

The Role of Brand Image to Mediate the Effect of Word of Mouth on the Intention of Using Wicitra Wedding Salon Services in the City of Denpasar

Cok Istri Anastasia Wedari and Ni Nyoman Kerti Yasa

ABSTRACT

The increasing population in Bali greatly affects the need for wedding services. One of the wedding service companies in Bali is the Wicitra Wedding salon in Denpasar City. Wicitra Wedding Salon must carry out the right strategy so that consumers feel interested and have the intention of using the services of a Wicitra Wedding salon. The purpose of this study was to explain the role of brand image in mediating word of mouth (WOM) on intention to use. This research was conducted in Denpasar City. Samples were taken as many as 90 respondents through purposive sampling method and distributed using a google form questionnaire with adjusted criteria. Measured by 9 indicators and using a Likert scale. The data analysis technique used is path analysis and Sobel test. The results of this study indicate that all hypotheses are accepted. Word of mouth (WOM) has a positive and significant effect on intention to use. Word of mouth (WOM) has a positive and significant effect on brand image. Brand image has a positive and significant effect on intention to use. Brand image plays a significant role in mediating the effect of word of mouth (WOM) on intention to use. The results of this study indicate that in increasing the intention to use, the Wicitra Wedding salon is expected to always provide a strategy in the form of word of mouth (WOM) to touch the hearts of consumers and create a good brand image.

Keywords: brand image; intention to use; word of mouth (WOM).

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I. INTRODUCTION

The increasing population is one of the demographic phenomena faced by many countries, including Indonesia. Based on data obtained from bps.go.id the rate of population growth in Indonesia in 2020 has increased, contributed by the Province of Bali by 4.32 million (Bali Provincial Statistics Center, 2020). One of the factors increasing population growth is the existence of marriages which are the only official intimate relationships in Indonesia, so that each prospective bride and groom expects their wedding to be in accordance with what is expected by selecting the best Wedding service services such as at the Wicitra Wedding Salon which provides services from preWedding preparation to her wedding day took place.

In general, purchase intention is something that reflects the plan to purchase products with certain brands (Aditya & Wardana, 2017). Consumers finally make a purchase on an alternative they like the most or the process that consumers go through to buy an item or service based on various considerations (Ruhamak & Rahayu, 2017). The factors that cause purchase intentions include word of mouth (WOM) and brand image (Pertiwi & Sukawati, 2017).

In relation to consumer behavior, people get a lot of information about Wicitra Wedding Salon from colleagues, family, and friends. Word of mouth (WOM) communication will be an effective promotional media for companies to influence consumers to buy company products (Chintia

Pramesti & Rahanatha, 2019). The word of mouth (WOM) variable was chosen because it is considered capable of influencing purchase intention (Ruhamak & Rahayu, 2017; Aditya & Wardana, 2017; Chintia Pramesti & Rahanatha, 2019; Paramesthin & Pramono, 2019).

Another factor that causes consumers to have purchase intentions is brand image. Stimulus in the salon in the form of word of mouth (WOM) can lead to a good salon brand image, the more word of mouth (WOM) makes the salon brand image in the minds of consumers the better. Previous studies have stated that word of mouth (WOM) affects brand image (Kentzo *et al.*, 2020; Indra, 2018).

Brand image plays an important role in purchase intention. Brand image is something that can be remembered and made an impression on consumers' minds very easily (Asdiana & Yasa, 2020). If consumers already believe in a positive brand, then the consumer has a positive purchase intention for the brand. Brand image can contribute to the success of the company when customers are willing to buy products or services at a higher price (Asdiana & Yasa, 2020). Brand image affects purchase intention (Gunawan *et al.*, 2016; Ismayanti & Santika, 2017; Nilla Wijayasari, 2018). This study is in line with the results of research conducted by (Ruhamak & Rahayu, 2017; Pertiwi & Sukawati, 2017) which states that brand image is able to positively and significantly mediate the relationship between word of mouth (WOM) and purchase intention.

The objectives of the research are: a) Testing and explaining the effect of word of mouth (WOM) on intention to use, b) Testing and explaining the effect of word of mouth (WOM) on brand image, c) Testing and explaining the effect of brand image on intention to use, d) Testing and explaining the effect of brand image as a variable that mediates the effect of word of mouth (WOM) on intention to use.

II. CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESES

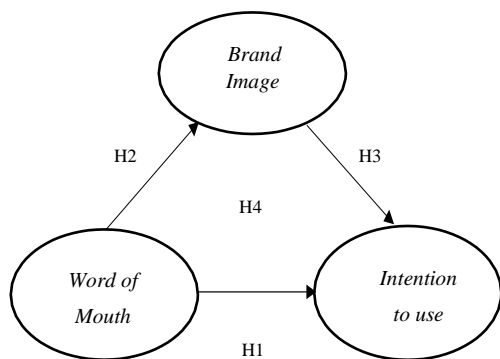


Fig1. Conceptual Framework.

Word of mouth (WOM) is one of the promotional tools with low cost but can achieve enormous effectiveness in company sales. According to Umamy *et al.*, (2016) purchase intention is influenced by recommendations, suggestions and reviews received by respondents or potential consumers. The more often prospective consumers collect information with high credibility and good quality information, it will increase the tendency to purchase intention. Research conducted by Paramesthin & Pramono (2019); Ruhamak & Rahayu, (2017) and (Made *et al.*, 2018) state that the word of mouth variable has a positive and significant effect on purchase intention.

H1: Word of mouth (WOM) has a positive and significant effect on purchase intention.

Positive information conveyed through word of mouth (WOM) communication can form a positive image perception in the minds of consumers. According to Triani Wahyuni Dewi & Nurcaya, (2020) brand image is able to partially mediate the influence of word of mouth on purchase intention. This means that the higher the credibility of word of mouth (WOM), the higher the consumer's purchase intention, the consumer's purchase intention will be achieved if word of mouth (WOM) is also able to improve brand image. Research conducted by Febriana, L. (2016), Wedayanti & Ardani (2020), and Ruhamak & Rahayu (2017) which states that word of mouth (WOM) has a positive and significant effect on brand image.

H2: Word of mouth has a positive and significant effect on brand image.

Purchase intention is a consumer mental statement that reflects the plan to purchase a product with a certain brand (Bayu & Eka, 2019). Therefore, consumer attitudes and actions towards a brand are largely determined by the brand image, in other words, brand image is one of the important elements that encourage consumers to buy a product. The

stronger the brand image in the minds of consumers, the stronger the buying interest (Italy & Islamuddin, 2021). Research conducted by Temaja & Yasa (2019), Wedayanti & Ardani (2020) and Indra (2018) which states that brand image has a positive and significant effect on purchase intention.

H3: Brand image has a positive and significant effect on purchase intention.

The mediating variable brand image is said to be significant in mediating the relationship between the variable word of mouth (WOM) and intention to use. This study is in line with the results of research conducted by Ruhamak & Rahayu (2017) and Pertiwi and Sukawati (2017) resulting that brand image is able to significantly mediate the relationship between word of mouth (WOM) and purchase intention. The higher the brand image in consumer perception, the higher the consumer's desire to spread positive word of mouth (WOM) which will increase purchase intention (Asdiana & Yasa, 2020).

H4: Brand image significantly mediates the effect of word of mouth (WOM) on purchase intention.

III. RESEARCH METHOD

This research is associative in the form of a causal relationship to determine the effect or relationship between the independent and dependent variables. The research location is in the Denpasar City area, especially people who know about Wicitra Wedding Salon services and have never used Wicitra Wedding Salon services.

TABLE I: MEASUREMENT OF RESEARCH VARIABLES

No.	Variable	Indicator	Source
1.	Word of Mouth (X)	X1 Talking X2 Recommending X3 Pushing M1 Strength	Babin (2005)
2.	Brand Image (M)	M2 Uniqueness M3 Favorable Y1 Brand choice	Kotler&Keller (2012:56)
3.	Purchase Intention (Y)	Y2 Matching to user requirements Y3 Excitement and stimulation	Kotler&Keller (2012:166)

Source: Previous research with some adjustments.

The population is people who live in Denpasar City with a total of 6,526 people (Denpasarkota.bps.go.id, 2020). This study used a sample of 90 people with non-probability sampling method with purposive sampling technique. Purposive sampling criteria determined in this study are domiciled in Denpasar City, respondents know about Wicitra Wedding Salon services and respondents have never used Wicitra Wedding Salon services. The data collection technique used a questionnaire, which was distributed online via Google Form. There are 9 indicators, and each statement item is measured using a Likert scale. The data obtained using google form, were analyzed using descriptive statistics in the form of frequency distribution to present the characteristics of respondents, path analysis techniques with development in the form of the application of mediating variables, and the Sobel test used to test the formulated hypotheses.

IV. RESULT AND DISCUSSION

The profiles of 90 respondents are presented in general with several characteristics including gender, age, last education, and occupation.

TABLE II: CHARACTERISTICS OF RESPONDENTS

No	Variable	Clasificaaion	Number of people	Percentage (%)
1	Gender	Male	25	27.8
		Female	65	72.2
		Total	90	100
2	Age	16-20 years old	10	11.1
		21-25 years old	72	80.0
		26-30 years old	6	6.7
		31-35 years old	1	1.1
		> 35 years old	1	1.1
	Total	90	100	
3	Last education	High school	53	58.9
		Associate's	5	5.6
		Bachelor's	30	33.3
		Grad and postgrad	2	2.2
	Total	90	100	
4	Job	Student	66	73.3
		Private employees	10	11.1
		entrepreneur	6	6.7
		Others	8	8.9
	Total	90	100	

Source: Primary data processed, 2021.

Table II shows that there are 65 female respondents, and 25 male respondents. The age range of 21-25 years dominated filling out the questionnaire by 80%. 58.9% of respondents are people who have attended at least SMA/SMK equivalent. Respondents in this study on average work as students with a percentage of 73.3%.

Validity testing is carried out to determine whether the questionnaire used is valid or not. Reliability testing means the instrument has consistency in measuring research variables.

TABLE III: RESEARCH INSTRUMENT VALIDITY TEST RESULTS

Variable	Indicator	Pearson Correlation	Info.
Word of Mouth (WOM) (X)	X.1	0,733	Valid
	X.2	0,867	Valid
	X.3	0,723	Valid
Brand Image (M)	M.1	0,866	Valid
	M.2	0,943	Valid
	M.3	0,905	Valid
Intention to use (Y)	Y.1	0,817	Valid
	Y.2	0,623	Valid
	Y.3	0,588	Valid

Source: Primary data processed, 2021.

Table III shows that all instruments have a Pearson Correlation greater than 0.30, then all instruments used in this study are valid.

TABLE IV: RESEARCH INSTRUMENTS RELIABILITY TEST RESULTS

Variable	Cronbach Alpha	Info.
X (Word of mouth)	0,745	Reliabel
M (Brand image)	0,889	Reliabel
Y (Intention to use)	0,680	Reliabel

Source: Primary data processed, 2021.

Table IV shows that all instruments have Cronbach's Alpha values greater than 0.6, so all instruments used in this study are reliable or have consistency in measuring research variables.

Word of Mouth (WOM) is an independent variable, measured using three indicators that correspond to a 5-point

Likert scale. In the Word of Mouth variable, there are three statements that are used to measure the word of mouth variable. The first statement belongs to the very good criteria with a score of 4.34 where the first statement is I often hear other people talk about their satisfaction after using the services of Wicitra Wedding Salon. For the second statement, namely I often get recommendations from other people who have used the services of Wicitra Wedding Salon, it has a score of 4.23 which is included in the very good criteria. The third statement, namely I am often trusted by relatives regarding positive perceptions for using the services of a Wicitra Wedding Salon, has a score of 4.29 belonging to the very good criteria. Word of Mouth (WOM) score is included in the very good category of 4.28, which means that consumers feel satisfied when using the services of the Wicitra Wedding Salon so as to form a very good and positive word of mouth (WOM). Wicitra Wedding Salon services.

Brand image is the dependent variable, measured using three indicators that correspond to a 5-point Likert scale. In the Brand Image variable, there are three statements that are used to measure the brand image variable. The first statement belongs to the very good criteria with a score of 4.31 where the first statement is I perceive Wicitra Wedding Salon has advantages in various bridal makeup models. For the second statement, namely I perceive Wicitra Wedding Salon to be unique in its classic bridal makeup model, it has a score of 4.30 which is included in the very good criteria. The third statement is that I perceive Wicitra Wedding Salon has something in common with my favorite, which is a classic model in the future, which has a score of 4.38, which is classified as very good. The average brand image score is in the very good category of 4.33, which means that so far Wicitra Wedding Salon has a very good brand image in the minds of consumers.

Intention to use is the dependent variable, measured using three indicators that correspond to a 5-point Likert scale. In the Intention to use variable, there are three statements that are used to measure the intention to use variable. The first statement belongs to the very good criteria with a score of 4.26 where the first statement is I will use Wicitra Wedding Salon when I need Salon services in the future. For the second statement, I will use Wicitra Wedding Salon because it suits my future needs, which has a score of 4.21 which is included in the very good criteria. The third statement, namely I will use Wicitra Wedding Salon because it has a complete range of colors on wedding clothes so it's easy to choose, has a score of 4.32 which is classified as very good criteria. The average score of intention to use is included in the very good category of 4.26, which means that the respondent's desire to use the services of the Wicitra Wedding Salon is very high.

TABLE V: RESULTS OF PATH ANALYSIS IN STRUCTURAL 1

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	2.465	0.613		4.019	0.000
1 Word of mouth (WOM)	0.818	0.047	0.880	17.403	0.000

a. Dependent Variable: Brand image.

b. R square: 0,775.

Sig.F: 0,000.

Reporting the results of path coefficient analysis 1:

$$M = \beta_1 X + e_1$$

$$M = 0,880 X + e_1$$

The structural equation above can be interpreted as:

The word of mouth (WOM) variable has a coefficient of 0.880 which means that word of mouth (WOM) has a positive influence on the brand image of the Wicitra Wedding Salon in Denpasar City. It can also mean that if word of mouth (WOM) is getting better, then the brand image of Wicitra Wedding Salon will increase by 0.880 or 88.0%.

TABLE VI: RESULTS OF PATH ANALYSIS IN STRUCTURAL 2

Model	Coefficients ^a		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Beta		
(Constant)	0.113	0.640	0.176	0.860
1 Word of mouth (WOM)	0.475	0.095	0.471	4.998
Brand image	0.506	0.102	0.466	4.944

a. Dependent Variable: Intention to use.

b. R Square: 0,826.

Sig.F: 0,000.

Reporting the results of path coefficient analysis 2:

$$Y = \beta_2 X + \beta_3 Z + e_2$$

$$Y = 0,471 X + 0,466 M + e_2$$

The structural equation above can be interpreted as:

The word of mouth (WOM) variable has a coefficient of 0.471 which means that word of mouth (WOM) has a positive influence on the brand image of the Wicitra Wedding Salon in Denpasar. It can also mean that if word of mouth (WOM) is getting better, then the intention to use Wicitra Wedding Salon will increase by 0.471 or 47.1%.

The brand image variable has a coefficient of 0.466 which means that brand image has a positive influence on the intention to use Wicitra Wedding Salon in Denpasar. It can also mean that if the brand image increases by one unit, the intention to use the Wicitra Wedding Salon will increase by 0.466 or 46.6%.

TABLE X: DIRECT EFFECTS, INDIRECT EFFECTS AND TOTAL EFFECTS

Variable Effect	Direct Influence	ct Influence Through Mediation	Total Influence
X à M	0,880	-	-
X à Y	0,471	0,410	0,881
M à Y	0,466	-	-

The magnitude of the coefficient of indirect influence is calculated by multiplying the path coefficient from the variable X to M by the path coefficient from M to Y of $880 \times 0.466 = 0.410$.

Table VI shows that testing the H1 hypothesis identifies a relationship between word of mouth (WOM) and intention to use which is indicated by the path coefficient value of 0.471 with a significant level of $0.000 < 0.05$ which means that word of mouth (WOM) has a positive and significant effect. on intention to use. This study supports the results of previous research conducted by Paramesthin & Pramono (2019); Ruhamak & Rahayu, (2017) and (Made *et al.*, 2018) which

state that word of mouth (WOM) is able to influence the intention to use positively and significantly.

Table 8 shows that testing the H2 hypothesis identifies a relationship between word of mouth (WOM) and brand image which is indicated by the path coefficient value of 0.880 with a significant level of $0.000 < 0.05$ which means that word of mouth (WOM) has a positive and significant effect. to brand image. This study supports the results of previous research conducted by Febriana, L. (2016); Wedayanti & Ardani (2020); and Ruhamak & Rahayu (2017) which states that word of mouth (WOM) has a positive and significant effect on brand image.

Table VI shows that testing the H3 hypothesis identifies a relationship between brand image and intention to use which is indicated by the path coefficient value of 0.466 with a significant level of $0.000 < 0.05$ which means that brand image has a positive and significant effect on intention to use. This study supports the results of previous research conducted by Temaja & Yasa (2019); Wedayanti & Ardani (2020); Adriyanti & Indriani (2017); Indra (2018) and (Ruhamak & Rahayu, 2017) which state that brand image has a positive and significant effect on the purchase intention variable.

Based on the results of the Sobel test on hypothesis testing H4 indicates a relationship between word of mouth (WOM) and intention to use through brand image as indicated by the Sobel Z test value of $4.432 > 1.96$, which means that the brand image variable significantly mediates the relationship between word of mouth. mouth (WOM) on intention to use. Thus, the fourth hypothesis is accepted. This study supports the results of previous research conducted by Asdiana & Yasa (2020); Prakoso *et al.*, (2016); Ruhamak & Rahayu (2017); Pertiwi and Sukawati (2017) who found that brand image was able to positively and significantly mediate the relationship between word of mouth (WOM) and purchase intention.

V. CONCLUSION AND SUGGESTION

The conclusions of this study are: 1) Word of mouth (WOM) has a positive and significant effect on intention to use. This means that the better or positive word of mouth (WOM) for a product, it can increase a person's intention to use the product or service. 2) Word of mouth (WOM) has a positive and significant effect on brand image. This means that the better or positive word of mouth (WOM) of a product, the better the brand image of the product or service. 3) Brand image has a positive and significant effect on intention to use. This means that the better the brand image of a product or service, it can increase a person's intention to use the product or service. 4) Brand image significantly mediates the relationship between word of mouth (WOM) on intention to use. This means that the better or positive word of mouth (WOM) of a product or service, the better the brand image of the product or service so that it will increase someone's intention to use the product or service. The results of this study indicate that in increasing the intention to use, the salon must always pay attention and improve quality, improve employee friendliness, and prioritize consumer comfort so that Wicitra Wedding Salon service users feel satisfied and recommend Wicitra Wedding Salon to the closest people besides that they can continue innovate and keep up with the

times so that Wicitra Wedding Salon still exists and becomes the main choice for consumers in the future.

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