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### THE EFFECT OF WORD OF MOUTH (WOM) AND BRAND IMAGE ON PURCHASE DECISIONS (SURVEY ON CUSTOMER OF ONLINE TRANSPORTASION GOJEK SUKABUMI)

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**Keywords: Word of Mouth, Brand Image, PuchasingDecision.**

#### **ABSTRACT**

The reason of this research was to determine the effect of word of mouth and brand image on the purchase decision of GOJEK. This investigate could be a quantitative approach inquire about. The population in this study is the people of Sukabumi City who have used GOJEK. The sampling technique uses accidental sampling method with a sample of 100 people. Data processing was carried out using Descriptive Analysis and Multiple Linear Regression Analysis using SPSS25. 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.

#### **INTRODUCTION**

The times are increasingly fast and advanced in education, economy, and socio-culture, accompanied by the development of science and technology as well as easier transportation facilities, making human activities more practical. Comfortable and quality transportation is needed by humans to make it easier to carry out their activities. Your own transport is a service industry; air duty moves goods or services from the point of origin to point of destination. Transportation continues to experience growth, especially in land transportation. One of the means of transportation that is in great demand by Indonesians is a motorcycle. Motorbikes are efficient two-wheeled transportation, are cheaper and are also easy to use or ride.

The sophistication of transportation in the 21st century cannot be stopped. This is evidenced by the existence of various fields of technology and communication that help overcome many problems, obstacles or our inability to do something (Rahardjo in Tjenghar, 2016). Technological advances also have an impact on human life in the information sector, especially the internet. Technological advances such as the internet have provided new opportunities for *start-up* businesses and *online shops* to develop and create new strategies. In this very practical era, there have been many *start-up* businesses that combine advances in technology and information. 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 prices and there are many alternative payment options. One of the most developed *start-ups* created by the nation's children is GOJEK.

In its development, in addition to providing transportation services, GOJEK also provides other services such as ordering food, delivering goods, to providing massage services and *cleaning services*. According to Pinkan Irwin as *Vice President Marketing* (in warta Ekonomi.co.id), it was noted that until mid-2017, the GOJEK application has been downloaded more than 40 million times in 25 cities where GOJEK operations are located.

Since it was first launched, the GOJEK application has immediately become a favorite application for urban communities. Consumer do not have to look for a motorcycle taxi to the base, just ordered through the application and *the driver* who receives orders will pick the location to the service user. Many users GOJEK obtain information about the existence of these services from the resources of mouth (*word of mouth*), it is also facilitating a user giving an account of where they obtain information about GOJEK ie from people nearby such as friends, co-workers, family or relations, so that if they already have confidence in the information or advice, they will usually act on the referral. *Word of mouth* (WOM) plays a major role in the decision-making process by consumers and in shaping consumer behavior patterns. Because consumers who receive WOM information feel that the recommendation provider provides honest information and there is no motive behind the information (Wijaya&Paramita, 2014).

Kotler and Armstrong (2011) mention consumers in choosing to use transportation services *online* one expensive brand image (*brand image*). The *brand image* itself is a set of beliefs about a particular brand. The factors that can form a *brand image* include quality or trustworthy quality, usefulness or benefits, service, risk and price (Kotler&Amstrong, 2011).



**Figure 1** GOJEK Application Download Data and User Transactions from January to May 2017

Source: PT. GOJEK Indonesia (2017)

Figure 1 is a download of the GOJEK application by comparing the transaction levels of GOJEK customers. From the graph, it can be seen that there is a very high gap between the download rate and the customer transaction rate. This is of course caused by a variety of factors that influence the decision to purchase 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 that, consumers will be communicating or sharing of mouth (word of mouth) to friends, family or relationships. So, it is important for GOJEK to always have a good relationship with consumers in order to create marketing from word of mouth (WOM) and a positive brand image.

Sukabumi is one of the cities that is a GO-JEK market to operate. In early 2018, GOJEK was widely recognized by the Sukabumi community through marketing from word of mouth (WOM) created by GOJEK. But then, Mayor Sukabumi suspended GOJEK's activities in Sukabumi because it was deemed not meeting the requirements (national.republika.co.id). The news is certainly a negative impact on the brand image (brandimage) or a big name GOJEK.

## LITERATURE REVIEW

### *Marketing and marketing management*

Kotler and Keller (2013) state that marketing is an organizational function and a series of processes for creating, communicating, and providing value to

customers and for managing customer relationships in ways that benefit the organization.

Meanwhile, marketing management is the art and science of selecting target markets and acquiring, maintaining, and growing customers by creating, delivering and communicating superior customer value (Kotler & Keller, 2013). And according to Sunarto (2006), marketing management is the executor of the task to achieve the expected exchange with the target market.

### ***Marketing services***

According to Lovelock and Wirtz (in Yunanto, 2016), service is an economic activity offered from one party to another, which is usually time-based, performance brings the desired result to the recipient, object, or other asset for which the buyer is responsible. Kotler and Keller (2013) also state that services have 4 different characteristics that affect the design of marketing programs, namely:

- 1) Intangibility (Intangible)
- 2) Inseparability (Inseparable)
- 3) Variability (varies)
- 4) Perishability (can be destroyed)

### ***Transportation services***

Along with the rapid development of transportation in Indonesia, from land air to sea transportation. Everything is available with a wide selection and various advantages. Transportation according to Warpani (in Yunanto, 2016) is the activity of moving people and goods from one place (origin) to another (destination) by using means (vehicles). This tool called transportation is made to facilitate humans in daily activities that require moving places.

Based on Law number 22 of 2009 concerning road traffic and transportation, it is defined that road traffic and transportation have a strategic role in supporting national development and integration as part of efforts to advance public welfare as mandated by the 1945 constitution of the Republic of Indonesia, as well as the from the national transportation system its potential and role must be developed to realize security, safety, order and smoothness of traffic and road transportation in the framework of supporting economic development and regional development.

### ***Marketing mix (marketingmix)***

Kotler and Keller (2013) argue that there are 4 concepts in the marketing mix known as the 4P concept which are as follows:

- 1) Product

Products are goods and services that are combined by companies to be delivered to the target market

#### 2) Price

Price is an amount of money that must be paid by customers to obtain a product.

#### 3) Place

The distribution place / channel includes the activities of the company to make the resulting product reach the hands of consumers

#### 4) Promotion

Promotion is a form of communication that companies use to provide information about the existence of a product and its advantages or benefits, so that consumers will be interested in buying it.

### ***Marketing communication***

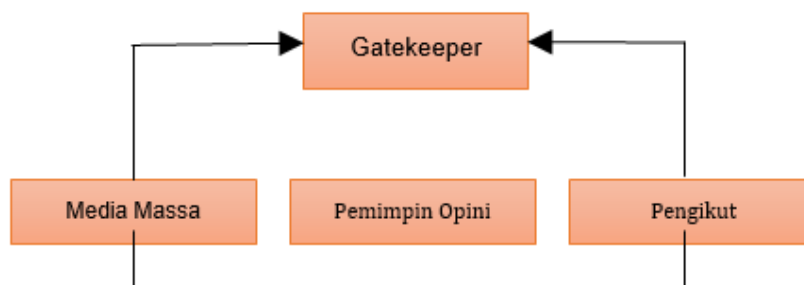
Marketing communication is a tool used to inform, persuade and remind consumers about products being sold and are shown for marketing performance. Marketing communication aims to ensure that the public knows the existence of a product.

According to Kotler and Keller (2013), there are 9 elements in the marketing communication process. 2 elements represent the main parties in communication, namely the sender (sender) and receiver (receiver). The other 2 elements represent 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 competing messages that can disrupt intended communication).

### ***Word of Mouth (WOM) theory***

According to Sumardy (in Diyos, 2015) suggests that word of mouth is the act of providing information by a consumer to other consumers. According to Arndt (in Yuliani, 2012) argues that word of mouth communication is direct communication, namely face to face which discusses a product or service, service or brand between two or more people who are considered not to have an interest in promoting to commercial individuals. Meanwhile, according to Finnan (2015), Word of Mouth (WOM) is needed for the internal and external interests of the organization. Based on the description of the above definitions, it can be concluded that the Word of Mouth (WOM) is a form of communication carried out by one or more people which aims to provide

information about a product or service. The broader model of word of mouth communication is described by Sutisna (2002).



**Figure 2** Word of Mouth (WOM) Process (Sutisna, 2002)

Kurzt and Clow (in Yuliani, 2012) have shared sources from the Word of Mouth (WOM), including the following:

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

Meanwhile, when viewed from its characteristics and characteristics, the word of mouth (WOM) is divided into 2 parts, namely the Negative Word of Mouth and Positive Word of Mouth. Measuring word of mouth (WOM) is not easy to do, because this will be related to how to measure other people's opinions. Godes and Mayzlin in (Dwi Anggoro, 2014) provide an opinion about two elements that can be used in measuring word of mouth (WOM), namely Volume and Dispersion.

### ***The theory of brand image (BrandImage)***

According to Kotler and Keller (2012), brand image is defined as a perception and belief held by consumers, as reflected in associations held in consumer memory. Lee and Kim (2014) say the brand image is a picture of the overall thinking that consumers have about a brand and its uniqueness compared to other brands. Meanwhile, Yulianti (2012) defines that brand image is a type of association that appears in the minds of consumers when remembering a particular brand. The association can be in the form of characteristics, characteristics, strengths and even weaknesses of the brand. Measurement of brand image can be done based on the aspects of a brand, namely:

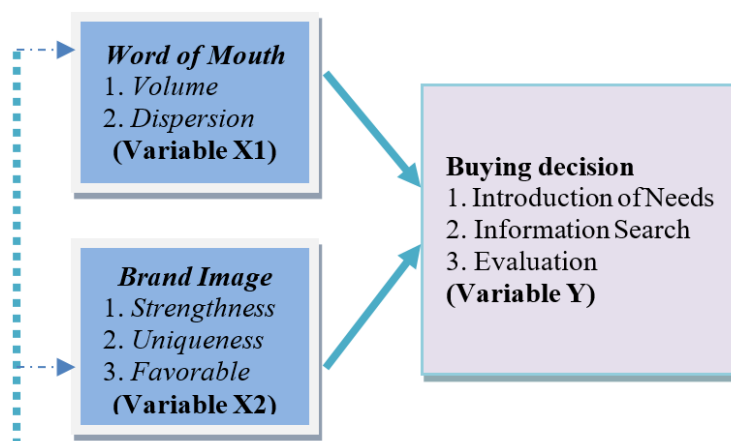
- 1) Strength (Strengthness), i.e. the advantages possessed by the brand of a physical nature that does not ditem u kan on other brands.
- 2) Uniqueness (Uniqueness) that is the ability to differentiate with other brands. This uniqueness arises from product attributes that become a unique or differentiating impression.

3) Passions (Favorable) such as ease of product brands spoken and the ability of the brand to be remembered by the consumer as well as the fit between the brand impression in the minds of customers with the desired image of the company on the brand

**Purchasing decision theory**

According to Tjiptono (in Rizka, 2015) decision making is the action of individuals who are directly or indirectly involved in obtaining and using a product or service needed. Meanwhile, Kotler (2011) suggests that purchasing decisions is a problem-solving process consisting of analyzing or recognizing needs and wants, searching for information, assessing selection sources for purchasing alternatives and behavior. The decision-making process according to Tjiptono is divided into three stages or processes, namely the pre-purchase, the consumption stage and the evaluation stage. According to Kotler and Keller (in Annisa and Ward, 2016), there are three factors that can influence the selection of consumers, namely, cultural factors, social factors, personal factors.

**Analysis Model**



**Information:**

- = X1 (Independent Variable )
- = X2 (Independent Variable)
- = Y (Dependent Variable)
- = Simultaneously
- = Partial

**Hypothesis**

The hypothesis is a provisional assumption of the research question (Azwar, 2011). Hypotesis in this study, among others, as follows:

H<sub>1</sub> = Word of Mouth (WOM) has a significant and significant influence on purchasing decisions for online transportation services GOJEK in Sukabumi City.

H<sub>2</sub> = Brand image (BrandImage) has a significant influence on purchasing decisions and transport services online GOJEK in the city of Sukabumi.

H<sub>3</sub> = Word of Mouth (WOM) and Brand Image have a significant and significant influence on purchasing decisions for online transportation services GOJEK in Sukabumi City.

## **RESEARCH METHODS**

The research method in use in this research is descriptive method with quantitative approach and associative. According to Arikunto (2006), the descriptive method is a method for gathering information about symptom status, direct research and conducting field research.

### ***Population and sample***

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

The sample is part of the population, because the sample is part of the population, the sample must have the same characteristics as the population (Azwar, 2011). The method used in determining the sample of this research is the accidental sampling method, namely the method of determining the sample based on chance / accidental meeting with the researcher and is suitable as a data source (Sugiyono, 2017). Sampling is based on the consideration that the respondent has used GOJEK transportation services. The sample to be chosen by the author as a data source is the people of the city of Sukabumi. As for the sample size because the exact number of the population is unknown, the determination of the sample refers to Roscoe (Sugiyono, 2017) which states that the appropriate sample size in a study is between 30 and 500. Thus the sample that will be used as respondents is 100 users of online transportation services in Sukabumi City.

### ***Operational variables***

According to Aslamiyah (2009), a variable is a property that can have a variety of values, often interpreted as a symbol to which numbers or values can be attached. This study has three variables used, namely Word of Mouth (X<sub>1</sub>), and Brand Image (X<sub>2</sub>), the Purchasing Decision (Y) will be described as follows



a) Independent Variable (Variables)

In this study, there are two independent variables, namely Word of Mouth ( $X_1$ ), and Brand Image ( $X_2$ ).

b) Dependent Variable (Variable Bound)

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

### *Data source*

Sources of data collected in this study consist of primary data and secondary data, while the explanation will be described as follows:

#### *Primary data*

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

#### *Observation technique*

Observation is a way of collecting data by taking careful and systematic notes Sugiyono (2017). The researcher is involved with the daily activities of the person being observed or who is used as a source of research data. In this study, observation is carried out by observing the object of research directly or participant observation, because researchers also often use GOJEK online transportation services.

#### *Interview*

Interviews are direct communication to obtain the necessary data related to the object of research, namely, word of mouth (WOM), brand image (BrandImage) and consumer purchasing decisions in choosing GOJEK online transportation services. In this study, the researcher conducted an unstructured interview, where the researcher did not use a systematic interview guide. Researchers conducted interviews with GOJEK consumers in Sukabumi City.

#### *Questionnaire*

The questionnaire is a data collection technique that is done by giving a set of questions or written statements to the respondent to answer (Sugiyono 2017). As for the respondents in this study are the people of the city of Sukabumi who use GOJEK online transportation services.

#### *Secondary data*

Sugiyono (2017) states that secondary data is a source of data that does not directly provide data to data collectors or data collected by other parties in the form of written documents. In this study, the secondary data sources for research are articles, journals and the internet relating to the research being carried out.

### *Instrument analysis design*

#### *Validity test*

Arikunto (2006) 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 performs a function of its size or provides measurement results in accordance with the meaning and purpose of the study. Before the research instrument in the form of a questionnaire was distributed to 100 respondents, the researcher had tried out 30 respondents using the SPSS 25 measurement tool. The following are the results of the validity test:

**Table 1.** Validity Test Results

Question Points	Corrected Item – Total Correlation	Note
<i>Word of Mouth (X1)</i>		
X1.1	0,720	VALID
X1.2	0,688	VALID
X1.3	0,683	VALID
X1.4	0,737	VALID
X1.5	0,577	VALID
X1.6	0,584	VALID
<i>Brand Image (X2)</i>		
X2.1	0,710	VALID
X2.2	0,700	VALID
X2.3	0,606	VALID
X2.4	0,630	VALID
X2.5	0,701	VALID
X2.6	0,511	VALID
<i>Buting Descion (Y)</i>		
Y.1	0,489	VALID
Y.2	0,942	VALID
Y.3	0,820	VALID

**Source:** Data Processed Using SPSS 25

Based on Table 1, it can be seen that all statements have a calculated r value greater than 0.3 and the statement is declared valid.

***Reliability test***

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

**Table 2** Reliability Test Results

Variable	Limits of Norms	Cronbach's Alpha	N of Items	Information
Word of Mouth (X1)	> 0.60	0.732	6	Reliable
Brand Image (X2)	> 0.60	0.716	6	Reliable
Purchase Decision (Y)	> 0.60	0.665	3	Reliable

**Source:** Data Processed Using SPSS 25

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

***Classical assumption test***

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

***Normality test***

Normality test is performed to determine whether a data distribution is normal or not. Ghozali (2011) states that the normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. There are two ways to detect whether the residuals are normally distributed or not, namely by graph analysis and statistical tests. The normality test was carried out using the Kolmogrov Smirnov technique. The concept of the Kolmogrov Smirnov normality test is to compare the data distribution (which will be tested for normality) with the standard normal distribution. Residuals are normally distributed if they have a significance value > 0.05.

***Test Mutikolinear itas***

Multicollinearity test aims to test whether a regression model found a correlation between independent variables (independent). To test for multicollinearity, it can be done by looking at the VIF value of each independent variable, if the VIF value is  $<10$ , and the significant tolerance is more than 0.1, it can be concluded that the data is free of multicollinearity symptoms (Ghazali, 2001).

### ***Heteroscedasticity test***

Heteroskedastisitas pointstolook at whether within the case of imbalance relapse demonstrate fluctuation of the residuals of the perceptions to other perceptions. If the variance from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is homoscedasticity or heteroscedasticity does not occur. The test in this study used a Plot Graph between the predictive value of the dependent variable, namely ZPRED and its residual SRESID. There is no heterosdasticity if there is no clear pattern, and the dots spread above and below the 0 on the Y axis (Ghozali, 2011).

### ***Linearity test***

Linearity test aims to determine whether two or more variables have a linear or not significant relationship. Linearity test is done by using the Test for Linearity on SPSS statistics 25 with a significance level of 0.05. Two or more variables are said to have a linear relationship if the significance (linearity) is less than 0.05.

### ***Multiple linear regression analysis***

Regression analysis is a statistical technique that is useful for examining and modeling the relationships between variables. Sugiyono (2012) states that "multiple regression analysis is used by researchers, to predict how the state (rise and fall) of the dependent variable, if two independent variables as predictor factors are manipulated (increase and decrease in value) with the following formula:

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

Information:

Y = Subject in the predicted dependent variable

a = Y value when X = 0 (constant value)

b = Regression Coefficient

X = Independent Variable

### ***Determination coefficient test ( $R^2$ )***

The determination coefficient test ( $R^2$ ) aims to determine how much the ability of the independent variable to explain the dependent variable. The fundamental weakness in using the coefficient of determination is the number of independent variables that are included in the model. Each additional one independent variable, then  $R^2$  will increase regardless of whether the variable significantly influences the dependent variable. Thus, according to Ghazali (2011), many researchers recommend using the adjusted  $R^2$  value when evaluating which regression model is the best, unlike the  $R^2$  value, the adjusted  $R^2$  value can increase or decrease if one independent variable is added to the model.

### ***Hypothesis Test***

#### ***Partial significance test (-t test)***

The t test is a partial (individual) test of the independent variable to see the significance of the influence of the individual variable on the dependent variable, where if the t value is greater than the t table it indicates the acceptance of the proposed hypothesis. The t value can be seen in the regression results and the t table value is obtained through sig.  $\alpha = 0.05$  where  $df = nk$ .

#### ***The conclusion:***

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

#### ***Significance simultaneously (Test-F)***

The F test is a test of assumptions regarding the exact regression to be applied to empirical data or observations. The F test is basically used to show whether all the independent or free 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  $F$  count  $< F$  table; then  $H_0$  is accepted and  $H_a$  is rejected

## **RESULTS AND DISCUSSION**

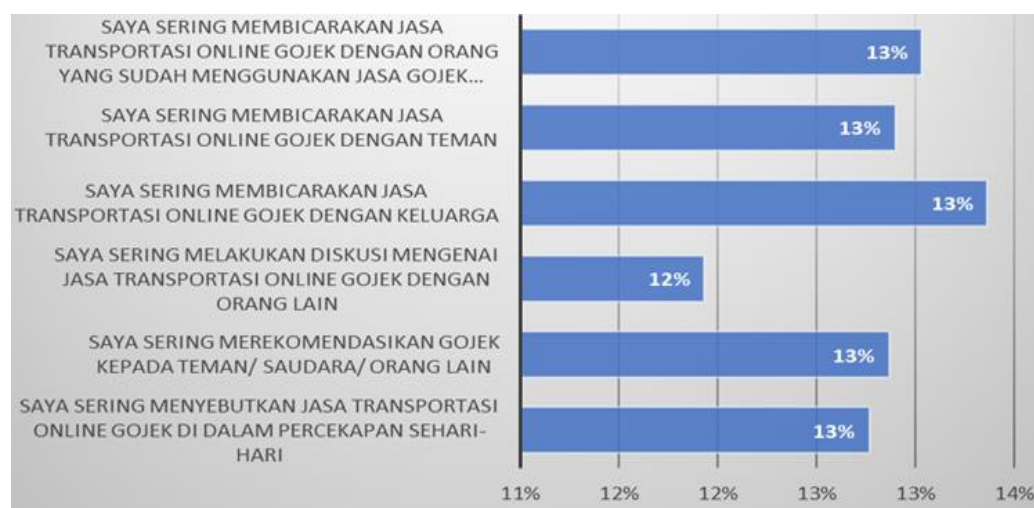
100 people in the city of Sukabumi who use GOJEK's online transportation services were respondents in this study. 42% are male respondents, while the percentage of female respondents is 58%. The percentage of respondents using GOJEK's online transportation services is dominated by young people, namely 20-25 years of age by 54%, ages 25-30 by 30%, ages 17-20 years 9% and finally those over 30 years old by 7%. For percentage of respondents by last education is dominated 56% Education Last SMA / SMK, 28% Education Last D3 / S1, 14% Education Last SMP / MTs and 1% Education last

SDand S2 / S3. Based on their work, respondents are dominated by students / students at 36%, private employees 22%, self-employed 18%, others 15% and finally civil servants 9%, while based on income 39% their income is <1.5 million, 36% their income is 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 use of GOJEK by respondents in Sukabumi City is very high, namely 66% of respondents used GOJEK services more than three times, 18% three times, 11% twice, and 6% less than twice.

**Descriptive analysis results**

**Variable description word of mouth (X<sub>1</sub>)**

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



**Figure 3** Histogram Brand Image  
**Source:** Results of Data Processing, 2018

The histogram brand image above shows that the indicators that have a greater percentage of around 14% are indicators of the GOJEK brand that are easy to remember, the GOJEK brand which is easy to pronounce, and the affordable price of GOJEK transportation. Meanwhile, the GOJEK transportation service indicator differs from the others with 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, have a percentage of 12%.

**Description of purchasing decision variable (y)**

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



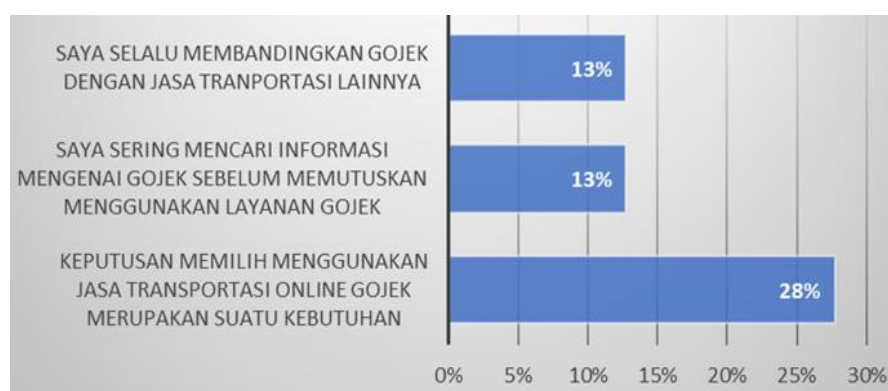
**Figure 4** Histogram Purchase Decision (Y)

Source: Results of Data Processing, 2018

The histogram brand image above shows that the indicators that have a greater percentage of around 14% are indicators of the GOJEK brand that are easy to remember, the GOJEK brand which is easy to pronounce and the affordable price of GOJEK transportation. Meanwhile, the GOJEK transportation service indicator differs from the others with 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, have a percentage of 12%.

*Description of purchasing decision variable (y)*

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



**Figure 5** Histogram Purchase Decision (Y)

Source: Results of Data Processing, 2018

The graph of the purchase decision histogram above, shows that the indicator that has a larger percentage is the indicator of the decision to choose to

use GOJEK online transportation services, which is a necessity of 28%, the indicator of respondents always compares GOJEK with others by 13% and indicators of respondents often seek GOJEK before deciding to use GOJEK services at 13%.

### ***Results of classical assumption test analysis***

#### ***Normality test***

The results showed that in the Kolmogorov-Smirnov column the Asymp. Sign 0.75 has a value greater than 0.05. Thus, it shows that the data in this study were normally distributed. Thus, it can be concluded that the independent variable regression model X1 (Word of Mouth) and X2 (BrandImage) have a joint effect on the dependent variable Y (Purchase Decision) has met the data normality requirements.

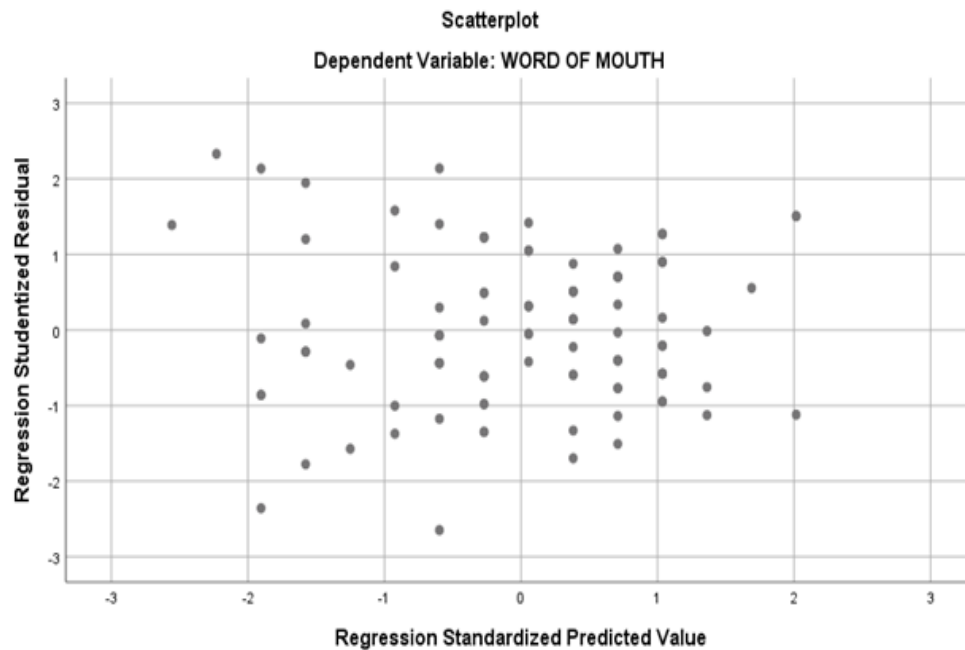
#### ***Multicollinearity test***

Multicollinearity test points to test whether there is a relationship between autonomous factors. The results showed that the correlation value between the independent variables, namely variable X1 (Word of Mouth) and variable X2 (Brand Image) had the same VIF output value, namely 1.285 and the output tolerance value of each variable showed the same number, namely 0.778 each independent variable has a VIF value <10 and a tolerance value > 0.1, so that there is no multicollinearity between the independent variables.

#### ***Heteroskedasticity test***

To 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 heteroskedasticity with methods scatter plot depicted in the drawings as follows:





**Figure 6** Test Results Heteroskidastity  
Source: Results of 2018 Data Processing

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

## HYPOTHESIS ANALYSIS RESULTS

### *Multiple linear regressions*

Based on the results of the multiple linear analysis test, the results of the multiple regression equation are as follows:

$$Y = -2.329 - 0.324 X_1 + 0.287 X_2$$

The above equation has meaning sebag a i follows:

- a.  $B_0 = -2,329$  which means if the variable word of mouth ( $X_1$ ) and brand image ( $X_2$ ) is equal to zero, then the purchasing decision variable (Y) will be worth -2,329.
- b.  $\beta_1 = 0.324$ , which means that if the variable word of mouth ( $X_1$ ) has decreased by one unit, while brand image ( $X_2$ ) is considered constant, it will cause a decrease in purchasing decisions (Y) of 0.324.

c.  $\beta_2 = 0,287$  which means jika variable of brand image ( $X_2$ ) decreased by 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.

### ***Test of the coefficient of determination ( $R^2$ )***

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

### ***Test t (partial test)***

The t test results showed that:

a. Effect ( $X_1$ ) on Y

t count for word of mouth ( $X_1$ ) of  $5.420 > 1.66488$  and a significance level of 0.000, indicating that the probability is below 0.05. It can be concluded that word of mouth has a significant effect on purchasing decisions, so that if  $t > t$  table, then  $H_a$  is accepted and  $H_0$  is rejected, meaning that there is an effect simultaneously.

b. Effect ( $X_2$ ) on Y

t count for brand image ( $X_2$ ) is  $4.758 > 1.66488$  and the significance level is 0.000, indicating that the probability is below 0.05. This can show that if  $t$  count  $> t$  table, then  $H_a$  is accepted and  $H_0$  is rejected, meaning that there is an effect simultaneously.

### ***F test (simultaneous test)***

The result of the f test shows that the variable word of mouth ( $X_1$ ) and brand image ( $X_2$ ) has a calculated F value of 48.993 with a significance value of 0.000. The value of F 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  $df_2 = 100-3 = 77$ , then the F table is obtained at 3.12. The criterion for acceptance of the hypothesis is that  $H_0$  is rejected if the significance value is less than the confidence level of 0.05 and the calculated f value  $>$  the F table value. The significance value of the word of mouth and brand image variables is less than 0.05, which is equal to 0.000 and the calculated F value is greater than the F table value, which is  $48.993 > 3.12$ . So, it can be concluded that word of mouth ( $X_1$ ) and brand image ( $X_2$ ) simultaneously affect purchasing decisions.

### *Correlation analysis*

The result of the correlation analysis shows that the 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 purchasing decisions ( $Y$ ) 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  $0.000 < 0.005$  which means that there is a significant correlation. The results of the SPSS.25 output for the window of the results of the t test and f test that have been described above, will then explain the percentage of influence of word of mouth ( $X_1$ ) and brand image ( $X_2$ ) on purchasing decisions ( $Y$ ), where the results of hypothesis testing shows that the variable word of mouth ( $X_1$ ) partially has 54% influence on purchasing decisions ( $Y$ ). The variable brand image ( $X_2$ ) partially has a 47% influence on purchasing decisions. While, simultaneously the variables of word of mouth and brand image have a 48% influence on purchasing decisions.

## **DISCUSSION**

### *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  $< 0.05$ , it can be concluded that word of mouth has a significant effect on purchasing decisions. Word of mouth can be defined 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 whether a service is good or not. That belief can very strongly arise from the motivation of the people closest to or who are considered influential in a community. Moreover, the culture of the Indonesian people has a habit of chatting about everything. So it is very easy to apply this type of word of mouth marketing in the community.

### *The effect of brand image on purchasing decisions*

Brand image has a significant effect on purchasing decisions; this can be seen from the t count of brand image of 4.758 with a significance value of 0.000, indicating that the probability is 0.05 so 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 public will be a consequence of forming a brand. Image or brand can

support and destroy the value that consumers feel. A good image can increase the success of a company and vice versa a bad image will deteriorate the company's stability.

### *The effect of word of mouth and brand image on purchasing decisions*

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

### **CONCLUSION**

Based on the comes about of the investigate and talk depicted within the past chapter, conclusions can be drawn as well as being able to reply questions from the definition of the issue as takes after:

1. Word of mouth (WOM) has a significant influence on the decision to purchase GOJEK online transportation services in Sukabumi City, this data is supported by the results of the t-test (partial test) research which shows that the calculated t value is greater than the t table value, and the significance level is below 0.05.
2. Brand image has a significant influence on purchase decisions of transport services online GOJEK in the city of Sukabumi, the data is supported by the results of research t test (partial test) which indicates that the value of t is greater than t table, and the level of significance below 0,05.
3. Word of mouth and brand image together (simultaneously) have an influence on the decision to purchase online transportation services GOJEK in Sukabumi, 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 the level of significance is below 0.05.

### **SUGGESTIONS**

Suggestions that can be submitted from the results of this study are as follows:

1. For further researchers

It is suggested to develop this research using other methods of researching word of mouth, brand image and purchasing decisions. So that the information to be obtained is more varied.

2. For the Company

Based on the results of research and discussion, that word of mouth and brand image have a significant influence on purchasing decisions. So the researchers suggest that companies through their marketing management respond well to the occurrence of WOM by improving service quality so as to produce

better word of mouth that will influence purchasing decisions. In addition, researchers suggest that companies provide program facilities for the formation of word of mouth between consumers, such as chat group discussions on the GOJEK application, so that they can provide convenience in exchanging information, criticism and suggestions, which in fact has a significant effect on the total consumers who will use the service. GOJEK transportation. Meanwhile, the brand image for GOJEK company lies in its drivers. So, the company must be more selective in choosing GOJEK drivers. In addition, companies must provide more promos for their customers, so that consumers will continue to use the GOJEK application.

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