Digital Buzz: Analyzing the Impact of E-WOM, Brand Image, and Brand Loyalty on Purchase Intentions in the Indonesian Oppo and Vivo Smartphone Competition on Shopee

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Abstract. In densely populated Indonesia, where the average consumer tends to opt for budget-friendly mobile phones. Therefore, this research explores the connections among electronic word-of-mouth (E-WOM), brand loyalty, brand image, and purchase intentions within the digital business landscape through a quantitative survey of 149 smartphone users in Jakarta, Indonesia. The study reveals that E-WOM does not significantly predict purchase intention for Oppo smartphones. However, it establishes a positive and significant association between brand image and purchase intention for both Oppo and Vivo smartphones. Furthermore, brand loyalty emerges as a significant predictor of purchase intention exclusively for Oppo smartphones. These findings emphasize the importance of cultivating a strong brand image and leveraging positive E-WOM to enhance purchase intention, providing valuable guidance for smartphone marketers. Future research directions include investigating contextual factors influencing the impact of E-WOM, exploring specific dimensions of brand image, and identifying alternative drivers of brand loyalty. Comparative studies across diverse brands and markets can further enrich our understanding of consumer behavior in the smartphone industry.

Keywords: E-WOM, Brand Image, Brand Loyalty, Purchase Intention, Smartphone Battle

1. Introduction

Prior studies have investigated the drivers behind purchasing decisions, such as e-WOM and brand image. However, comparative research concerning these factors is lacking across different smartphone brands available on e-commerce platforms. This study aims to bridge this gap by assessing how e-WOM, brand image, and loyalty collectively influence the purchase intentions of Oppo and Vivo smartphones on Shopee in Indonesia. The global e-commerce sector has undergone significant transformations due to the widespread adoption of Internet technology. In this context, Indonesia stands out as a promising market for online commerce due to its widespread Internet access and diverse e-commerce platforms like Tokopedia, Shopee, Lazada, Blibli, and Bukalapak. Notably, Shopee emerged as Indonesia's most visited e-commerce platform in the third quarter of 2021. With an average monthly visitor count of 134 million, representing approximately 49% of Indonesia's total population of 273.87 million individuals. Amongst Indonesian provinces, Jakarta stands out as a significant hub, boasting an active online shopping user base accounting for 31% of the population (Nurhayati, 2023).

Smartphones have become an integral part of modern society, and their purchase is increasingly prevalent on e-commerce platforms. Consumers prioritize smartphones that meet their desired quality standards. With a wide variety of options available, consumers can select smartphones that align with their preferences and financial capacities. To make well-informed purchasing decisions, consumers often turn to popular online marketplaces like Tokopedia or Shopee to gather information about smartphone products. Recognizing the dominant smartphone brands catering to the public's needs is crucial. Notably, Shopee, a prominent e-commerce platform, recorded the sale of 78.2 million smartphone products (Nurhayati, 2023). Understanding these dynamics can provide valuable insights for smartphone marketers and online retailers.

The advent of online platforms has revolutionized the way people engage in buying and selling transactions. In the realm of online shopping, prospective buyers actively seek information about smartphones to minimize potential risks and ensure they make informed choices. Customer reviews and feedback play a crucial role in this process, as they provide valuable insights into the quality and performance of smartphone products. Consumers tend to place greater reliance on the experiences and viewpoints expressed by past customers, as opposed to solely depending on product advertisements. This growing trend of consumer reliance on word-of-mouth information is known as Electronic Word of Mouth (E-WOM). Before making a purchase, consumers actively seek out the information shared by previous customers through various channels such as social media platforms, blogs, online forums, and shopping reviews. These sources of E-WOM provide consumers with valuable assistance and influence their purchase intentions. Research by Saputra and Barus (2020) supports the notion that consumers find these reviews helpful and their intention to purchase is more likely, especially after reviewing available information.

The increasing positive attitude towards e-commerce applications has led individuals to rely on opinions and recommendations from others, particularly in specific topic areas. When seeking product information, people often share their opinions about their satisfaction or experience with the product, which provides insights into how individuals perceive brands or products. Sahira et al. (2023) noted that electronic word of mouth (e-WOM) significantly facilitates access to desired brand or product information. Empirical evidence shows that e-WOM impacts purchase intention enhances brand image (Torlak et al., 2014), and leads to repurchase (Yulida et al., 2023). This highlights the influence and importance of e-WOM in shaping consumer behavior and perceptions in the digital marketplace.

Besides E-WOM, brand image is another significant factor influencing purchase intention. Brand image refers to consumers' perceptions and beliefs about a brand, serving as a reference point for their decision-making process. A strong brand image provides various advantages, including a competitive edge in shaping purchase motivations, evoking emotions and associations, and delivering significant value to the organization. Building trust, reliability, strength, durability, security, and exclusivity are

fundamental brand goals (Aaker, 1996). Additionally, the concept of brand loyalty significantly influences and shapes consumer behavior. It reflects the extent to which customers exhibit positive attitudes towards a brand, display commitment to it, and intend to continue purchasing it in the future. Brand-loyal customers consistently choose a particular brand over others (Lamb et al., 2011). Cultivating brand loyalty is a vital objective for businesses, as loyal customers make repeat purchases and engage in positive word-of-mouth by recommending their favorite products, services, or brands to others (Grewal et al., 2018). Consequently, building brand trust within the community has a profound impact, leading to repeat purchases and increased consumer loyalty.

Purchase intention, or buying interest, is influenced by various factors that shape consumers' desires and ultimately drive them to purchase. Interest is an intense desire that can significantly influence individuals' behavior, leading to actual actions and behaviors (Zarrad & Debabi, 2015). When a product successfully fulfills consumers' needs and establishes a prominent presence in their minds, it becomes their top choice when purchasing. By understanding and addressing the factors that drive purchase intention, businesses can effectively capture consumers' interests and preferences, increasing the likelihood of converting their intentions into actual purchases.

Table 1: Indonesia's Smartphone Market, Top 5 Market Share

Vendor	2022 Market Share (%)
1. OPPO	22.40%
2. Samsung	21.70%
3. vivo	17.90%
4. Xiaomi	14.20%
5. realme	11.80%
Others	12.00%
Total	**100.00%**

Source: IDC Quarterly Mobile Phone Tracker, 4Q22 (Tjandradinata et al., 2023)

Considering the outlined context, this research is relevant to the Indonesian smartphone market, where pricing segments significantly shape consumer preferences. In 2022, the <US$200 category retained its dominance, constituting a substantial portion of the market at approximately 74%. In contrast, the Mid-range (US$200<US$400) and Mid-to-high-end (US$400<US$600) segments collectively exhibited a modest growth of 3.6% (Tjandradinata et al., 2023), primarily propelled by OPPO's influence. This study's focus on OPPO and VIVO gains significance due to their positioning within these evolving price segments. As OPPO contributes to the growth of the Mid-range and Mid-to-High-End segments, understanding the dynamics of its e-WOM, brand image, and loyalty effects on purchase intentions in the Shopee context becomes paramount. Similarly, examining VIVO's performance within these market shifts is equally essential. Moreover, the notable growth of higher-priced devices (>US$600) led by Apple and Samsung emphasizes the evolving preferences of Indonesian consumers (Tjandradinata et al., 2023). Although this study centers on OPPO and VIVO, its insights contribute to the broader understanding of consumer behavior and market trends within Indonesia.

This research study addresses the gap in the literature by examining the specific relationship between E-WOM, brand image, brand loyalty, and smartphone purchase intention in e-commerce. This study contributes to the extant literature by presenting empirical evidence that highlights the predictive significance of these factors in influencing consumer behavior within the smartphone industry. Notably, the study challenges previous assumptions regarding the impact of E-WOM on purchase intention, specifically for Oppo smartphones, emphasizing the need for a more nuanced understanding of its role. By bridging this gap, the research expands the knowledge base in the field and offers valuable insights for academics, practitioners, and marketers aiming to optimize their strategies in the e-commerce and

smartphone sectors. Additionally, the study provides an interesting comparative analysis between two popular smartphone brands, Oppo and Vivo, adding further depth to the research findings.

2. Literature Review

The phenomenon of word of mouth (WOM) has been widely acknowledged as a potent means of transmitting information within society (Godes & Mayzlin, 2004). The emergence of the Internet has expanded consumers' access to product information, providing them with more options. As a result, electronic word of mouth (e-WOM) has gained prominence as an exceedingly effective and efficient marketing communication medium (Hennig-Thurau et al., 2004). In today's digital age, users frequently use the internet to seek information about products or companies. Internet users often scan web pages rather than reading them in detail, looking for relevant information quickly and effortlessly (Nah & Davis, 2002). Therefore, presenting the most relevant information within online communities is crucial. Consumers who share their thoughts through comments or reviews can influence other consumers and potentially shape their purchase intention for a product. By leveraging the power of e-WOM, companies can tap into consumer sentiments and drive purchase intention.

Online consumer reviews play a important role in the online marketplace as they provide valuable insights and reduce risks for consumers who cannot physically assess a product. Consumers often rely on electronic word-of-mouth (e-WOM) in the form of recommendations and reviews written by other customers to make informed purchasing decisions (Lee et al., 2008). Social media platforms, mainly reviews and comments, have proven to be more influential than direct promotions by marketers. Consumers place greater trust in the opinions and experiences of others who have benefited from a product rather than the promises made by marketers (Duan et al., 2008). Research indicates that consumers are more interested in external opinions, such as online reviews, and actively consider online feedback when purchasing. Online reviews are essential in reducing uncertainty and providing valuable information that guides consumers' decision-making process (Erdem et al., 2002).

Research studies have examined the impact of brand image on smartphone users' preferences and purchase intentions. For instance, Kim and Lee (2016) found that a positive brand image significantly influences consumers' intention to purchase a smartphone brand, as it enhances trust, perceived value, and satisfaction with the brand. Similarly, Lin (2007) highlighted the significance of brand image in shaping consumers' attitudes and loyalty toward smartphone brands. Furthermore, studies have explored the role of brand image in creating a competitive advantage for smartphone companies. For example, Nikhashemi et al. (2017), demonstrated that a strong brand image positively affects brand equity, market performance, and consumer loyalty in the smartphone industry. Furthermore, Fintikasari and Ardyan (2018) emphasized brand image's influence on smartphone users' tendency to switch brands. It is crucial for smartphone companies to actively manage and cultivate a favorable brand image to differentiate themselves in the highly competitive market. Effective brand communication, product innovation, and consistent brand experiences are crucial in shaping a positive brand image that resonates with smartphone users (Yang, 2007).

Brand loyalty refers to the extent to which consumers exhibit a positive attitude, commitment, and intention to continue purchasing a particular brand (Lamb et al., 2011). It represents a consistent pattern of choosing one brand over others and maintaining a favorable attitude toward that brand (Aaker, 2009). For companies, cultivating brand loyalty is of utmost importance, as the cost of acquiring new customers is considerably higher than retaining existing ones (Gupta et al., 2017). Factors like product quality, taste, ease of use, brand knowledge, and customer confidence influence customers' loyalty to a brand, alongside pricing considerations. Increasing customer brand loyalty is an important objective for companies as loyal customers tend to participate in positive word-of-mouth marketing, directly influencing purchase behavior (Grewal et al., 2018). Brand loyalty leads to repeat purchases and reflects a psychological commitment to the brand (Yulida et al., 2023). Loyal customers do not critically evaluate alternative brands; instead, they ident purchases based on their prior brand experiences.

The significance of brand loyalty lies in its ability to create barriers to entry for competitors, mitigate competitive threats, and drive sales and revenue growth (Delgado-Ballester & Munuera-Alemán, 2001). Building customer loyalty can help reduce customer sensitivity to competitive offerings (Rowley, 2005). Brand loyalty in the context of smartphone users plays a critical role in influencing their purchasing behavior and preferences. Smartphone brands strive to cultivate strong brand loyalty among their customers to ensure repeat purchases and a competitive edge in the market. Several factors contribute to brand loyalty in the smartphone industry. One key factor is product quality, which has been consistently identified as a significant driver of brand loyalty (Zeng et al., 2019). Smartphones that offer superior performance, durability, and innovative features tend to attract loyal customers who perceive the brand as trustworthy and reliable (Ilyas et al., 2020).

Furthermore, brand loyalty in the smartphone industry is significantly influenced by customer satisfaction (Cuong, 2020). Positive experiences, such as efficient customer service and effective after-sales support, enhance customer satisfaction and brand loyalty (Deng et al., 2010). Moreover, the impact of brand image on brand loyalty in the smartphone sector should not be underestimated (Mao et al., 2020). A robust brand image encompassing brand reputation, personality, and associations fosters a sense of loyalty among smartphone users (Wang et al., 2012). Customers tend to align with brands that mirror their self-identity and fulfill their social or personal aspirations (Kim & Cho, 2015). Additionally, brand trust has been recognized as a pivotal factor influencing brand loyalty within the smartphone market (Monfort et al., 2021). Consumers who trust a brand are more inclined to demonstrate loyalty by consistently purchasing smartphones from that brand and advocating it to others (Kotler et al., 2021).

Purchase intention can be interpreted as a content attitude towards a product that makes a consumer plan to buy the product within a specific time. The concept of purchase intention was initially defined as the subjective probability that a user will engage in a specific behavior, as proposed by Ajzen and Fishbein (1972). They suggested that purchase intention could serve as a measure for predicting consumer behavior regarding purchasing decisions (Morwitz & Schmittlein, 1992). Purchase intention can also be a form of consumer self-instruction to buy a product, make a plan, and perform relevant actions such as proposing, recommending, selecting, and finally making a purchase. Purchase intention is a crucial construct in consumer behavior research, serving as a key indicator of consumers' likelihood to engage in a specific buying behavior (Ajzen & Fishbein, 1972; Morwitz & Schmittlein, 1992). It refers to an individual's subjective probability or inclination to purchase within a specific timeframe. Understanding purchase intention is crucial to marketers and businesses as it provides valuable insights into consumers' decision-making processes and helps predict their purchasing behavior.

Social influence, particularly word-of-mouth (WOM) communication, has been widely acknowledged as a decisive factor affecting purchase intention (Cheung et al., 2008). Positive WOM recommendations from friends, family, or online reviews can significantly enhance purchase intentions by instilling consumer trust and confidence. Similarly, recommendations from opinion leaders or influencers on social media platforms can shape purchase intentions through their perceived expertise and credibility (Amblee & Bui, 2011). Consumers are inclined to demonstrate lower purchase intentions when they perceive higher levels of risk associated with a product, such as financial risk, performance risk, or social risk. Managing and reducing perceived risk through appropriate marketing strategies, such as offering guarantees or providing detailed product information, can positively influence purchase intentions (Jarvenpaa et al., 1999). Furthermore, situational factors, such as time pressure or availability of alternatives, can influence purchase intentions (Haubl & Trifts, 2000).

The rapid growth and popularity of smartphones have made purchase intention in the smartphone industry a topic of significant interest for researchers and marketers. Purchase intention refers to consumers' inclination or likelihood to purchase a smartphone within a specific timeframe. Understanding the factors influencing purchase intention in this industry is crucial for smartphone manufacturers and marketers in developing effective strategies to attract and retain customers.

Perceived product quality is a crucial determinant of purchase intention in the smartphone industry. Consumers are more likely to express purchase intention for smartphones that they perceive as high quality, reliable, and technologically advanced (Huang & Benyoucef, 2013). Perceived product quality encompasses durability, performance, features, and design, all influencing consumers' perceptions of value and satisfaction.

In addition to product quality, brand image holds substantial influence over purchase intention in the smartphone industry. A robust brand image, defined by positive associations and reputation, has the potential to enhance consumers' trust and confidence in a specific smartphone brand, resulting in higher purchase intentions (Pappu et al., 2006). Moreover, price and perceived value are essential considerations in consumers' smartphone purchase intentions. Consumers evaluate the price of smartphones in relation to the perceived value they offer, including features, functionality, and brand reputation (Bigne et al., 2005). A favorable price-value perception can positively impact purchase intentions, while a higher perceived price or lower perceived value can hinder purchase intentions.

3. Hypotheses Formulation

E-WOM on Purchase Intention

Electronic word-of-mouth (e-WOM) messages have been observed to significantly influence consumer purchase intentions and decision-making. They effectively reduce the perceived risk and uncertainty associated with product purchases (Wang et al., 2012; Chatterjee, 2001; Tsimonis & Dimitriadis, 2014). Studies by Chevalier & Mayzlin (2006) have shown that online communication strongly impacts consumers' purchase intentions. Additionally, the number of online reviews is positively related to favorable purchase intentions for specific brands (Berger et al., 2010). Cheung and Lee (2012) observed that products with reviews generally experience better sales performance. However, it is crucial to note that an increase in negative reviews can highlight product weaknesses and harm purchase intentions (Park & Lee, 2008). Negative reviews can be more influential than positive messages as they also play a substantial role in consumer decision-making (Cheung & Lee, 2012). While prior studies (Cheung & Lee, 2012; Park & Lee, 2008; Chevalier & Mayzlin, 2006) have demonstrated the positive influence of E-WOM on purchase intentions, it is important to note that their investigations did not encompass a comparative analysis across different products. This presents a literature gap our study aims to address. Therefore, e-WOM communication is significant for consumers in making well-informed purchasing decisions. Building upon the insights from prior research, the authors propose the following hypotheses:

H_{1a}: Electronic word of mouth (E-WOM) positively influences consumer purchase intention for Oppo handphones.

H_{1b}: Electronic word of mouth (E-WOM) positively influences consumer purchase intention for Vivo handphones.

Brand Image to Purchase Intention

The impact of brand image on consumer purchase intention is a vital factor that shapes consumer behavior toward a brand (Keller, 1993). Consumer perceptions and associations with a brand, stored as nodes in their minds, vary in strength and influence their engagement and decision-making processes (Collins & Loftus, 1975). Brand image plays a substantial role in establishing credibility and reputation, thereby influencing consumers' intention to purchase a specific brand (Maulana & Marista, 2021). A strong and positive brand image, supported by corporate and brand credibility, enhances brand equity and ultimately leads to increased consumer purchase intention. Previous research has consistently demonstrated the impact of brand image on consumer purchase intention (Jalilvand & Samiei, 2012; Moradi & Zarei, 2011). Although these prior studies (Jalilvand & Samiei, 2012; Moradi & Zarei, 2011) have demonstrated the positive influence of brand image on purchase intentions, however, their studies

lacked a comparative analysis across diverse product contexts, underscoring the need for a more comprehensive exploration. These findings highlight the importance of developing and maintaining a favorable brand image to foster purchase intention. Based on these insights, the following hypotheses are proposed:

H_{2a}: Brand Image positively influences consumer purchase intention for Oppo handphones.

H_{2b}: Brand Image positively influences consumer purchase intention for Vivo handphones.

Brand Loyalty to Purchase Intention

Brand loyalty is critical in driving sales and profitability since loyal customers are typically easier to sell to (Aaker, 1996, 2009). Previous research consistently demonstrates a positive relationship between brand loyalty and purchase intention (Gupta et al., 2017). The presence of electronic word-of-mouth (e-WOM) on social media platforms has been found to positively influence brand attitude, and a positive attitude towards the brand, in turn, impacts purchase intention (Abzari et al., 2014). Moreover, loyal consumers significantly influence purchase intention (Anderson et al., 2014). Consequently, brand loyalty is associated with purchase intention (Keller, 2008; Macintosh & Lockshin, 1997). Previous research has confirmed the positive correlation between brand loyalty and purchase intentions. Nonetheless, their inquiries lacked a comparative examination encompassing different product scenarios. As a result, this study assumes significance in underlining the necessity for a comprehensive exploration. It aims to fully unravel the intricate dynamics of how brand loyalty shapes purchase intentions across various product contexts. Based on these findings, the following hypotheses are proposed:

H_{3a}: Brand Loyalty positively influences consumer purchase intention for Oppo handphones.

H_{3b}: Brand Loyalty positively influences consumer purchase intention for Vivo handphones.

This research addresses these gaps, investigating the distinctive impacts of E-WOM, brand image, and brand loyalty on purchase intentions, specifically within the domain of Oppo and Vivo smartphones on Shopee. The study's theoretical framework is built upon electronic word-of-mouth (E-WOM), brand image, brand loyalty, and purchase intention, as depicted in the conceptual model (Figure 1). This model explores the interrelationships among these constructs, aiming to enhance e-commerce platform competitiveness and efficiency, with Shopee as a focal point. Through these analyses, the study seeks to uncover how these factors contribute to the success of online businesses in the Shopee context.
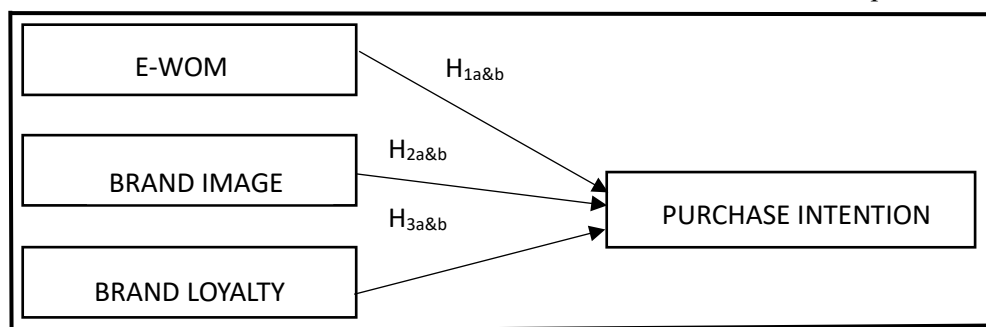
Fig.1: Conceptual Model

4. Research Methods

The research study focused on participants residing in Jakarta, Indonesia, who had purchased on the Shopee e-commerce platform to buy a smartphone from either the Oppo or Vivo brand from April to June 2022. Shopee was selected as it is the most popular and favoured online shopping choice among customers. The researchers utilized purposive sampling, a non-probability sampling technique, to collect the data for the study. Purposive sampling was chosen due to its alignment with our study's

objectives, enabling a targeted selection of participants with direct experience and insights relevant to our focus on E-WOM, brand image, brand loyalty, and purchase intention within the Oppo and Vivo smartphone context on Shopee. The questionnaire underwent a meticulous process to ascertain its robustness and validity. For consistency, it was accurately translated into Indonesian by field experts. A subset of 30 respondents was thoughtfully chosen to validate the questionnaire's outcomes, which yielded satisfactory results. Subsequent to this validation phase, the questionnaire was administered online. From the initial pool of 175 responses, 26 were excluded from the analysis because their standard deviations were below 0.25, indicating substantial response similarity. Thus, the final analysis encompassed 149 retained responses.

To evaluate Electronic Word of Mouth (E-WOM), the researchers employed a research instrument consisting of five items derived from validated scales by Jalilvand and Samiei (2012). The instrument's internal consistency was demonstrated, with a Cronbach's Alpha value of 0.707. Seven items were utilized to assess Brand Image, adapted from Kotler and Keller (2012), with a reported reliability of 0.712. Four items were adopted from Delgado-Ballester and Munuera-Alemán (2005) to measure Brand Loyalty, and the instrument exhibited a reported reliability of 0.803. Purchase Intention was measured using five items adapted from Nguyen et al. (2013). The instrument demonstrated higher internal consistency, with Cronbach's Alpha values of 0.813 (for Oppo) and 0.915 (for Vivo). The research instrument employed a 5-point Likert scale to measure all the items.

5. Results

The information provided in Table 2 offers valuable insights into respondents' demographic attributes and smartphone usage behaviors in relation to both OPPO and VIVO smartphones. The summarized data indicates that a noteworthy proportion of participants were female, and the most prominent age category comprised individuals aged 26-35 years. Most respondents were employed, and a significant portion reported an income surpassing 3 million. Educationally, a majority held a diploma. Regarding purchase determinants, features and necessity emerged as pivotal influencers, closely followed by price considerations. This comprehensive analysis effectively showcases the composition of demographics and pivotal motivators shaping customers' inclinations towards OPPO and VIVO smartphones.

Table 2: Descriptive Analysis

Respondents Characteristics	Information	OPPO		VIVO	
		Number of Respondents	Percentage	Number of Respondents	Percentage
Gender	Male	35	41.2%	27	42.2%
	Female	50	58.8%	37	57.8%
Age	< 25 Years	19	22.4%	3	4.7%
	26-35 Years	63	74.1%	59	92.2%
	>36 Years	3	3.5%	2	3.1%
Profession	Student	19	22.4%	16	25%
	Employee	65	76.5%	48	75%
	Govt. Emp.	1	1.2%	0	0%
Income	< 3 Million	9	10.6%	9	14.1%
	> 3 Million	76	89.4%	55	85.9%
Educational Background	High School	3	3.5%	9	14.1%
	Diploma	80	94.1%	54	84.4%
	Bachelors	2	2.4%	1	1.6%
	Masters	0	0%	0	0%
Reasons of	Features	23	27.1%	15	23.4%

Purchase	Necessity	33	38.8%	29	45.3%
	Price	23	27.1%	20	31.3%
	Display	6	7.1%	0	0%

Table 3 presents the validity test results conducted on each construct, including the associated items and their corresponding factor loadings. Based on the criteria recommended by Hair et al. (2016), items with factor loadings equal to or greater than 0.60 were retained for further analysis. However, it is essential to highlight that the two items, specifically BI6 and BI7, did not meet the desired threshold and were therefore excluded from the final analysis. After removing these items, the model was re-run, and the subsequent results are outlined in the component matrix report generated by SPSS.

Table 3: Constructs Validity Test

Construct	Code	Measurement Items	Factor Loading	
			OPPO	VIVO
E-WOM (EW)	EW1	Before buying a Smartphone product we will read online reviews from other consumers	0.602	
	EW2	Collect information from Smartphone product reviews via the internet	0.759	
	EW3	Consult online through the official Smartphone store in the online shop	0.663	
	EW4	Feeling distrustful of a smartphone product if there is no consumer who provides reviews on the smartphone product	0.648	
	EW5	Increased sense of trust in a smartphone product after reading reviews	0.786	
Brand Image (BI)	BI1	If you buy a smartphone product you will choose a product with a well-known brand	0.626	
	BI2	You will buy smartphone products according to the quality of the product you need	0.65	
	BI3	In buying smartphone products do you care about the size (smartphone screen, internal memory storage size)	0.685	
	BI4	Smartphone products that have high durability are selected smartphones	0.745	
	BI5	The color variants offered by a smartphone brand are more attractive to consumers	0.698	
Brand Loyalty (BL)	BL1	If you intend to buy a smartphone, will you use the same brand as the previous one in use?	0.752	
	BL2	Would you recommend the smartphone you use to others?	0.803	
	BL3	Will you stick to smartphone products of the same brand and the future?	0.817	
	BL4	Do you feel satisfied with the smartphone products that are currently in use?	0.797	
PURCHASE INTENTION (PI)	PI1	The ease of ordering smartphones offered through e-commerce does make you intend to buy through E-commerce	0.766	0.91
	PI2	The prices offered in E-commerce are cheaper, and there are discounts and attractive promos offered	0.806	0.833

PI3	Easy, fast, and efficient transactions for order payment methods through E-commerce;		0.819	0.896
PI4	Searching for products through E-commerce can make it easier for us to find product comparisons		0.71	0.915
PI5	E-commerce provides security, safety regulation to consumers and legal protection		0.689	0.807

Construct reliability was assessed through Cronbach's alpha. According to Hair et al. (2016), reliability gains significance when scores reside within the 0.70 to 0.80 range. Examining Table 4 reveals the reliability scores for each construct, spanning from 0.707 for E-WOM to 0.915 for repurchase intention concerning Vivo smartphones. These outcomes underscore the robustness of the questionnaire used in the study. The fact that all values surpass the recommended threshold indicates high reliability, thereby fortifying the quality of our data. This reliability ensures a strong foundation for the interpretation of the regression analysis results in relation to our hypotheses.

Table 4: Reliability test

Constructs		Cronbach's alpha	Number of Items
E-WOM		0.707	5
Brand Image		0.712	7
Brand Loyalty		0.803	4
Purchase Intention	Oppo	0.813	5
	Vivo	0.915	

Table 5 provides an overview of the results obtained from conducting the classical assumption test, which aimed to assess multicollinearity, heteroskedasticity, autocorrelation, and normality. The table includes the recorded values, the corresponding acceptable threshold, and a concise summary of the findings. The results indicate that the classical assumption test has been passed, indicating that the data satisfies the required assumptions. These results reinforce the validity and reliability of subsequent statistical analyses performed in the study.

Table 5: Classical Assumption Test

No.	Assumption Test	Reported Value		Acceptable Value	Summary
		OPPO	VIVO		
1	Multicollinearity	VIF (E-WOM) = 2.146 VIF (BI) = 2.537 VIF (BL) = 1.344	VIF (E-WOM) = 2.715 VIF (BI) = 3.099 VIF (BL) = 1.458	VIF < 10	No multicollinearity
2	Heteroskedasticity (absresidual)	E-WOM = 0.692 BI = 0.981 BL = 0.641	E-WOM = 0.512 BI = 0.817 BL = 0.646	Absresidual > 5% (or 0.05)	No heteroskedasticity
3	Autocorrelation	Durbin-Watson value of 1.985	Durbin-Watson value of 2.162	Between 1.7609 – 2.391	No autocorrelation
4	Normality	Kolmogorov-Smirnov Test value of 0.838	Kolmogorov-Smirnov Test value of 0.870	> 5% (or 0.05)	Test distribution is normal

A multiple linear regression analysis was conducted to evaluate the influence of E-WOM, Brand Image, and Brand Loyalty on Purchase Intention and test the hypotheses. The F-test results in Tables 6(a) and 6(b), which test the overall significance of the regression model, indicate a significance level of 0.000. This significance level is lower than the conventional threshold of 5%. Therefore, these findings suggest that at least one predictor variable (E-WOM, Brand Image, or Brand Loyalty) significantly influences the criterion variable: Purchase Intention. This outcome supports the hypotheses under investigation and highlights the importance of these predictors in explaining variations in Purchase Intention.

Table 6(a): F-test – ANOVA (OPPO)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	420.325	3	140.108	40.180	.000[b]
Residual	282.451	81	3.487		
Total	702.776	84			
a. Dependent Variable: PI (Oppo)					
b. Predictors: (Constant), E-WOM, BI, BL					

Table 6(b): F-test – ANOVA (VIVO)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	204.041	3	68.014	129.979	.000[b]
Residual	31.396	60	.523		
Total	235.438	63			
a. Dependent Variable: PI (Vivo)					
b. Predictors: (Constant), E-WOM, BI, BL					

The regression analysis findings concerning E-WOM's impact on the intention to purchase Oppo smartphones are presented in Table 7(a). A p-value exceeding 0.05 suggests that E-WOM does not significantly predict consumers' purchase intention. Additionally, the results indicate a negative association between E-WOM and purchase intention, leading to the rejection of hypothesis H_{1a}. Conversely, the regression analysis examining the influence of brand image on customers' intention to purchase Oppo smartphones reveals a significant relationship between brand image and purchase intention. A p-value below 0.05 suggests that brand image does predict purchase intention, thereby accepting hypothesis H_{2a}. Furthermore, the analysis exploring the impact of brand loyalty on customers' purchase intention for Oppo smartphones indicates a significant relationship between brand loyalty and purchase intention. With a p-value below 0.05, it can be concluded that brand loyalty does predict purchase intention, leading to the acceptance of hypothesis H_{3a}.

Table 7(a): T-test Results (Oppo)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.	Beta		
(Constant)	-.194	2.957		-.066	.948
E-WOM	-.202	.165	-.126	-1.225	.224
BI	.437	.149	.329	2.935	.004
BL	.756	.100	.614	7.525	.000
a. Dependent Variable: PI (Oppo)					

Table 7(b) displays the findings of the regression analysis investigating the influence of E-WOM on the intention to purchase Vivo smartphones. The analysis reveals that E-WOM significantly predicts consumers' purchase intention, as indicated by a p-value below 0.05. Consequently, hypothesis H_{1b} is accepted, affirming the predictive power of E-WOM on purchase intention. Similarly, the regression analysis examining the impact of brand image on customers' intention to purchase Vivo smartphones indicates a significant relationship, with a p-value below 0.05. This supports the acceptance of hypothesis H_{2b}, highlighting the role of brand image in predicting purchase intention. Conversely, the analysis regarding the influence of brand loyalty on the intention to purchase Vivo smartphones shows a p-value exceeding 0.05, indicating that brand loyalty is not a significant predictor of consumers' purchase intention. Additionally, the findings demonstrate a negative association between brand loyalty and purchase intention, rejecting hypothesis H_{3b}.

Table 7(b): T-test Results (Vivo)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.	Beta		
(Constant)	.089	1.324		.067	.947
E-WOM	.378	.078	.378	4.863	.000
BI	.556	.072	.644	7.758	.000
BL	-.211	.052	-.233	-4.086	.109
a. Dependent Variable: PI (Vivo)					

The coefficient of determination value reported in Table 8(a) indicates that approximately 59.8% of the variance in the purchase decision variable for Oppo brand smartphones can be explained by the predictors included in the regression model. Specifically, the Viral E-WOM variable is associated with a decrease in the Oppo purchase decision variable by 20.2%, suggesting that the independent effect of E-WOM on the Oppo purchase decision does not reach statistical significance. In contrast, the Brand Image variable is positively associated with a 43.7% increase in the Oppo purchase decision variable. Similarly, the Brand Loyalty variable shows a positive relationship, leading to a 75.6% increase in the Oppo purchase decision variable. These findings provide empirical evidence supporting the statistically significant positive impact of both Brand Image and Brand Loyalty on the Oppo purchase decision.

Table 8(a): Coefficient of Determination (Oppo)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
OPPO	.773[a]	.598	.583	1.867
a. Predictors: (Constant), E-WOM, BI, BL				
Dependent Variable: Purchase Intention for Oppo				

The coefficient of determination value reported in Table 8(b) reveals that a substantial proportion, approximately 86.7%, of the variance in the purchase decision variable for Vivo brand smartphones can be accounted for by the predictors included in the regression model. Specifically, the E-WOM variable exhibits a significant positive association, contributing to a 37.8% increase in the Vivo purchase decision variable. Similarly, the Brand Image variable demonstrates a statistically significant positive relationship, resulting in a substantial 55.6% increase in the Vivo purchase decision variable. However, it is noteworthy that the Brand Loyalty variable displays a negative association, indicating a decrease of 21.1% in the Vivo purchase decision variable. These findings imply that the independent effect of Brand Loyalty on the Vivo purchase decision does not reach statistical significance. The empirical evidence from this study supports the significant positive impact of both E-WOM and Brand Image on the Vivo purchase decision.

Table 8(b): Coefficient of Determination (Vivo)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
VIVO	.931[a]	.867	.860	.723
a. Predictors: (Constant), E-WOM, BI, BL				
Dependent Variable: Purchase Intention for Vivo				

6. Discussion

The main objective of this study was to examine the primary factors that influence consumers' purchase intention, with a specific focus on the impact of electronic word-of-mouth (e-WOM), brand image, and brand loyalty in the context of Oppo and Vivo smartphones. The research was conducted within the framework of the Shopee application platform.

The empirical findings of this study demonstrate a significant negative relationship between electronic word-of-mouth (e-WOM) marketing on the Shopee platform in Jakarta and consumers'

purchase intention for Oppo smartphones. The obtained t-test value of -1.225 (Table 6a) falls below the critical t-value of 2.33 at a p-value < 0.001, indicating that e-WOM is not a reliable predictor of the purchase intention among Oppo smartphone customers on Shopee, hence rejecting H1a. These findings support previous research conducted by Park and Lee (2008), and Cheung and Lee (2012). Based on these findings, marketing staff should consider diversifying their marketing strategies beyond e-WOM to enhance purchase intention for Oppo smartphones on the Shopee platform in Jakarta. Focusing on other influential factors such as brand image, promotional activities, and improving the overall customer experience is recommended. Additionally, it is essential to closely monitor and address any negative e-WOM related to Oppo smartphones to minimize its impact on purchase intention.

The study also demonstrates a significant positive association between e-WOM marketing on the Shopee platform in Jakarta and consumers' purchase intention for Vivo smartphones. The obtained t-test value of 4.863 (Table 6b) exceeds the critical t-value of 2.33 at a p-value < 0.001, indicating that e-WOM effectively predicts the purchase intention among Vivo smartphone customers on Shopee, hence accepting H1b. These findings align with prior research conducted by Tsimonis and Dimitriadis (2014), Wang et al. (2012), Chevalier and Mayzlin (2006), Chatterjee (2001), and Berger et al. (2010). Based on these findings, marketing staff should leverage e-WOM marketing strategies to enhance purchase intention for Vivo smartphones on the Shopee platform in Jakarta. This can involve encouraging and facilitating positive word-of-mouth discussions and recommendations among consumers. Furthermore, marketing staff should continuously monitor and evaluate the e-WOM surrounding Vivo smartphones on Shopee, ensuring that it remains predominantly positive and influential. Addressing any negative e-WOM promptly and effectively can help maintain consumers' trust and confidence in the brand, thereby strengthening purchase intention.

The research findings further support the significant and positive relationship between the brand image of Oppo and Vivo smartphones and customer purchase intention. The data analysis reveals t-test (Oppo) = 2.935 (Table 6a) and t-test (Vivo) = 7.758 (Table 6b), both exceeding the critical t-value of 2.33 at a p-value < 0.001. These results indicate that brand image effectively predicts customers' purchase intention on the Shopee application in Jakarta, thereby confirming hypotheses H2a and H2b. These findings are consistent with prior research conducted by Moradi and Zarei, (2011), and Jalilvand and Samiei (2012), thereby further strengthening brand image as a predictor of customer purchase intention. These studies have contributed to the existing body of knowledge by consistently demonstrating the positive impact of brand image on customer behavior and decision-making. The alignment of our findings with these studies strengthens the validity and generalizability of the relationship between brand image and purchase intention, emphasizing the robustness of this relationship across different contexts and markets. Therefore, based on these research findings, marketing staff should focus on enhancing and cultivating a strong brand image for Oppo and Vivo smartphones. This can be achieved through various strategies such as developing compelling brand messaging, emphasizing the smartphones' unique features and value propositions, and creating visually appealing and cohesive brand visuals across marketing channels. Furthermore, marketing staff should ensure consistent brand communication and maintain a positive brand reputation through effective brand management practices.

The research findings also confirm a significant positive relationship between brand loyalty and consumers' intention to purchase Oppo smartphones through the Shopee platform in Jakarta. The t-test value of 7.525 (Table 6a) surpasses the critical t-value of 2.33 at a p-value < 0.001, proving that brand loyalty is a reliable predictor of purchase intention among Oppo smartphone customers on Shopee, thereby supporting H3a. These findings are consistent with prior research conducted by Gupta et al. (2017), Anderson et al. (2014), Keller (2008), and Macintosh and Lockshin (1997). Based on these findings, marketing staff should focus on fostering and strengthening brand loyalty among Oppo smartphone customers on the Shopee platform in Jakarta. Strategies that enhance customer satisfaction, trust, and emotional connection with the brand can build stronger brand loyalty. Implementing loyalty

programs, providing personalized experiences, and engaging in effective customer relationship management can help foster long-term customer relationships and enhance their purchase intention. Furthermore, continuously monitoring brand loyalty levels and measuring customer satisfaction can provide valuable insights for refining marketing strategies and maintaining a loyal customer base.

The research study also presents a noteworthy inverse correlation between brand loyalty and purchase intention among Shopee users in Jakarta considering acquiring Vivo smartphones. Nevertheless, the obtained t-test value of -4.086 (Table 6b) falls below the critical t-value of 2.33 at a significance level of $p < 0.001$. This outcome indicates that brand loyalty should not be regarded as a reliable predictor of purchase intention for customers interested in Vivo smartphones on the Shopee platform. As a result, the research hypothesis H3b is rejected. These findings deviate from prior investigations conducted by Cheung and Lee (2012), and Park and Lee (2008). Based on the research findings, the marketing staff should consider exploring alternative factors beyond brand loyalty, emphasizing unique product features and benefits, enhancing the overall customer experience, implementing targeted promotions, and continuously monitoring customer behavior to improve purchase intention for Vivo smartphones among Shopee users in Jakarta.

The research findings hold several theoretical implications, including their potential to refine consumer decision-making models by elucidating the roles of brand image, E-WOM, and brand loyalty. Cultural influences on these factors could also be explored through cross-regional studies. Businesses can use the insights to tailor personalization strategies, effectively manage negative E-WOM for crisis mitigation, design targeted loyalty programs, and initiate collaborative marketing efforts. These implications extend the study's impact on academic discourse and provide actionable guidance for enhancing marketing strategies in the e-commerce landscape.

The findings suggest future implications, including exploring contextual factors influencing E-WOM's impact on Oppo purchase intention, and considering factors like product features and consumer trust. The strong link between brand image and purchase intention underscores the need for a positive image. Conversely, the lack of significant brand loyalty influence on Vivo purchase intention prompts investigation into loyalty drivers like price perception and satisfaction. Comparative studies can offer insights, guiding businesses in enhancing purchase intent through branding and positive E-WOM.

7. Conclusion

This study delved into the intricate relationship between electronic word-of-mouth (E-WOM), brand image, brand loyalty, and purchase intention, explicitly focusing on Oppo and Vivo smartphones. By addressing the research problem of understanding these dynamics, our study aimed to contribute to both academic discourse and practical applications. The findings underscore several key contributions. Firstly, the research revealed that E-WOM does not significantly predict purchase intention for Oppo smartphones, prompting the need for a more nuanced exploration of contextual factors that shape this relationship. Additionally, a significant positive association emerged between brand image and purchase intention for both Oppo and Vivo smartphones, emphasizing the strategic importance of fostering a positive brand image. Notably, brand loyalty emerged as a significant predictor of purchase intention for Oppo smartphones but not for Vivo smartphones, warranting further investigation into the differing drivers of brand loyalty within the smartphone market. Building on these insights, future research directions could involve exploring additional factors shaping E-WOM's impact, delving into specific brand image dimensions, and identifying alternative drivers of brand loyalty. Comparative studies across diverse brands and markets would enhance these relationships' generalizability and contextual understanding. Ultimately, this study offers a profound understanding of consumer behavior in the smartphone industry and provides actionable guidance for marketers striving to optimize their market performance.

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