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THE EFFECT OF WOM (WORD OF MOUTH) AND BRAND IMAGE ON THE PURCHASE DECISION (STUDY OF ONLINE TRANSPORTATION SERVICES GOJEK IN SUKABUMI)

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ABSTRACT

The purpose of this study was to determine the effect of word of mouth and brand image on the purchase decision of GOJEK. This research is a quantitative approach of research. The population in this study is the people of Sukabumi City who have used GOJEK. The sampling technique uses an accidental sampling method with a sample of 100 people. Data processing was carried out using Descriptive Analysis and Multiple Linear Regression Analysis using SPSS 25. The results of this study indicate that the variables of word of mouth and brand image have a significant effect on the purchase decision of GOJEK online transportation services, simultaneously and partially .

Keyword : *Word of Mouth, Brand Image, Puchasing Decision*

INTRODUCTION

The development of an increasingly fast and advancing era in education, economy, and social culture, accompanied by the development of science and technology and means of transportation which is increasingly easy , making human activities more practical. Comfortable and quality transportation is needed by humans to facilitate their activities. Your own transport is a service industry , air duty move goods or services from the point of origin to point of destination. T ransportasi continues to experience growth, especially in land transportation. One means of transportation that is in great demand by the Indonesian people is the motorcycle. Motorbikes are efficient two-wheeled transportation, with lower costs and are also easy to use or drive.

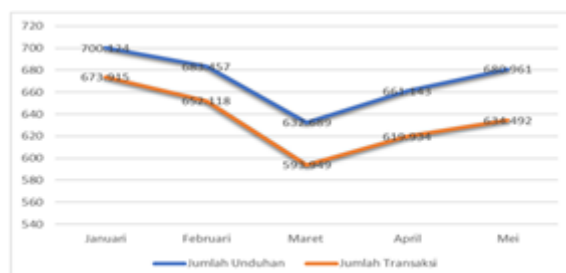
The sophistication of transportation in the 21st century cannot be stopped. This is proven by the various fields of technology and communications that much help resolve the problem, obstacle or our inability to something (Rahardjo in Tjenghar, 2016: 2) . Technological advances also contribute to human life in the information sector, especially the internet.

In the era of all-practical at this time, many business start-ups have emerged that combine technological and information advancements . This shows that consumers' perceptions and preferences have begun to change, they no longer perceive that online business purchases are difficult to use because in the current era start-ups have experienced very significant developments driven by increasing consumer confidence, low offered prices and there are many payment alternatives . One of the start-ups of the work of a highly developed nation is GOJEK.

In its development, besides providing transportation services , GOJEK also provides other services such as ordering food, shipping goods, to providing massage services and cleaning services. According to Pinkan Irwin as Vice President of Marketing (in wartaonomi.co.id) recorded until mid-2017, the application of GOJEK downloaded more than 40 million times in 25 cities a GOJEK Operation location .

Since it was first launched, the GOJEK app has instantly become a favorite application for urban communities. The customer does not have to look for a motorcycle taxi to the base, only order through the application and the driver who receives the order will pick up the service user to the location. Many users GOJEK obtain information about the existence of these services from the resources of mouth (word of mouth), it is also facilitate user giving an account of where they obtain information about GOJEK ie from people nearby such as friends, co-workers, family or relation, so that if they already have confidence in the information or advice, they will usually act on the reference earlier. Word of mouth (WOM) plays great within the prepare of decision-making by consumers and in the formation of the pattern of consumer behavior. Because consumers who receive this WOM information feel that the giver of recommendations provides honest information and there is no motive behind that information (Wijaya and Paramita , 2014: 12).

Kotler and Armstrong (2011: 225) say , consumers in choosing to use online transportation services , one of which is to consider brand image . Brand image itself is a set of beliefs about a particular brand. The factors that can form a brand image include quality or quality that can be trusted or relied on, usefulness or benefits, service, risk and price (Kotler and Armstrong , 2011: 225) .



Graph 1.1 GOJEK Application Download Data and User Transactions from January to May 2017

Source: PT. GOJEK Indonesia, 2017

Graph 1. 1 is a GOJEK app download by comparing to GOJEK customer transaction rates. The graph shows that there is a very high gap between download rate and customer transaction level. This is certainly caused by a variety of factors that affect purchasing decisions for GOJEK online transportation services . The high gap between app downloads with transaction levels can be caused by many reviews were negative as consumer dissatisfaction over the service GOJEK. So consumers will tell or share word of mouth (word of mouth) to friends, family or relationships . So it is important for GOJEK to always be in good relations with consumers in order to create marketing from positive word of mouth (WOM) and brand image .

Sukabumi is one of the cities that is a GOJEK market to operate. In early 2018 , GOJEK was well known by the people of Sukabumi through marketing of word of mouth (WOM) created by GOJEK. But then Mayor SuKabumi froze GOJEK activities in Sukabumi, because they were deemed not to meet the requirements, (national.republika.co.id). The news certainly has a negative impact on brand image (brand image) or big name GOJEK.

Based on the description, researchers chose to word of mouth (WOM) and brand image (brand image) because it deals with how the process of marketing by word of mouth influence purchasing decisions and brand image (brand image) to the image, the name and the quality of GOJEK. P eneliti keen to make a study entitled " THE EFFECT OF WORD OF MOUTH (WOM) AND BRAND IMAGE ONPURCHASE DECISION TRANSPORTATION SERVICE ONLINE GOJEK IN THE SUKABUMI "

LIBRARY REVIEW

Marketing Management

According to Sunarto (2006: 13) marketing management is as executor of the task to achieve the expected exchange with the target market .

Meanwhile, according to Lovelock and Wirtz (in Yunanto, 2016) services (service) is an economic activity that is offered from one party to the other, which is usually based on time, performance bring the desired results to the receiver, object, or other assets that the buyer has the responsibility .

Marketing Communication

Showcasing communication could be a implies utilized by companies in an exertion to illuminate, influence, and remind shoppers straightforwardly or in a roundabout way almost the items or brands they offer. It can be concluded that showcasing communication may be a device utilized to advise, convince and remind buyers around the items being sold and appeared for promoting execution. Marketing communication aims to ensure the public is aware of the existence of a product.

According to Kotler and Keller (2013: 177) there are 9 elements in the marketing communication process. Two elements present the main parties in communication, namely the sender and the receiver . The other 2 elements present the main

communication tools namely messages and media. 4 elements presented major communications functions, namely encryption (encoding), cognition (decoding), response (response), and feedback (feedback). The final element is interference / noise (random and competitive messages that can interfere with the intended communication).

WOM Theory (Word of Mouth)

According to Sumardy (in Diyos , 2015) suggested that word of mouth is the act of providing information by one consumer to other consumers. According to Arndt (in Yuliani, 2012) argues that word of mouth communication is direct communication that is face to face which discusses a product or service, service or brand between two or more people who are considered to have no interest in promoting to commercial individuals . Meanwhile, according to Finnan (2015: 6) Word of Mouth (WOM) is needed for internal and external interests of the organization Wider word of mouth communication model is described by Sutisna (2002: 192) .

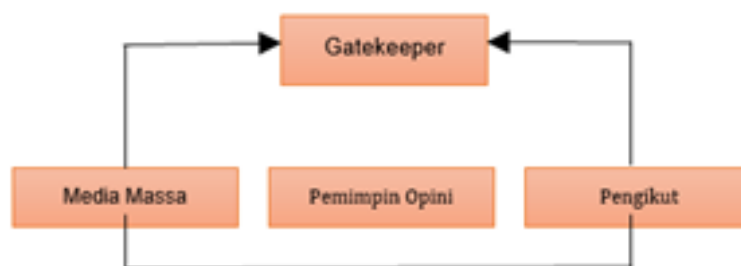


Figure 2.1 Word of Mouth Process (WOM)

Source: Sutisna, 2002: 192

Kurzt and Clow (in Yuliani, 2012) have shared resources from Word of Mouth (WOM), among others as follows :

1. 1) Personal Sources
2. 2) Expert Sources
3. 3) Derived Sources

Meanwhile, when viewed from the characteristics and nature of the word of mouth (WOM) is divided into 2 parts, namely Negative WOM and Positive WOM . Measurement of WOM is not very easy to do, because this will be related to how to measure the opinions of others. Godes and Mayzlin in (DwiAnggoro, 2014) provide opinions on two elements that can be used in measuring WOM, namely Volume and Dispersion .

Brand Image Theory

Lee and Kim (2014: 11) say brand image is a picture of the overall thinking that consumers have of a brand and its uniqueness compared to other brands.. The association can be, its characteristics, character, strengths and even weaknesses of the brand. estimation of brand image can be finish based on angles of a brand, specifically

- 1) Strengthness , the advantages possessed by the brand of a physical nature that does not ditem u kan on other brands.

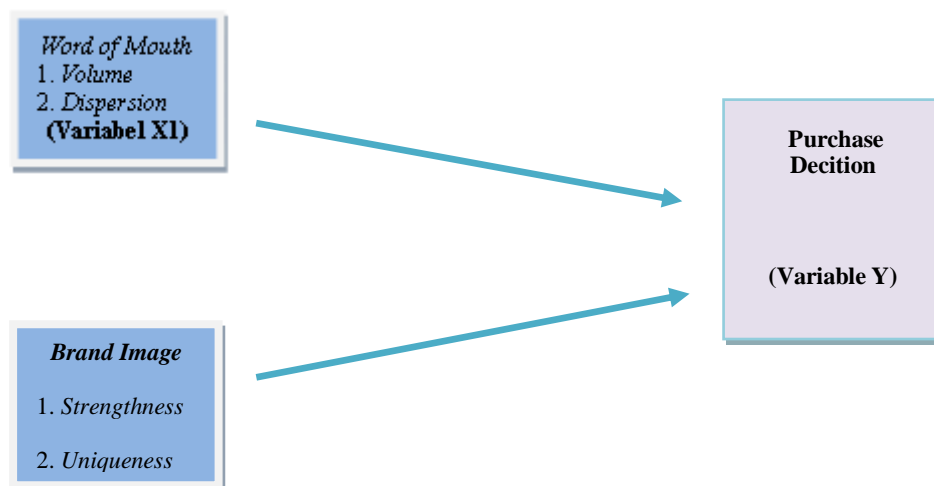
2) Uniqueness That is the capacity to distinguish with other brands. This uniqueness emerges from the item qualities that ended up a one of a kind or recognizing impression.

3) Favorable, such as ease of item brands talked and the capacity of the brand to be recalled by the customer as well as the fit between the brand impression in the minds of customers with the desired image of the company on the brand.

Purchase Decision Theory

Kotler (2011) argues that purchasing decisions are a problem-solving process that consists of analyzing or introducing needs and desires, seeking information, evaluating sources of selection for purchasing alternatives and behavior. The decision making process according to Tjiptono is divided into three stages or processes, namely pre-purchase, consumption stage and evaluation stage. According to Kotler and Keller (in the journal Annisa and Ward, 2016) there are three factors that can influence the selection of consumers, namely, cultural factors, social factors, personal factors.

Analysis Model



Hypothesis

The hypothesis is a transitory conjecture of the research question (Azwar, 2011: 49). Hypothesis in this study, among others, as follows:

H 1 = WOM has significant and significant influence on purchasing decisions for GOJEK online transportation services in Sukabumi City .

H 2 = Brand image has a significant influence on purchasing decisions and transport services online GOJEK in the city of Sukabumi .

H 3 = WOM and Brand Image have significant and significant influence on purchasing decisions for GOJEK online transportation services in Sukabumi City

RESEARCH METHODS

The inquire about strategy in utilize in this inquire about is clear strategy with quantitative approach and affiliated. According to Arikunto (2006 : 309), descriptive method is a method for gathering information about the status of symptoms, conducting direct research and conducting field research .

Population & Samples

population is a group or whole with the same characteristics of the set of research objects that have at least the same characteristics (Sugiyono, 2008: 80) . The target population in this study is all GOJEK customers in Sukabumi.

The method used in determining the sample of this study is the Accidental Sampling method, which is a method of determining samples based on coincidence / accidental meeting with researchers and suitable as a data source, The sample that will be chosen by the author as a data source is the people of the city of Sukabumi. As for the sample size due to the unknown population, the determination of the sample refers to Roscoe in his book entitled Research Methods for Business (Sugiyono, 2017: 90) which states that the proper sample size in a study is between 30 to 500. With Thus the sample that will be used as respondents is 100 users of online transportation services in Sukabumi City.

Variable Operations

According to Aslamiyah (2009) , a variable is a trait that can have a variety of values, often interpreted as symbols that can be attached numbers or values. This study has three variables used namely WOM (X 1), and Brand Image (X 2), the Purchase Decision (Y) will be described as follows

a. Variable Independent (Variables)

In this research there are two free factors specifically WOM (X 1), and Brand Image (X 2)

b. Variable Dependent (Variable Bound)

The dependent variable in this study was the purchase decision (Y) .

Data / Information source

The information sources collected in this think about comprise of essential information and auxiliary information , while the explanation will be described as follows:

1) Primary Data

Primary data according to Bungin (2011: 32), is data obtained from the main source located directly from the research subject by using a measuring device or data collection tool directly on the subject . Primary data in this study can be done with the following techniques :

Observation Techniques

Observation is a way of collecting data by recording carefully and systematically Sugiyono (2017: 145). In this study, observations were made by directly observing

research objects or participant observation , because researchers also often used GOJEK's online transportation services .

Interview

Interview is a direct communication to obtain the necessary data related to the object of research, namely, word of mouth (WOM) , brand image (Brand Image) and consumer purchasing decisions in choosing GOJEK online transportation services . In this study, researchers conducted unstructured interviews, where researchers did not use systematic interview guidelines. Researchers conducted interviews with GOJEK customers in the City of Sukabumi.

Questionnaire

As for the respondents in this study were people of the city of Sukabumi who used GOJEK's online transportation services .

2) Secondary Data

In this ponder the source of auxiliary investigate information are articles, journals and the internet regarding the research conducted.

Instrument Analysis Design

1) Validity Test

Arikunto (2006: 144) explains that validity is a measure that shows the levels of validity or validity of an instrument. A study can be declared valid if the research carries out its size function or provides measurement results in accordance with the meaning and purpose of the research. Before the research instruments in the form of questionnaires were distributed to 100 respondents, researchers had conducted a try out to 30 respondents using SPSS 25 measuring instruments. The following results from the validity test:

Based on Data Processed, it can be seen that from all explanations having a calculated r value more than 0.3 and the statement is declared valid .

2) Reliability Test

The calculation of reliability tests using IBM SPSS 25 software , with the provisions: if the value of alpha or r count 0.8-1.0 means that the reliability is good ; if alpha or r count is 0.6-0.799 then it means that reliability is accepted ; and if alpha or r count is less than 0.6 then it means that reliability is not good.

Based on data Process, it can be seen that the reliability test results show that all statement items of the three variables studied are reliable because they have a Cronbach Alpha > 0.60 .

3) Classical Assumption Test

Before testing the multiple linear regression analysis of the research hypothesis, it is first necessary to test a classical assumption of the data to be processed as follows:

Normality test

Normality test is performed to determine whether a data distribution is normal or not. There are two ways to distinguish whether residuals are ordinarily dispersed or not, namely by graphical analysis and statistical tests. Normality test is carried out using Kolmogorov-Smirnov technique.

Multicollinearity Test

Multicollinearity test points to test whether a relationship shows a relationship between autonomous factors (independent). To test multicollinearity can be done by looking at the VIF value of each independent variable, if the VIF value < 10 , and the tolerance is more than 0.1, it can be concluded that the data is free from multicollinearity symptoms (Ghazali , 2001 : 141).

Heteroskedasticity Test

Heteroskedasticity aims to examine whether in the case of inequality regression model variance of the residuals of the observations to other observations.

Linearity Test

Linearity test points to decide whether two or more factors have a direct relationship or not altogether. Linearity tests were performed with Test for Linearity on SPSS statistics 25. with a significance level of 0.05.

Multiple Linear Regression Analysis

Regression analysis is a statistical technique that is useful for examining and modeling relationships between variables :

$$Y^* = a + b_1X_1 + b_2X_2$$

Information :

Y = Subjects in the predicted dependent variable

a = Price of Y when X = 0 (price of constant)

b = Regression Coefficient

X = Independent Variable

Determination Coefficient Test (R^2)

The Coefficient of Determination (R^2) test aims to find out how much the ability of the independent variables to explain the dependent variable.

4) Hypothesis Test

Partial Significant Test (Test-t)

T test is a test of the independent variable partially (individually) carried out to see the significance of the influence of individual variables on the dependent variable, where if the t value is greater than t table shows the acceptance of the proposed hypothesis. T count value can be seen in the regression results and t table values obtained through sig. $\alpha = 0.05$ with $df = nk$.

The conclusion:

- if $t > t$ table; then H_0 is rejected H_a accepted.
- if $t < t$ table; then H_0 is accepted and H_a is rejected

b. Significance Simultant Test (F-Test)

The F test is a test of assumptions regarding the exact regression to be applied to empirical data or observational results. The F test is basically used to show whether all independent variables or variables included in the model have a joint influence on the dependent or dependent variable. The conclusions of this F test are:

- if F count $> F$ table; then H_0 is rejected and H_a is accepted
- If F arithmetic $< F$ table; then H_0 is accepted and H_a is rejected

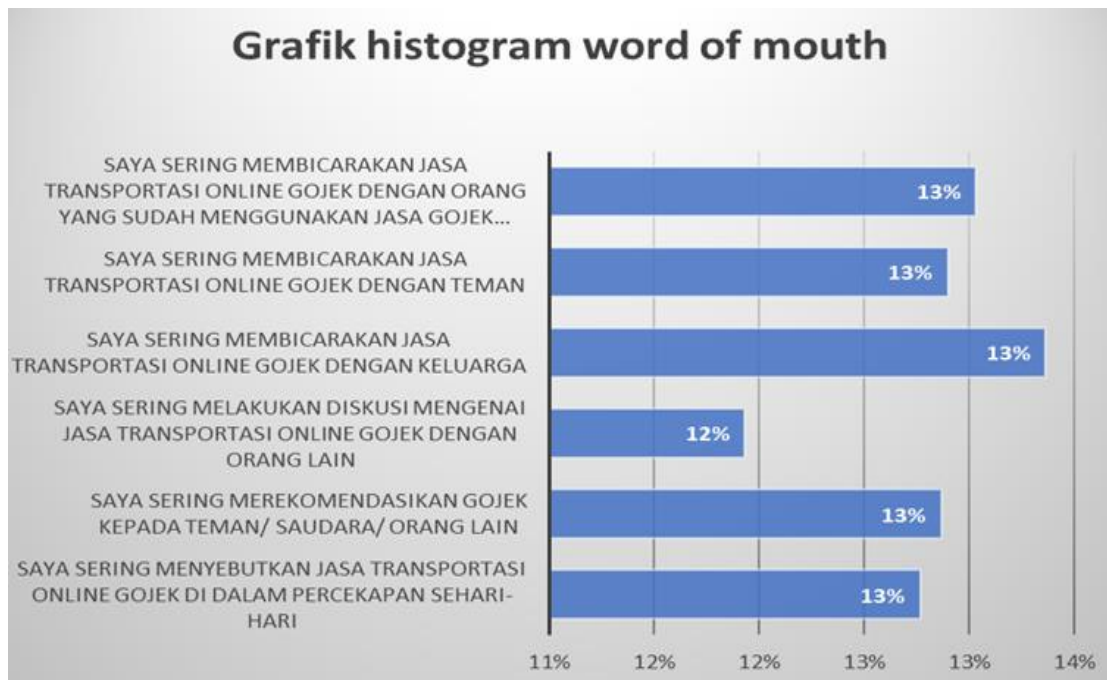
RESEARCH RESULTS AND DISCUSSION

100 people in the city of Sukabumi who used GOJEK online transportation services were used as respondents in this study. 42% are male respondents, while the percentage of female respondents is 58%. The percentage of respondents who use GOJEK online transportation services is dominated by young people, namely age 20-25 years by 54%, age 25-30 by 30%, age 17-20 years by 9% and finally age over 30 years by 7%. U ntuk percentage of respondents by last education is dominated 56% p Education Last SMA / SMK, 28% p Education Last D3 / S1, 14% p Education Last SMP / MTs and 1% p Education last SD and S2 / S3 . Based on their work, respondents are dominated by students by 36%, private employees 22%, entrepreneurs 18%, others 15% and lastly civil servants 9%, while based on income 39% income < 1.5 million, 36% income of 1.5 million-2.5 million, 25% of 2.5 million-5 million and 0% for income above 5 million rupiah. As for the percentage of GOJEK usage by respondents in Sukabumi City is very high, ie 66% of respondents use GOJEK services more than three times, 18% three times, 11% twice, and 6% less than twice

Descriptive Analysis Results

1) WOM Variable Description (X 1)

In the word of mouth variable there are 6 statements that are positive. U ntuk find indicators are most influential on word of mouth (WOM) , can be seen from the percentage of the histogram graph below:



Graph 4.1 Histogram Word of Mouth (WOM)

Source: Data Processing Results, 2018

The graph of word of mouth histogram above shows that the average percentage of the word of mouth variable indicator is 13% and the highest percentage is the indicator of the frequency of respondents discussing GOJEK online transportation services with family by 13%, and the lowest 12 % is an indicator of the level of frequency of discussion with others.

2) Description of the Brand Image Variable (X₂)

In the brand image variable there are 6 statements that are positive . u Untuk find indicators are most influential brand image, can be seen from the percentage of the histogram graph below:

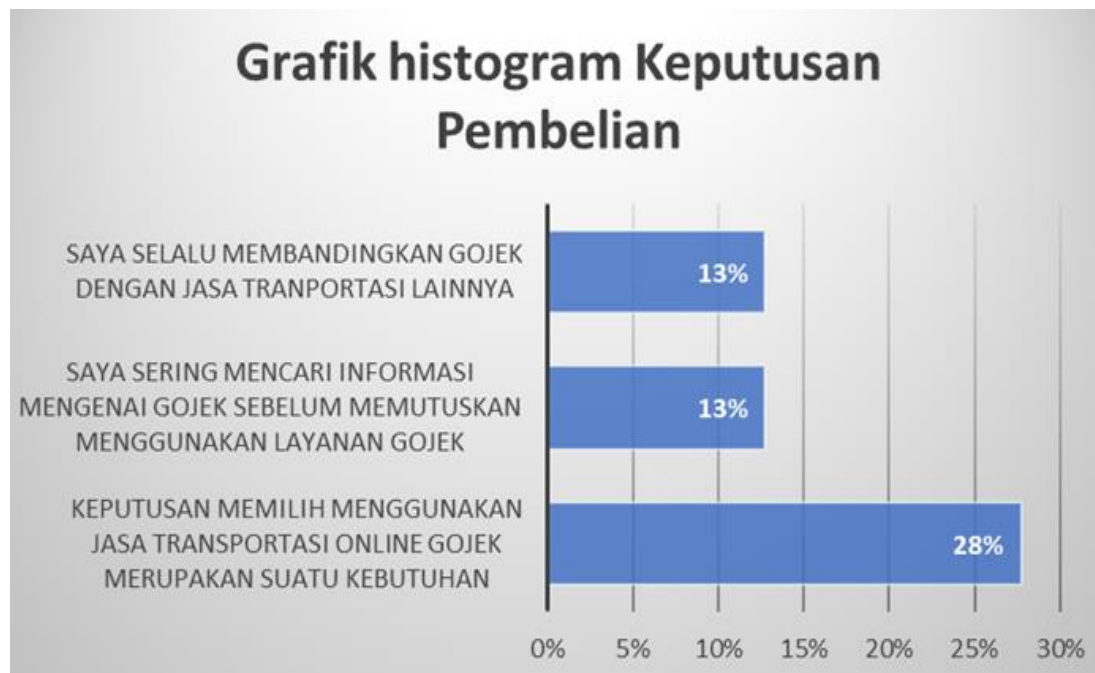


Graph 4. 2 Histogram Brand Image
Source: Data Processing Results, 2018

The graph of the brand image histogram above shows that indicators that have a greater percentage of around 14% are memorable GOJEK brand indicators, GOJEK brands that are easy to pronounce, and affordable GOJEK transportation prices. While GOJEK transportation service indicators differ from the others, they have a percentage of 13%. The attractive physical appearance of GOJEK drivers has a percentage of 13%, and the facilities provided by GOJEK are very safe having a percentage of 12% .

3) Purchase Decision Variable Description (Y)

To find out which indicators most influence purchasing decisions, it can be seen from the percentage histogram graph.



Graph 4. 3 Purchasing Decision Histogram (Y)
Source: Data Processing Results, 2018

The graph of the purchasing decision histogram above shows that the indicator that has a greater percentage is the decision indicator to choose to use GOJEK online transportation services as a requirement of 28%, the indicator of respondents always comparing GOJEK with others by 13% and the indicator respondents often seek information about GOJEK before deciding to use GOJEK services by 13%

Classical Assumption Test Analysis Results

1) Normality Test

The results showed that in the Kolmogorov-Smirnov column the Asymp value . Sign 0.75 has a value greater than 0.05. Thus, it shows that the data in this study are normally distributed. Thus, model of independent variables X1(WOM), and X2 (Brand Image) jointly influence the dependent variable Y (Purchase Decision) has fulfilled the data normality requirements.

2) Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent). The results showed that the correlation value between the independent variables, namely the X1 variable (Word of Mouth) and the X2 variable (Brand Image) had the same VIF output value of 1. 285 and the output tolerance value of each variable showed the same number, namely 0 . 778.

3) Heteroskedasticity Test

for examine whether in the case of inequality regression model variants of the residuals of the observations to other observations , then tested heteroscedasticity .

There is no test results heteroskedastisitas with methods s catterplot depicted in the drawings as follows:

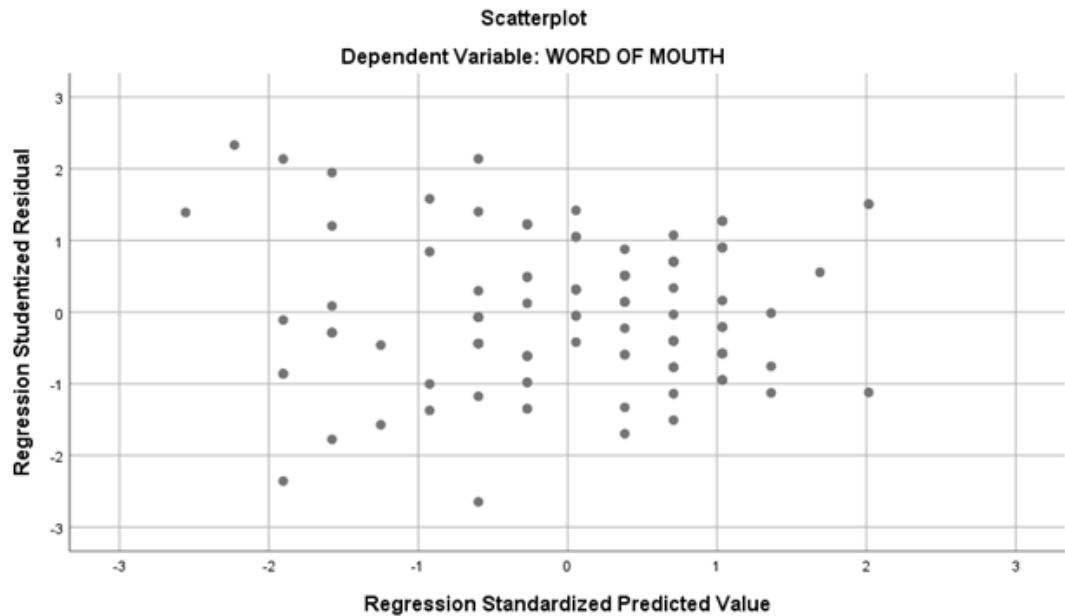


Figure 4. 1 Heteroscedasticity Test Results
Source: 2018 Data Processing Results

From the results of the above output, it shows that the points spread above and below the zero in the Y wave and there is no visible pattern. Thus in the multiple linear regression equation in this model it can be concluded that the influence of the variables X1 and X2 together on the Y variable has no symptoms or heteroscedasticity does not occur.

Hypothesis Analysis Results

1) Multiple Linear Regression

From the results of multiple linear analysis test obtained by the results of multiple regression equations as follows:

$$Y = -2,329 - 0.324 X_1 + 0.287 X_2$$

The above equation has meaning sebagai follows:

$B_0 = -2,329$ which means if the word of mouth (X_1) and brand image (X_2) variables are equal to zero, then the purchase decision variable (Y) will be -2,329.

$\beta_1 = 0.324$ which would mean jika variable word of mouth (X_1) decreased by one unit, while the brand image (X_2) are considered permanent, it will cause a decrease in the purchase decision (Y) of 0.324.

$\beta_2 = 0,287$ which means jika variable of brand image (X_2) experienced a decrease of one unit, while word of mouth (X_1) are considered permanent, it will cause a decrease in the purchase decision (Y) amounted to 0,287.

2) Coefficient Determination Test (R^2)

The result of the coefficient of determination test (R^2) shows that the R Square value of 0.503 or 50.3%, it can be concluded that the word of mouth and brand image variables together influence the purchase decision variable by 50.3% while the remaining 47% is influenced by other factors outside the variables used.

3) Test t (Partial Test)

T test results show that:

Effect (X_1) on Y

t count for word of mouth (X_1) of $5.420 > 1.66488$ and the significance level of 0.000 indicates that the probability is below 0.05. It can be concluded that word of mouth significantly influences the purchase decision, so that if $t_{\text{arithmetic}} > t_{\text{table}}$, then H_a is accepted and H_0 is rejected, meaning that there is a simultaneous effect.

Effect (X_2) on Y

t arithmetic for brand image (X_2) of $4.758 > 1.66488$ and the significance level of 0.000 indicates that the probability is below 0.05. It can show that if $t_{\text{arithmetic}} > t_{\text{table}}$, then H_a is accepted and H_0 is rejected, meaning that there is a simultaneous effect.

4) F Test (Simultaneous Test)

The result of the f test shows that the word of mouth (X_1) and brand image (X_2) variables have a calculated F value of 48.993 with a significance value of 0,000. The F value of the table can be found using a confidence level of 0.05 or 5% with the formula $df_1 = k-1$, $df_2 = nk$. The value of $df_1 = 3-1 = 2$. The value of $df_2 = 100-3 = 77$, the F table is 3.12. The hypothesis acceptance criteria, namely H_0 , are rejected if the significance value is less than the 0.05 confidence level and the calculated f value $> F_{\text{table}}$ value. The significance value of the word of mouth variable and brand image is less than 0.05 which is equal to 0,000 and the calculated F value is greater than the F table value of $48.993 > 3.12$. It can be concluded that the word of mouth (X_1) and brand image (X_2) simultaneously influence the purchase decision.

5) Correlation Analysis

The result of correlation analysis shows that between word of mouth (X_1) and brand image (X_2) has a significance value of 0,000 < 0.05 , which means that there is a significant correlation. Then, between word of mouth (X_1) and purchase decision (Y) the significance value is 0,000 < 0.05 , which means that there is a significant correlation. Finally, between the brand image (X_2) and the purchase decision (Y) the significance value is 0,000 < 0.005 meaning that there is a significant correlation. SPSS output results.25 for window t test results and the f test described above, then the next will be explained about the percentage of the effect of word of mouth (X_1) and brand image (X_2) on the purchase decision (Y) , where the results of the hypothesis test , shows that the variable word of mouth (X_1) partially has a 54%

influence on purchasing decisions (Y) . The brand image variable (X 2) partially has a 47% influence on purchasing decisions. While simultaneously word of mouth and brand image variables have a 48% influence on purchasing decisions.

DISCUSSION

1) The effect of word of mouth on purchasing decisions

The results showed that the word of mouth variable obtained a t value of 5.420 with a significance value of 0.000 indicating that the probability < 0.05 can be concluded that word of mouth significantly influenced the purchase decision. Word of mouth can be interpreted as direct communication between one or more people who discuss a product or service. Communication word of mouth is regarded as the most effective marketing communications that can be applied for a marketing communications strategy is a marketing strategy that does not cost a lot but can invite loyal customers. The strength of WOM lies in one's belief in the merits of a service. That trust can be very strong arising from the motivation of those closest to us or those that are considered influential in a community. Moreover, the culture of Indonesian people who have a habit of like to talk about everything. So it is very easy to implement this type of word of mouth marketing in the community .

2) The influence of brand image on purchasing decisions

Brand image has a significant effect on purchasing decisions. It is seen from the t brand image of 4.758 with a significance value of 0.000, indicating that the probability is 0.05 so that it can show that brand image has a significant influence on purchasing decisions. Brand Image is a group of beliefs about a brand created by consumers. Having a good image in the eyes of the community will be a consequence of brand formation . Image or brand can support and damage the value that consumers feel. A good image can increase the success of a company and vice versa a bad image will worsen the company's stability.

3) The effect of word of mouth and brand image on purchasing decisions

Based on the results of the above research it can be concluded that word of mouth and brand image can simultaneously influence purchasing decisions. F test results show that the two independent variables simultaneously influence the purchasing decision. Thus it can be concluded that the third hypothesis (H3) is accepted.

CONCLUSION

Based on the results of research and discussion described in the previous chapter, conclusions can be drawn at the same time able to answer questions from the formulation of the problem as follows:

1. WOM has a significant influence on purchasing decisions for GOJEK online transportation services in Sukabumi City, the data is supported by the results of the t test (partial test) which shows that the calculated t value is greater than the t table value, and significance level below 0.05.
2. Brand image has a significant influence on purchasing decisions for GOJEK online transportation services in Sukabumi City, the data is supported by the results of t-test research (partial test) which shows that the calculated t value is greater than the t-table value, and the significance level is below 0 .5 .

3. WOM and brand image together (simultaneously) have an influence on purchasing decisions for GOJEK online transportation services in Sukabumi City, the data is proven by the results of the F test (simultaneous test) which shows that the calculated f value is greater than the f value table and significance level below 0.05.

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