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The Effect Of E-Wom, Information Quality, And Brand Image on Samsung Smartphone Purchasing Decisions *(A Study of Students of the Faculty of Economics, Methodist University of Indonesia)*

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A R T I C L E I N F O

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A B S T R A C T

The purpose of this study is to determine the extent of the influence of E-WoM, Information Quality and Brand Image on Samsung Smartphone Purchasing Decisions. The research data was conducted by distributing questionnaires via Google Form. The sample taken in the study was a Study on Students of the Faculty of Economics, Methodist University of Indonesia. The research sample obtained by purposive sampling technique was 83 respondents with the help of the SPSS program. The results of the hypothesis test show that E-WoM, Information Quality and Brand Image together have a significant effect on purchasing decisions. These results can be seen by looking at the results of the f test, where the f table value is 3.09. Furthermore, comparing the f count value with the f table, the f count value is 6.284, where f count> f table (6.284> 3.09).

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INTRODUCTION

Technological development is becoming increasingly widespread, leading many companies to develop diverse and varied platforms. Examples of these platforms include YouTube, Instagram, TikTok, Facebook, and other social media. These platforms compete with one another in technological development, such as through the introduction of new features and more attractive interfaces than before (Ashari, 2020).

This study focuses on the YouTube platform because YouTube provides extensive information and opportunities for other companies to introduce products they want to market. Videos available on YouTube are widely used by people to seek and provide information through the content presented. One form of content is information about a product, including details about products such as Samsung smartphones.

A person who shares information or experience about a product with other consumers is engaging in word of mouth. According to Hasan (2010), word of mouth is the act of consumers providing information to others about a product or brand.

The development of online searching through websites makes it easier for consumers to obtain knowledge about products before trying or using them. Word of mouth has now developed into Electronic Word of Mouth (e-WOM), through which consumers can see product recommendations via the internet. An article published by Nielsen (2015) explains that the use of Electronic Word of Mouth can expand reach more quickly and increase consumer trust.

According to data reported by datareportal.com, in 2021, YouTube users aged 15–64 accounted for 93.8% of internet users in Indonesia. When calculated, this was equivalent to 190 million people. Among these groups, some people do not use YouTube merely to pass the time but use it wisely to obtain information. Information commonly obtained includes news, product reviews, and others.

Brand image is "The set of beliefs consumers hold about a particular brand," representing consumers' beliefs regarding a brand (Kotler P., 2002). Previous research by Nurcahya (2015) stated that brand image can fulfill consumer expectations and provide assurance that quality Samsung smartphones are produced by a reputable company. Therefore, consumers become more confident and trust their choice.

Meanwhile, Parengkuan (2014), in a study of Samsung smartphones in Manado, showed that brand image and celebrity endorsement simultaneously influenced smartphone purchasing decisions. The study reported that when brand image increased, purchasing decisions decreased, and vice versa. It can be concluded that in that study consumers did not consider brand image. This is supported by Ariadi (2019), whose study of purchasing decisions for OPPO smartphones found that brand image was not proven to influence purchasing decisions because consumers essentially relied on direct previous experience and prioritized their current needs.

According to the Top Brand Index (TBI), Samsung's position in the Smartphone category continued to decline from 2021 to 2024, although Samsung remained in first place despite the decline.

Table 1. Top Brand Index for Samsung Smartphones

Year	TBI
2021	37,10 %
2022	33,00 %
2023	32,90 %
2024	32,70 %

Source: Top Brand Award

LITERATURE REVIEW

Electronic Word of Mouth (e-WoM)

Kotler and Armstrong (2017:443) define word of mouth as personal communication between target buyers and their neighbors, friends, family members, and social circles about a product. Electronic word of mouth (e-WOM) is a positive or negative statement made by potential customers, current customers, or former customers about a product or company through the Internet (Hennig-Thurau, Gwinner, Walsh et al., 2004).

According to Jansen in Tommi and Eristia (2015:14), although similar to conventional word of mouth, electronic word of mouth offers various ways to exchange information, many of which can be anonymous or confidential. Blazevic et al. (2018) state that within Electronic Word of Mouth, customers exchange information about experiences and their influence on the attitudes and behavior of others. According to Goyette et al. (Ramadhani, 2015), indicators of electronic word of mouth are Intensity, Content, and Valence of Opinion. Meanwhile, according to Ekawati et al. (2016:2), Electronic Word of Mouth is divided into four indicators: Platform Assistance, Venting Negative Feelings, Concern for Other Consumers, and Positive Self-Enhancement.

Information Quality

Information quality is the consumer's perception of the quality of information about a product provided by an e-commerce website (Park & Kim, 2019). According to Rakhmadian, Hidayatullah, Respati, & Malang (2017), information quality is defined as customers' perception of the quality of information about products or services presented by a website. Jorge Matute (2016) explains that the number of comments on an online page is very important to users who visit it.

According to Venkatesh and Davis (in Irmadhani, 2017), indicators of information quality are as follows:

1. Up-to-date information: online media have a simple and easy news presentation process, making it possible to update news or information at any time.
2. Consistency: the extent to which information consistently meets the requirements and expectations of everyone who needs the information.

3. Ease of understanding: the information provided is easy for users to understand.

Brand Image

Brand image is consumers' perception of a brand. This perception is formed from various associations that arise in consumers' minds when they remember the brand, such as quality, uniqueness, and the values represented by the brand (Firmansyah, 2019:60). A strong brand image can influence consumer purchasing decisions and provide a competitive advantage for a product or service. Kotler and Keller (2020:76) state that brand image is a collection of associations that arise in consumers' minds regarding a brand. Meanwhile, according to Setiadi (2021:109), brand image is a representation of the overall perception of a brand and is formed from information and past experiences with the brand.

Kotler and Keller (2020:86) state that there are three indicators of brand image:

1. Favorability of Brand Associations: consumers' perception that a product has a competitive advantage that distinguishes it from competing products.
2. Strength of Brand Associations: reflected in the brand's ability to form a strong and memorable image in consumers' minds.
3. Uniqueness of Brand Associations: the ability of a brand to create an impression that is different and memorable in consumers' minds.

Purchasing Decision

A decision can be made only when there are several alternatives from which to choose. If there are no alternative choices, an action taken without such a choice cannot be considered a decision. Kotler and Armstrong (2020:116) state that a consumer purchasing decision is to buy the most preferred brand from various available alternatives, but two factors may intervene between purchase intention and the purchasing decision. The first is the attitude of other people, and the second is situational factors. Sarah (2021:211) defines a decision as involving a choice among two or more alternative actions or behaviors. A decision always requires a choice among several different behaviors. Irawati, D. (2021:441) states that a consumer purchasing decision is the point of purchase in the evaluation process.

Kotler & Keller (2020:181) state that there are four indicators of purchasing decisions:

1. Confidence in purchasing: the consumer's confidence or certainty in buying the desired product.
2. Suitability with wants: the product to be purchased is in accordance with the consumer's wishes.
3. Planning the purchase: before purchasing a product, consumers always plan which product they will buy.
4. Seeking further information.

Conceptual Framework

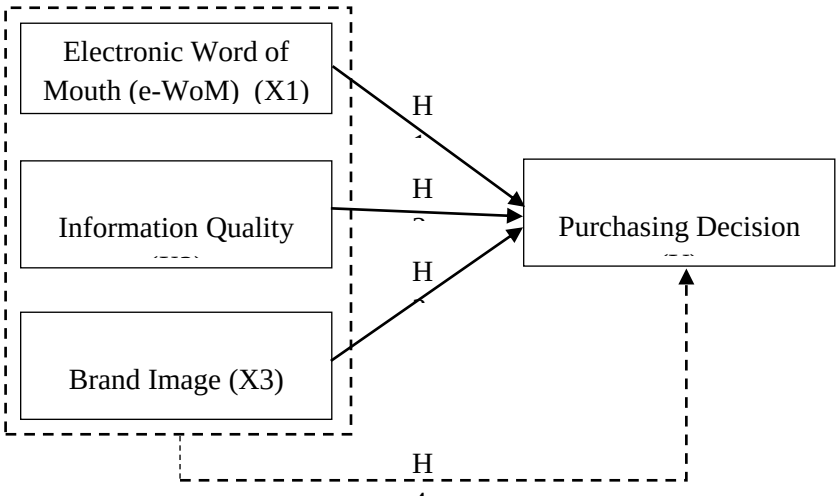


Figure 1. Conceptual Framework

METHODOLOGY

This study uses a quantitative descriptive approach. This approach is used to obtain measurable data in numerical form and to statistically analyze relationships and effects among variables.The study was conducted at Methodist University of Indonesia, Medan, in March–April 2025. The population in this study consisted of active students of the Faculty of Economics, Methodist University of Indonesia, class of 2023, who had purchased or were currently using Samsung smartphones. Based on the research data, the population consisted of 479 students.

Sampling was conducted using non-probability sampling with a purposive sampling technique, namely selecting respondents based on certain characteristics consistent with the research objectives. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 83 respondents. The sample consisted of students from the Management, Accounting, Informatics Management, Computerized Accounting, and Master of Management programs.

Data were collected through observation, interviews, questionnaires, and documentation. The questionnaire was the main research instrument and used a 1–5 Likert scale: 5 = strongly agree, 4 = agree, 3 = less agree, 2 = disagree, and 1 = strongly disagree. The research data consisted of primary data obtained directly from respondents and secondary data from documents and other supporting sources.

RESEARCH RESULT

This study involved 83 respondents who were students of the Faculty of Economics, Methodist University of Indonesia, who had purchased or were currently using Samsung smartphones. By gender, 46 respondents (55.4%) were female and 37 (44.6%) were male. By age, the majority were 20–25 years old, totaling 68 respondents (82%), followed by respondents under 20 years old,

totaling 11 (13%), and respondents over 25 years old, totaling 4 (5%). By study program, the largest group came from Management, with 49 respondents (59%), followed by Accounting with 21 (25%), Informatics Management with 7 (8%), Master of Management with 4 (5%), and Computerized Accounting with 2 (3%).

Validity and Reliability Tests

The validity test results show that all statement items for the Electronic Word of Mouth (e-WOM), Information Quality, Brand Image, and Purchasing Decision variables were declared valid. The calculated r values for all items were greater than the r-table value of 0.361. The e-WOM variable consisted of six items with calculated r values ranging from 0.765–0.981; Information Quality had six items with values of 0.777–0.911; Brand Image had six items with values of 0.761–0.908; and Purchasing Decision had eight items with values of 0.765–0.985.

The reliability test results show that all variables had Cronbach's Alpha values > 0.60, so the research instruments were declared reliable. Cronbach's Alpha was 0.911 for e-WOM, 0.897 for Information Quality, 0.938 for Brand Image, and 0.981 for Purchasing Decision.

Classical Assumption Tests

The normality test using Kolmogorov–Smirnov produced an Asymp. Sig. (2-tailed) value of 0.097. This value is greater than 0.05, so the research residuals were declared normally distributed. The multicollinearity test showed that all independent variables had VIF values below 10. The VIF values were 1.819 for e-WOM, 1.592 for Information Quality, and 2.877 for Brand Image. Thus, the research model showed no multicollinearity problem.

The heteroscedasticity test using the Glejser method produced significance values of 0.752 for e-WOM, 0.374 for Information Quality, and 0.951 for Brand Image. All significance values were greater than 0.05, so the regression model showed no heteroscedasticity problem.

Multiple Linear Regression Analysis

Table 2. Results of Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.737	1.215		3.902	.000
	X1	.081	.026	.504	3.119	.004
	X2	.251	.136	.809	2.415	.025
	X3	.379	.279	.972	2.480	.028

a. Dependent Variable: ABS_RES

The multiple linear regression analysis produced the equation:

$$Y = 4.737 + 0.081X_1 + 0.251X_2 + 0.379X_3.$$

The equation shows that e-WOM has a regression coefficient of 0.081, Information Quality 0.251, and Brand Image 0.379. All three coefficients are positive, indicating a positive relationship between each independent variable and Samsung smartphone Purchasing Decisions.

Hypothesis Testing

The partial test (t-test) results show that all three independent variables significantly influence Purchasing Decisions. The e-WOM variable obtained a calculated t value of 3.119 with a significance of 0.004. Because 3.119 > 1.664 and 0.004 < 0.05, e-WOM significantly influences Purchasing Decisions. Information Quality obtained a calculated t value of 2.415 with a significance of 0.025. This value indicates that Information Quality significantly influences Purchasing Decisions. Meanwhile, Brand Image obtained a calculated t value of 2.480 with a significance of 0.028, so Brand Image also significantly influences Purchasing Decisions.

The simultaneous test (F-test) produced an F-count of 6.284, while the F-table value was 3.09. The significance value was 0.000, which is less than 0.05. Thus, e-WOM, Information Quality, and Brand Image jointly significantly influence Samsung smartphone Purchasing Decisions.

The coefficient of determination test produced an R Square value of 0.729. This means that e-WOM, Information Quality, and Brand Image in the research model contribute 72.9% to the variation in Purchasing Decisions, while the remaining 27.1% is explained by other factors not examined in this study.

Table 3. Summary of Hypothesis Testing Results

Variable	t / F	Sig.	Description
e-WOM → Purchasing Decision	3,119	0,004	Significant
Information Quality → Purchasing Decision	2,415	0,025	Significant
Brand Image → Purchasing Decision	2,480	0,028	Significant
e-WOM, Information Quality & Brand Image → Purchasing Decision	6,284(F)	0,000	Significant

Overall, the research results show that e-WOM, Information Quality, and Brand Image have positive and significant effects on Samsung smartphone Purchasing Decisions, both partially and simultaneously. Together, the three variables explain 72.9% of the variation in purchasing decisions based on the reported R Square value.

DISCUSSION

The Effect of E-WOM on Samsung Smartphone Purchasing Decisions

Based on the hypothesis test, the calculated t value is 3.119, meaning t-count > t-table (3.119 > 1.664), with a t significance of 0.04 as reported in the discussion. Because the significance is below 0.05, H0 is rejected and H1 is accepted. Thus, the e-WoM variable (X1) partially has a significant effect on Purchasing Decisions (Y). This indicates that E-WoM can increase consumers'

purchasing decisions for Samsung smartphones, as shown by the high values obtained for the relevant indicators and measures.

E-WoM is described as a major factor influencing purchasing decisions. E-WoM helps consumers build trust in Samsung products because consumers feel more confident after reading other people's experiences. A study by Cheung & Thadani (2018) showed that consumers tend to trust information shared by users with real experience more than information coming directly from companies. In the case of Samsung smartphones, positive reviews from other consumers who share their experiences reduce the doubts of new consumers and strengthen purchasing decisions.

The Effect of Information Quality on Samsung Smartphone Purchasing Decisions

Based on the hypothesis test, the calculated t value is 2.415, meaning t-count > t-table (2.415 > 1.664), with a t significance of 0.025. Because the significance is below 0.05, H0 is rejected and H2 is accepted. Thus, the Information Quality variable (X2) partially has a significant effect on Purchasing Decisions (Y). This indicates that Information Quality can increase consumers' decisions to purchase Samsung smartphones.

One of the main aspects of information quality is the relevance and accuracy of information received by consumers. The more relevant and accurate the information provided about Samsung smartphone features, specifications, and advantages; the more likely consumers are to decide to purchase. For example, information about camera quality, battery life, and processing speed on Samsung smartphones will be more attractive to consumers looking for products with those features.

Previous research by Cheung et al. (2019) shows that relevant and accurate information plays an important role in influencing purchasing decisions. Consumers tend to choose products that provide information suited to their needs, and the better the quality of information received, the greater the likelihood that they will choose the product.

The Effect of Brand Image on Samsung Smartphone Purchasing Decisions

The effect of Brand Image on purchasing decisions produced a calculated t value of 2.480, greater than the t-table value of 1.664, with a significance value of 0.028 < 0.05. These results show that t-count > t-table, so H0 is rejected and H3 is accepted. Therefore, the hypothesis stating that "Brand Image influences purchasing decisions" is accepted and the effect is significant.

Samsung's brand image, known for quality, innovation, and elegant design, influences consumers' decisions to purchase its smartphones. Consumers who have a positive view of Samsung's brand image are more likely to choose Samsung products because they believe the products will meet their expectations in terms of quality and reliability. This indicates that the Samsung brand has succeeded in building a strong image that encourages consumers to choose it over competing brands.

Aaker (2016) found that a positive brand image increases consumers' trust in a brand, which ultimately influences purchasing decisions. As a brand with a

strong image, Samsung is more easily trusted by consumers, helping them decide to purchase its products.

The Effect of E-WoM, Information Quality, and Brand Image on Samsung Smartphone Purchasing Decisions

Based on the tests conducted, the F-count was 6.284 while the F-table value at the 0.05 significance level was 3.09. Because F-count > F-table (6.284 > 3.09) and the F significance was 0.000 < 0.05, H0 is rejected and H4 is accepted. This means that E-WOM (X1), Information Quality (X2), and Brand Image (X3) influence Purchasing Decisions (Y).

The combination of E-WoM, Information Quality, and Brand Image provides a broader picture of purchasing decisions. This study found that the three factors are interconnected and collectively influence Samsung smartphone purchasing decisions. When consumers receive positive E-WoM that strengthens Samsung's brand image and is accompanied by clear and accurate product information, the decision to purchase a Samsung smartphone becomes stronger.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results and data analysis, the following conclusions can be drawn:

1. Based on the hypothesis test concerning the effect of E-WoM (X1) on Purchasing Decisions (Y), E-WoM has a significant effect on Purchasing Decisions. This is indicated by the t-test significance value of 0.004. The significance value is less than 0.05 (0.004 < 0.05), with a calculated t value of 3.119 > 1.664. Therefore, H0 is rejected and H1 is accepted, meaning that E-WoM significantly influences the purchasing decisions of Samsung smartphones.
2. Based on the hypothesis test concerning the effect of Information Quality (X2) on Purchasing Decisions (Y), Information Quality has a significant effect on Purchasing Decisions. This is indicated by the t-test significance value of 0.025. The significance value is less than 0.05 (0.025 < 0.05), with a calculated t value of 2.415; the source text reports "2.415 < 1.664." Therefore, H0 is rejected and H2 is accepted, meaning that Information Quality significantly influences the purchasing decisions of Samsung smartphones.
3. Based on the hypothesis testing, the Brand Image variable has a positive and significant effect on Purchasing Decisions. As Brand Image increases, Purchasing Decisions also increase.
4. E-WoM, Information Quality, and Brand Image jointly have a significant effect on Purchasing Decisions. This is indicated by the F-test, where the F-table value is 3.09 and the F-count is 6.284; F-count > F-table (6.284 > 3.09). Therefore, H0 is rejected and H4 is accepted, meaning that E-WoM, Information Quality, and Brand Image jointly significantly influence the purchasing decisions of Samsung smartphones.

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