Factors Affecting Purchase Decisions through Consumers' Purchase Intentions to BRI Brizzi E-Money

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Abstract:- This research aimed to test and analyze effects of brand image, electronic word of mouth, brand awareness on purchase intention and its implication to purchase decision of BRI Brizzi e-money. Data used in this research was results of questionnaires which was directly distributed in March 2019, specifically in DKI Jakarta, Indonesia. Samples were obtained through purposive sampling method in which some criteria were set by the researcher. There were 100 people participated as samples who matched criteria set. The data was analyzed under path analysis method with the help of SPSS 24.0. The result of the research shows that there was a positive and significant influence of the brand image, electronic word of mouth and brand awareness to the purchase intention and purchase decision, either partially or simultaneously. Also, purchase intention significantly affects the purchase decision. Some managerial implications were firstly suggested that BRI Brizzi has a brand uniqueness which covers the product message with a specific characteristic and uniqueness owned by BRI Brizzi. The second implication suggested that BRI Brizzi utilizes some integrated social media platforms to accommodate consumers' positive emotional expressions (positive experiences) related to BRI Brizzi. Thirdly, communication through a proper media aims to create a top of mind recall in the consumers' mind. Also, it is suggested that future researchers engage people who previously never use e-money from any brand as the research respondent, as well as conduct a research related e-money in other big cities in Indonesia.

***Keywords:-** Brand Image, Electronic Word of Mouth, Brand Awareness, Purchase Intention, Purchase Decision.*

I. INTRODUCTION

The development of internet in all over the world brings a positive effect on the way both the practitioners and company running their business. Numbers of the internet users spread in all over the world have reached more than 4,1 billion people where Asia is found as the biggest internet users with more than 2 billion users (48,7%), followed by Europe with 704 million users (17%), and Africa with 453 million users (10.9%). In December 2017, it is noted that the internet users in Indonesia have reached more than 143 million or 7,1% of the total of the internet users in Asia (Internet World Stats, 2018).

The electronic money spread of e-money happens fantastically in speedas it is shown in Table 1 bellow.

Description	Year							
	2011	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018***
Amount of E-money	14,2	21,8	36,2	35,7	34,3	51,2	90,0	135,8

Table 1:- Amount of Electronic Money Spread in Indonesia (in Millions) Source: Bank Indonesia, (2018) | *Data up to August 2018

Table 1 shows that the growth of e-money amount in Indonesia from year to year is significant. In 2018 (data up to August), Bank Indonesia noted that there had been 135,8 million e-money spread in this country.

In other words, seeing the *growth* from 2011 to 2018, there had been a significant improvement, which reached 89,5%. Surprisingly, it is a fantastic amount. Meanwhile, the ownership of the e-money spread in Indonesia is shown in Table 2.

No	Brand	Percentage (%)
1	Mandiri E Money	33,14
2	BCA Flazz	26,25
3	**BRI Brizzi**	**19,83**
4	Other Brands	45,79
5	E-money Non-user	28,61

Table 2:- Ownership of E-money
Source: Daily Social, (2017)

Table 2 represents the biggest three banks in Indonesia holding the market of e-money, namely Mandiri E Money as the market leader, followed by BCA Flazz, and BRI Brizzi. Unfortunately, it indicates a low level of community

using BRI Brizzi e-money. Moreover, in terms of its popularity / brand awareness, BRI Brizzi e-money is below Mandiri E Money and BCA Flazz with a significant difference.

The result of a research showing the brand equity which explicitly describes the brand image, shown in Table 3.

No	Bank	Brand Equity Index
1	Mandiri (E Money)	67,96
2	Bank BNI (Tap Cash)	66,94
3	**Bank BRI (Brizzi)**	**66,04**

Table 3:- Brand Equity of Conventional Bank
Source: Marketeers, (2018)

Based on the table 3, it can be seen that BRI is left behind, for the second time, in terms of equity aspect which is strongly related to the image of either a company or a brand. Data presented above shows that BRI (Brizzi) sits on the third place with 66,04 index, two levels below its competitors. Thus, based on the data obtained, this research focuses on analysing the effect of brand image, electronic word of mouth, and brand awareness on both purchase intention and decision to purchase or use BRI Brizzi.

II. RESEARCH OBJECTIVES

The objectives of this research are:
➢ Prove the effect of brand image, electronic word of mouth (eWOM), and brand awareness on intention to purchase BRI Brizzi partially.
➢ Prove the effect of brand image, electronic word of mouth (eWOM), and brand awareness on intention to purchase BRI Brizzi simultaneously.
➢ Prove the effect of brand image, electronic word of mouth (eWOM), brand awareness, and purchase intention on thedecision to purchase BRI Brizzi partially.
➢ Prove the effect of brand image, electronic word of mouth (eWOM), brand awareness, and purchase intention on the decision to purchase BRI Brizzi simultaneously.

III. LITERATURE REVIEWS

A. Purchase Decision
Purchase decision is an action shown by decision-making unit in purchasing and utilizing both products and services (Tusyanah *et al.,* 2018).Purchase decision is a decision that identifies why consumers purchase a brand specifically (Shah *et al.,* 2012). In line with the explanation above, Salem (2018) defines purchase decision as a thinking process that directs consumers to identify needs, generate choices, and select a specific product / brand. Thus, it can be seen as a series of choices before purchase activity. Furthermore, purchase decision covers many aspects, including where the consumers do the purchase, what the brand and model are, when they do the purchase, how many the quantity is, as well as what payment method is going to be used.

B. Consumers' Purchase Intention
Regarding to discussions about purchasing intention, Wang *et al.,* (2012) define it as an intention level of a person to get to know a product and tend to purchase it. Schiffman and Kanuk (2010), state that consumers' purchase intention is a transaction activity shown by the consumers after evaluating a product and a service. Purchase intention is also defined as a decision-making process by consumers along with strengthening consumers' intention to buy a product (Wells *et al.,* 2011). Further, Kotler & Armstrong (2018:177) speak that in an evaluation process, the consumers specify the brand and build an intention to purchase it. Generally, purchase decision done by the consumers is based on the brand they like the most, but there are two main factors appearing between purchase intention and purchase decision.

C. Brand Image
Brand image is the result of consumers' experiences after using a product and receiving a quality of a service (Jalilvand, 2012). Wijaya (2013) explains that brand image is a step of a brand communication technique. A little different to viewpoint on marketing communication, brand image is one important indicator in developing a brand, since there is an attachment to consumers as a target who can interpret the brand message, and apply it in their real life, as well as be a part in how consumers construct both self and reality concept. Kotler & Armstrong, (2018:231) agree that when a competitive offer happens, consumers could feel the image differences of a brand / company.

D. Electronic Word of Mouth (eWOM)
Hutter *et al.,* (2013) asserts that the growth of the internet and social media creates some new terms in communication, from word of mouth messages to eWOM. Revolution on social media makes word of mouth attention. Kotler & Armstrong, (2018:435) define the word of mouth as an effect of both words and personal recommendation obtained from trusted friends or relatives, family, colleagues, and other consumers concerning purchasing activity. In recent years, eWOM keep on transforming to be a new research object and resulting a new phenomenon (Chan and Ngai, 2011). eWOM is a statement delivered by potential consumers, actual customers, and online former customers, either positive or negative statement (Hennig Thurau *et al.,* 2004).

E. Brand Awareness
Kotler & Armstrong, (2018:272) said that some marketers often do a mass-advertising in order to create a brand awareness and build a preference, as well as consumers' loyalty. Some marketers try to create, keep, and maintain the brand awareness. Without the brand awareness, the communication conducted gives no effect (Maryam *et. al.,* 2017). Brand awareness could affect a product establishment and recognition, as well as influence the consumers purchase intention in the future by encouraging consumers to repeat the purchases (Sharifi, 2014). Brand awareness is the ability of a brand / product that can give a certain impression when consumers memorize the product

as, nowadays, a brand is more than just a sign (Wijaya, 2013).

F. Conceptual Framework

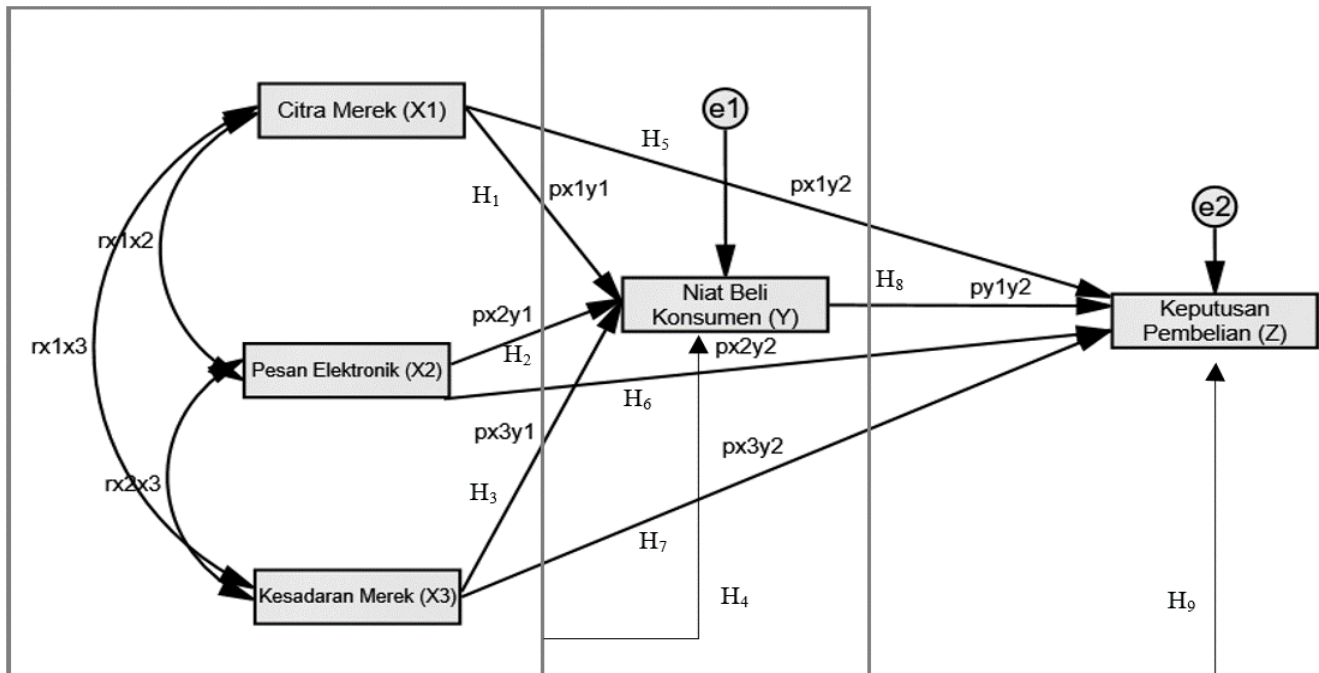Based on the results of theoretical research, the authors developed the following framework (figure 1).

Fig. 1:- Conceptual Framework
Source: Theoritical Review

G. Hypotesis

Based on frame work above, the hypotheses in this study are as follows:

H1: There is the influence of brand image, electronic word of mouth (eWOM), and brand awareness partially on consumers' purchase intention.

H2: There is the influence of brand image, electronic word of mouth (eWOM), and brand awareness simultaneously on consumers' purchase intention.

H3: There are influences of brand image, electronic word of mouth (eWOM), brand awareness, and consumers' purchase intention partially on purchase decision.

H4: There are influences of brand image, electronic word of mouth (eWOM), brand awareness, and consumers' purchase intention simultaneously on purchase decision.

IV. RESEARCH METHOD

This research was conducted under hypothesis test research with quantitative approach. Data collection method used in this research was non probability sampling approach. Referring to data from Bank Indonesia, (2018) the number of electronic money users (population total) in Indonesia had reach 135.800.000. The researchers tried to work on an approach in order to obtain close number of sample and represent the total existing population of BRI

Brizzi e-money users, which is 26.929.140 (19,83%), while the remaining number, 108.870.860 (80,17%), are e-money users from of brand competitors. The sample size was determined using Slovin formula so that it was obtained 100 respondents as sample. Data collection method in this research used questionnaire as the instrument. Main analysis technique was path analysis using SPSS specifically on t-test, f-test, coefficient of determination to analyze each hypothesis in this research model. Path analysis is a technique to analyze cause-effect relationship that occurs in multiple regressions when the independent variable affects the dependent variable, not only directly, but also indirectly.

V. RESULT

Path analysis in this research results in two substructures, where the first substructure is the effect of brand image, electronic word of mouth, brand awareness on purchase intention (Path Structure Model 1). Meanwhile, the second substructure is to see the effect of brand image, electronic word of mouth, brand awareness and purchase intention on purchase decision (Path Structure Model 2). The test result of the effect of the independent variables brand image, electronic word of mouths, brand awareness, individually, on dependent variable using SPSS 24.0 is shown in Table 4 bellow.

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	.668	.260		2.568	.012
Brand Image (X_1)	.324	.050	.428	6.517	.000
Electronic Word of Mouth(X_2)	.353	.058	.409	6.135	.000
Brand Awareness (X_3)	.238	.048	.301	4.982	.000
F				63,174	.000
R^2			0,664		

Table 4:- T-test - Path Model 1
Source: Analysis Result with SPSS version 24

Table 4 presents the result of hypothesis test and path analysis Model 1, which shows that, individually, independent variables brand image, electronic word of mouth, brand awareness partially affect the purchase intention. In other words, regression formula is as follow:

$$Y= 0,428X_1 + 0,409X_2 + 0,301X_3$$

The test result of the independent variables brand image, electronic word of mouth, brand awareness, purchase intention individual effect, on purchase decision as dependent variable using SPSS 24.0 is shown in Table 5 bellow.

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	-.635	.259		-2.455	.016
Brand Image (X_1)	.358	.057	.389	6.237	.000
Electronic Word of Mouth(X_2)	.336	.065	.320	5.151	.000
Brand Awareness (X_3)	.257	.051	.267	4.985	.000
Customers' Purchase Intention (Y)	.275	.098	.226	2.800	.006
F				90,490	.000
R^2			0,792		

Table 5:- T-test - Path Model 2
Source: Analysis Result with SPSS version 24

Table 5 presents the result of hypothesis test and path analysis model 2, where the individual test result of the effect of brand image, electronic word of mouths, brand awareness, and purchasing intention on purchase decision partially and simultaneously. Thus, regression formula can be obtained as follows:

$$Z= 0,389X1 + 0,320X2 + 0,267X3 + 0,226Y$$

➢ *Correlation among Dimension Analysis*
The result of correlation among dimension is presented in Table 6 bellow.

Variables	Dimension	Y.1 (Awareness)	Y.2 (Stimulation)	Y.3 (Tendency)	Y.4 (Preference)	Z.1 (Need Identification)	Z.2 (Search)	Z.3 (Alternative Evaluation)	Z.4 (Decision)
Brand Image	X1.1 (Brand Association)	.533**	.488**	.475**	.530**	.582**	.572**	.490**	.590**
	X1.2 (Brand Benefits)	.472**	.483**	.484**	.500**	.563**	.549**	.518**	.623**
	X1.3 (Brand Uniqueness)	.593**	.564**	.458**	**.597****	.595**	**.646****	.503**	.605**
	X1.4 (Brand Identity)	.533**	.502**	.433**	.540**	.577**	.561**	.439**	.575**
Electronic word of mouth	X2.1 (Platform Assistance)	.533**	.544**	**.608****	.593**	.515**	.579**	.509**	.600**
	X2.2 (Emotional Expression)	.555**	.486**	.596**	.549**	.579**	.641**	.600**	**.676****
	X2.3 (Concern)	.568**	.504**	.585**	.586**	.499**	.623**	.602**	.664**
	X2.4 (Economic incentives)	.537**	.450**	.563**	.535**	.525**	.585**	.495**	.623**
Brand Awareness	X3.1 (Brand Recognition)	.370**	.337**	.336**	.370**	.338**	.367**	.495**	.349**
	X3.2 (Memory of the Brand)	.275**	.335**	.316**	.313**	.271**	.319**	.436**	.287**
	X3.3 (*Top of mind*)	.410**	.403**	**.418****	.408**	.420**	.420**	**.557****	.415**
	X3.4 (Spontaneous Memory)	.284**	.294**	.321**	.327**	.292**	.306**	.463**	.318**
Purchase Intention	Y.1 (Consciousness)	1	.762**	.749**	.832**	.657**	.683**	.669**	.682**
	Y.2 (Stimulation)	.762**	1	.720**	.799**	.683**	.691**	.605**	.631**
	Y.3 (Tendency)	.749**	.720**	1	.805**	.614**	.639**	.651**	.698**
	Y.4 (Preference)	.832**	.799**	.805**	1	.698**	**.709****	.642**	.705**

Table 6:- Correlation among Dimension
Source: Analysis Result with SPSS version 24

From table 6 above, the correlation among dimension can be interpreted follows:

1) In related with correlation between brand image and purchase intention, the strongest correlation was found between brand uniqueness dimension of brand image and main preference dimension of purchase intention. Thus, it indicates a differentiation factor, or, in other words, the uniqueness owned by BRI Brizzi has

positive correlation on the consumers' preference to buy or use BRI Brizzi compared to other brands.

2) In related with correlation between brand image and purchase decision, the strongest correlation was found between brand uniqueness dimension of brand image and information search dimension of the purchase decision. Therefore, it indicates that BRI Brizzi is considered having a uniqueness, unique features, and other competitive advantages that other competitors do

not own. In short, those aspects are positively correlated in encouraging the consumers to purchase based on some information obtained, as well as collect that information in order to make purchase decision on using BRI Brizzi.

3) In related with correlation between electronic word of mouth (eWOM) and purchase intention, the strongest correlation was found between platform assistance dimension of electronic word of mouth and choice tendency dimension of purchase intention. It indicates that when consumers get various information about BRI Brizzi from other people online, it is positively correlated to the tendency to choose or use BRI Brizzi in the future.

4) In related with correlation between electronic word of mouth and purchase decision, there is the strongest correlation between positive emotional expression dimensions of electronic word of mouth (eWOM), and decision-making dimension of purchase decisions. This is the result of multiplication between beta values and correlation coefficients. Thus, it indicates that when the consumers feel the positive expressions given by other people when delivering either information, opinion, or recommendation related to BRI Brizzi, it has positive correlation to consumers' certainty and decision-making in using BRI Brizzi.

5) In related with correlation between brand awareness and purchase intention, there is a strong correlation between top of mind recall dimension of brand awareness and choice tendency dimension of purchase intention. Therefore, it shows that when consumers remember e-money, the first thing they say could be BRI Brizzi which essentially leads to the consumers' spontaneous memory on BRI Brizzi. Then, it is positively correlated with the consumers' preferences or tendency to choose BRI Brizzi compared to other brands / e-money.

6) In related with brand awareness and purchase decision, the strongest correlation is between top of mind recall dimension of brand awareness and alternative evalution dimension of purchase decision. This is the result of multiplication between beta values and correlation coefficients. It represents the consumers who spontaneously notice, remember and recognize BRI Brizzi. Therefore, it has positive correlation to the consumers' decision-making to use BRI Brizzi based on the evalution of various information and other e-money choices.

7) In related with variable purchase intention to purchase decision, the strongest correlation is between main preference dimension of purchase intention and search dimension of purchase decision. This finding implies that when the consumers realize that they like BRI Brizzi better than other e-money brands, BRI becomes their main preference. In the end, it has positive correlation between motivation or courage to consumers to use/purchase BRI Brizzi based on additional information they got.

VI. CONCLUSION AND SUGGESTIONS

A. Conclusion

1) There is a correlation between brand image and the consumers' purchase intention. The result of hypothesis test shows that brand image significantly affects the purchase intention. It is influenced by the strength of brand association, brand benefits, brand uniqueness, and brand identity. Besides, there is a correlation between electronic word of mouth to the consumers' purchase intention.

2) The result of the hypothesis test shows that electronic word of mouth has a significant influence on purchase intention as it is affected by platform assistance, positive emotional expressions, concern for others, and economic incentive.

3) There is a correlation between brand awareness and the consumers' purchase intention. The result of hypothesis test shows that brand awareness has a positive effect on the purchase intention as it is affected by brand recognition, memory of the brand, top of mind recall, and spontaneous memory.

4) There is an effect of brand image, electronic word of mouth (eWOM), and brand awareness on the consumers' purchase intentions simultaneously.

5) There is a correlation between brand image and purchase decision. This correlation is influenced by the strength of brand association, brand benefits, brand uniqueness, and brand identity.

6) There is correlation between electronic word of mouth (eWOM) and purchase decision. The result of hypothesis test shows that electronic word of mouth significantly influences the purchase decision. Furthermore, it is influenced by platform assistance, positive emotional expressions, concern for others, and economic incentive.

7) There is a correlation between brand awareness and purchase decision. The result of the hypothesis test presents that brand awareness significantly affects the purchase decision as it is affected by brand recognition, memory of the brand, top of mind recall, and spontaneous memory.

8) There is a correlation between consumers' purchase intention and purchase decision. The result of the hypothesis test shows that purchase intention has a significant effect on purchase decisions. This is influenced by consciousness, stimulation, choice tendency, and main preferences.

9) There is an influence between brand image, electronic word of mouths, brand awareness, and purchase intention simultaneously on purchase decision.

B. Suggestions

Based on the results of the research presented above, concerning on the effect of brand image, electronic word of mouth, brand awareness on purchase intention and purchase decision to BRI Brizzi. Therefore, below is some suggestions and recommendations for marketing practitioners and BRI Brizzi management:

1) BRI Brizzi should have point of uniqueness compared to other competitors. It has been proved that this point is significantly affect consumers' purchase decision. Therefore, BRI Brizzi could utilize various marketing communication media either offline or online, where the product message packs BRI Brizzi unique point, or it could associate that uniqueness by communicating with public figures who have strong and different characters and certainly have large numbers of fans.
2) Integrated social media platform should be well-utilized so that it could accommodate the consumers' positive emotional expressions (positive experience) after using BRI Brizzi via Facebook, Twitter, even Instagram. This is important to influence other consumers' decision to use BRI Brizzi as their primary e-money.
3) Top of mind recall should be main attention in formulating and implementing BRI Brizzi marketing communication strategy. Firstly, above the line communication through outdoor media, television, printed and online media, should be done in order to increase the brand awareness of BRI Brizzi in the middle of an increasingly competitive market. Secondly, below the line communication through direct interaction with consumers could be done in order to deliver BRI Brizzi products and benefits to the consumer well. This type of communication is generally done through events, exhibition, sponsorship, and other activities.
4) Increasing the consumers' preferences / main choices could be an alternative to increase the brand image, brand awareness, and electronic word of mouth in online world. This integration could be done through a comprehensive marketing communication planning, right on target as well as simultaneously. The promotion activities in printed media, online media, social media, website, mobile apps as well as ground activities such as events, fair and exhibition participation, should be done at the same time, consistent and simultaneously.

Besides, the following are academic suggestions, especially for future researchers:
1) It is suggested that future researchers focus on sampling selection or respondent criteria that has not been using e-money of any brands.
2) It is suggested that future research focus on researching the use of e-money in other big cities in Indonesia such as Medan, Surabaya, Bandung, Semarang, Yogyakarta, Bali, and Makassar.

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