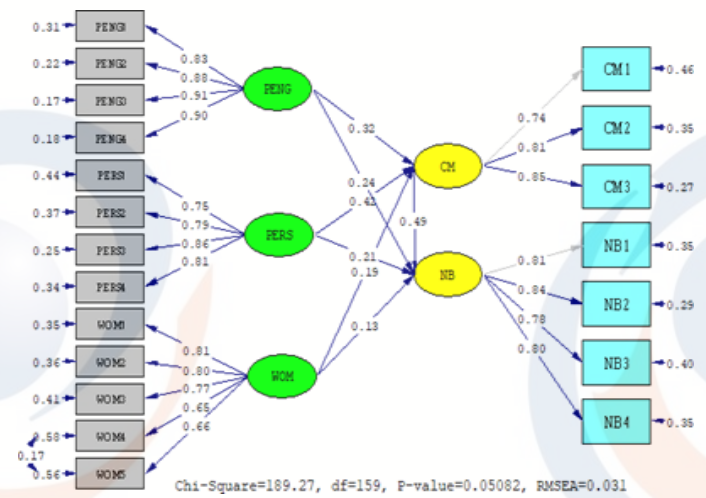


Figure 2. Structural Model Equation

Table II. Hypothesis Assessment

Hypothesis	Variable	T-value	Status
H <sub>1</sub>	User generated content to brand image	2.99	Accepted
H <sub>2</sub>	Firm generated content to brand image	3.77	Accepted
H <sub>3</sub>	Word of Mouth to brand image	3.04	Accepted
H <sub>4</sub>	Brand image to purchase intention	5.24	Accepted
H <sub>5</sub>	User generated content to purchase intention	2.86	Accepted
H <sub>6</sub>	Firm generated content to purchase intention	2.28	Accepted
H <sub>7</sub>	Word of Mouth to purchase intention	2.50	Accepted

H<sub>1</sub>: A consumer easily trusts and have the urge to use a product if the review is given by another user. Content that is made by user also influences the perception to the company's brand image. User generated content have positive effect to brand image because of the involvement of the consumer will depict a good impression. The involvement of the community through transparency of the content provides a better trust.

- H<sub>2</sub>: The firm can obtain valuable input from social media marketing because they will know what kind of products gather the majority of responses from the consumer, and what kind of impression and expectation from the consumer, and more importantly, their preference. This could be done if the marketer understands the content that would most likely elicit a response from the consumer, including a change in behavior or an increase in product or service knowledge. Here, a firm generated content will have a positive impact on brand behavior and purchase intention. Overall, firm generated content will affect the brand image especially on functional dimension in social media marketing. In this platform, the utilized is well by the firm of a positive impact on brand image, trust, and purchase intention. Here, the communication done by a smartphone company form an image that influences the brand image of that company in the market. Brand image is also influenced by the characteristics and brand identity that is shown on the content.
- H<sub>3</sub>: Word of mouth have a social influence that can change brand image and is a form of approach of sharing information among consumer. Here, word of mouth has the advantage because it is a communication shared between family, community, and friends, hence it has a high credibility and trust. Through word of mouth, message about the brand image of a company can be implanted to consumer's minds, and they have the privilege to share their impression to other people. This type of communication is also an affordable way to expand profitable business. Thus, the word of mouth can give a significant effect on brand image. The satisfaction shared by word of mouth depicts the experience felt by the consumer. This type of marketing will allow other consumer to have a clear image about the product and service sold. The relationship of word of mouth and brand image is strengthened by a positive perception on service quality and consumer satisfaction. Word of mouth positively influences quality perception and provide positive contribution to a brand.
- H<sub>4</sub>: The brand image is a sign to evaluate price, service, so they could improve and influence purchase intention of the consumer. It is proven that if a consumer has better trust on a brand, they will have a higher chance of purchase. The brand image will influence one's trust and purchase intention. The firm who are able to improve their brand image will have an increase in purchase intention because there is a consistency between consumer perception and symbolic image of their products.
- H<sub>5</sub>: A similar result which is a positive relationship on user generated social media to purchase intention. The presence of user generated social media increases sales in Facebook. A relation between purchase intention and trust that is built from online communication. Through online communication between user, this can spread the originality and the quality of the brand or service offered. From this research is conducted, we found a positive relationship between user generated social media content and purchase intention which is caused by an interaction between consumer on social media that influences their decision to purchase. Social media user will have the chance to take into account the product information sold. Consumer socialization in social media will influence purchase intention because of the strength of user-to-user recommendation.
- H<sub>6</sub>: Social media communication has a play pivotal role in influencing other consumer through reviews. Other research found that online purchase is fully influenced by other consumer opinion about the product and service offered. Here, the company or organization focuses on firm generated social media marketing it will increase consumer knowledge on their product and services that will positively impact on purchase intention. In addition, the firm generated social media on phone commerce company will have a positive effect on purchase intention through its role on subjective norms on consumer's trust. Social media communication by the company will influence purchase intention by its impact on user network reached by their post on social media. Other than reaching loyal consumer through information posted on social media, they can also attract another consumer.
- H<sub>7</sub>: The word of mouth has a significant effect on purchase intention because consumer's opinion will gain more trust from other customer. Word of mouth is done by family, friends, and colleague about the service provided and gives a personal touch to every opinion, hence increasing the credibility. The positive word of mouth can spread better perception about the product and quality of the service, which is affecting the purchase intention. Word of mouth relies on the trust between sources, interest of the sources, strength of the social relationship, and information of the utility of the product influences purchase intention.

#### 4. CONCLUSIONS

Social media communication variables with user-generated-content and company-generated-content, word-of-mouth have a direct effect on brand image and purchase intention and also have indirect effect on purchase intention through brand image.

Furthermore, the latest marketing method is using social media, that can strengthen the clinical brand image by developing brand components so as to increase consumer purchase intention. Marketing through social media plays a very important role in increasing consumer perception and loyalty to the characteristics of clinical brands which are becoming differentiated amid increasingly competitive competition. Investing in social media marketing strategy that can increase the number of consumers twice as fast, reach a wider range of consumers at a more affordable cost to gain social influence on the strength of a clinic's brand. Increase clinic awareness of the type of content that consumers are most interested in so that it can convey the message that the clinic and its consumers want. Clinical management can collect data, opinions, needs, and desires of their customers through social media content, word of mouth so that they can determine short-term marketing strategies at a more affordable cost but have broader coverage in increasing the number of clinic customers.

In addition, a clinical Management invests in marketing methods through social media communication because of its positive impact in developing a business through its effect on brand image and purchase intention. One of the ways to improve the clinic's brand image is by strengthening the quality of services and a pleasant service, training staff to increase knowledge and care for patient needs. Work with influencers to make a distinction in the content that is disseminated and reinforce the message you want to convey to customers. Hold open events or promote online advertisements and regulate the coverage of these advertisements according to target consumers. Clinic management can judge which type of social media their consumers are most interested in. for further research can expand variables such as other factors that can affect brand image and purchase intention such as consumer loyalty or trust, service quality, institutional facilities, credibility of information providers and consumer attitudes towards information, quality of arguments, involvement of online brand communities. Thus, we can segment the respondents based on education, occupation, activeness in social media so that the answers to the questionnaire given are more accurate. Researchers can expand the research area into a wider area so that they can make more accurate comparisons between companies and also get a larger and more representative research sample.

#### References

- [1] Agag, G. M., & El-Masry, A. A. (2017). Why Do Consumers Trust Online Travel Websites? Drivers and Outcomes of Consumer Trust toward Online Travel Websites. *Journal of Travel Research*, 56(3), 347–369. <https://doi.org/10.1177/0047287516643185>
- [2] Al-Adwan, A. S., & Kokash, H. (2019). The driving forces of facebook social commerce. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2), 15–32. <https://doi.org/10.4067/S0718-18762019000200103>
- [3] Alam, M. S., & Khan, B. M. (2019). The Role of Social Media Communication in Brand Equity Creation: An Empirical Study. *The IUP Journal of Brand Management*, 16(1), 54–78. <http://search.ebscohost.com.ezproxybib.pucp.edu.pe:2048/login.aspx?direct=true&db=bth&AN=135984001&lang=es&site=ehost-live>
- [4] Almohaimmed, B. (2019). The Effect of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention. *Journal of Business and Retail Management Research*, 13(4), 146 - 157. <https://doi.org/10.24052/JBRMR/V13IS04/ART-13>
- [5] Baker, A. ., Donthu, N., & Kumar, V. (2016). Investigating How WoM Conversations About Brands Influence Purchase and Retransmission Intentions. *Journal of Marketing Research*, 53(2), 225–239. <https://doi.org/https://doi.org/10.1509/jmr.14.0099>
- [6] Battelle, J. (2017). 10 Stats That Show Why User Generated Content Works.
- [7] Bilal, G., Ahmed, M. A., & Shahzad, M. N. (2014). Role of Social Media and Social Networks in Consumer Decision Making: A Case of the Garment Sector. *Semantic Scholar*. <https://doi.org/corpus41421809>
- [8] Bruhn, M, Schoenmueller, V., & Schafer, D. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 35(9), 770–790. <https://doi.org/https://doi.org/10.1108/01409171211255948>
- [9] Bruhn, Manfred, Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? In *Management Research Review* (Vol. 35, Issue 9, pp. 770–790). <https://doi.org/10.1108/01409171211255948>
- [10] Ceballos, M., Crespo, A., & Couste, N. (2016). Impact of Firm Created Content on User Generated Content: Using a New Social Media Monitoring Tool to Explore Twitter. 303–306. [https://doi.org/10.1007/978-3-319-29877-1\\_61](https://doi.org/10.1007/978-3-319-29877-1_61)
- [11] Cham, T. H., Lim, Y. M., Aik, N. C., & Tay, A. G. M. (2016). Antecedents of hospital brand image and the relationships with medical tourist' behavioral intention. *International Journal of Pharmaceutical and Healthcare Marketing*, 10(4), 412–431. <https://doi.org/10.1108/IJPHM-02-2016-0012>
- [12] Chao, S. W. (2015). A study on consumers' attitude towards brand image, athletes' endorsement, and purchase intention. *The International Journal of Organizational Innovation*, 8(2), 233–254.
- [13] Cheregi, B. (2018). Consumer Life and User Generated Content In The Age of Social Media. *Management Dynamics in the Knowledge Economy*, 6(2), 285–305. <https://doi.org/10.25019/MDKE/6.2.06>
- [14] Cheung, C., & Thadani, D. (2012). The Impact of Electronic Word of Mouth Communication: A Literature Analysis and Integrative Model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- [15] Chinomona, R. (2016). Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*, 7(1), 124–139. <https://doi.org/10.1108/AJEMS-03-2013-0031>
- [16] Fang, Y. (2014). Beyond the Credibility of Electronic Word of Mouth: Exploring eWOM Adoption on Social Networking Sites from Affective and Curiosity Perspective. *International Journal of Electronic Commerce*, 18(3), 67–102.

- [17]. Haghghi, M., Samadi, M., & Yeganeh, M. (2017). Investigating the Effects of Brand Image , Marketing and Word of Mouth : Evidence from Kish Island Hotels. *International Journal of Economic Perspectives*, 11(4), 1334–1342.
- [18]. Hsieh, A. T., & Li, C. K. (2008). The moderating effect of brand image on public relations perception and customer loyalty. *Marketing Intelligence and Planning*, 26(1), 26–42. <https://doi.org/10.1108/02634500810847138>
- [19]. Hsu, L.-C. (2019). Building Brand-Fan Relationships in Social Commerce Contexts: Mediators of Online Brand Relationships. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2), 0–0. <https://doi.org/10.4067/s0718-18762019000200109>
- [20]. Hsu, L.-C. (2019). How to Make Loyal Fans in Virtual Communities: Evidence from the Facebook Fan Pages of Smartphones. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(3), 168–189. <https://doi.org/10.4067/s0718-18762019000300110>
- [21]. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- [22]. Khan, S. A., Ramzan, N., Shoaib, M., & Mohyuddin, A. (2015). Impact of word of mouth on consumer purchase intention. *Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace*, 27(1), 479–482.
- [23]. Kotler, & Keller. (2016). *Marketing Management*. Pearson. <https://doi.org/10.4324/9780203357262>
- [24]. Kotler, P., Shalowitz, J., & Stevens, R. (2008). *Strategic Marketing for Health Care Organizations*. John Wiley & Sons.Inc.
- [25]. Li, H., Daugherty, T., & Biocca, F. (2002). Impact of 3-D advertising on product knowledge, brand attitude, and purchase intention: The mediating role of presence. *Journal of Advertising*, 31(3), 43–57. <https://doi.org/10.1080/00913367.2002.10673675>

Received: 11 December 2020, Accepted: 15 February 2021

