



## The Influence of Electronic Word of Mouth (E-Wom), Brand Image and Product Quality on Buying Interest in Vivo Smartphones in Jakarta

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### ABSTRACT

This study is a quantitative research on Consumer Purchase Intention for Vivo Smartphones. The purpose of this research is to determine the effect of independent variables, namely Electronic Word of Mouth (E-WOM), Brand Image, and Product Quality, on the dependent variable, which is Purchase Intention. The population of this study consists of consumers who are aware of and use Vivo smartphones in Jakarta, with a sample size of 126 respondents selected using a non-probability sampling method. This research employs purposive sampling based on predefined criteria. The data for this study were obtained from an online questionnaire (Google Form) distributed to consumers in Jakarta who use and are aware of Vivo smartphones. For data analysis, the author used descriptive and inferential analysis techniques processed through SmartPLS 3.2.9. The study results indicate that (1) Electronic Word of Mouth does not have a positive and significant effect on Purchase Intention, with a path coefficient value of 0.021. (2) Brand Image has a positive and significant effect on Purchase Intention, with a path coefficient value of 0.215. (3) Product Quality has a positive and significant effect on Purchase Intention, with a path coefficient value of 0.593

## INTRODUCTION

The digital age we live in today is characterized by the rapid evolution of technology that facilitates the quick and accurate completion of human tasks. This period has witnessed rapid developments in a number of areas, one of which is communication technology, which is the smartphone of today. At this time, technological developments in the field of communication have made the previously traditional human lifestyle more modern. The existence of smartphones has now become a primary commodity, which can be owned by many people. The reason someone uses a smartphone is because it is easy to access information that can be done in the palm of a hand, besides that smartphones also have important features that are not available on traditional communication tools or ordinary cellphones. This convenience can be seen from reading news online through digital media, sending letters online via E-mail, meeting face to face without meeting via Video call and many other things that make the use of this smartphone has become a very necessary thing.

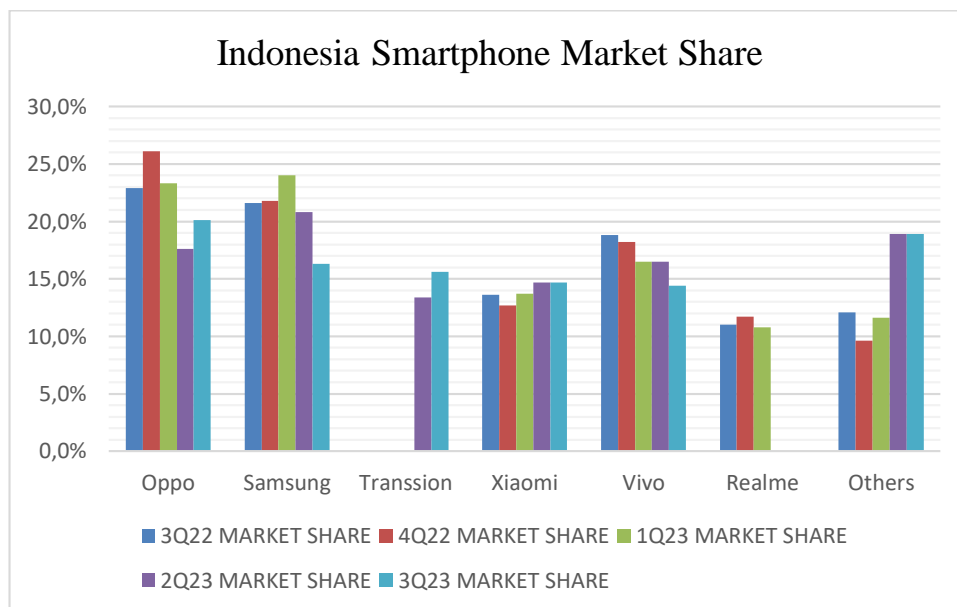


Figure 1. Graph of Indonesia Smartphone Market Share 3Q22-3Q23  
Source: International Data Corporation (2023)

According to a report released by International Data Corporation (IDC) in the range of 2022-2023 regarding smartphone sales from several brands in Indonesia. In the report, the level of smartphone sales in Indonesia is quite volatile and the brand that ranks top is held by Oppo followed by Samsung afterwards. In addition to these brands there are several well-known brands whose names used to appear in the data and are now replaced by new brands that are quite famous. Vivo is one of the interesting brands when viewed in the data above, Vivo's sales graph in the last few quarters has actually decreased continuously. In 2023 vivo received an award, namely Brand Of The Year by The Reviewers' Award 2023, but their sales results in Indonesia contradicted the achievements obtained that year (Mobitekno, 2023).

To meet consumer needs and increase consumer buying interest in Vivo smartphones, they must pay attention to Electronic Word Of Mouth, namely the delivery of promotions from the public through social media such as YouTube, Instagram and so on. In addition, Vivo must continue to pay attention to the quality of its products, so that the brand image of vivo products in society can continue to be considered good and meet brand needs. Some of these factors can help Vivo to increase consumer buying interest in the smartphones they sell. Based on the above phenomena and descriptions regarding consumer buying interest in Vivo smartphones, there are still gaps in research (Gap Research), namely the use of variables that are different from several previous studies and combining variables into one unit in this study, as well as objects that are used as sources for research with data search locations that are not similar to previous research, so researchers want to develop research that has been done previously related to the importance of E-Wom, Brand Image and Product Quality with the research title **“The Effect of Electronic Word Of Mouth (E-Wom), Brand Image and Product Quality on buying interest in vivo smartphones in Jakarta.”**

## **LITERATURE REVIEW**

### **Purchase Intention**

According to Kotler and Keller (2016, p. 181) Purchase Intention is the possibility that consumers will buy goods or services from a brand or switch to another brand. The desire to buy will be stronger if the benefits are greater than the way to get it. Purchase Intention is a term used to describe a person's feelings towards an item, and this is a great way to measure the behavior of a particular brand, service, or product. (Schiffman & Kanuk, 2015, p. 228). Purchase intention is the process customers use to assess a product before deciding whether or not to buy it (Indika & Jovita, 2017, p. 28).

### **Electronic Word Of Mouth (E-Wom)**

According to Thurau in Ibnu (2021a) Electronic Word Of Mouth (E-Wom) is a statement conveyed by potential consumers or consumers who have used the product before and provide information about the product to other consumers via the internet media. The use of online media has now become an attractive thing for consumers, because it makes it easier for them to quickly find out other people's experiences about certain brands, products or services. Meanwhile, according to Kotler and Armstrong (2018, p. 515) Another form of word of mouth that now occurs online is Electronic Word of Mouth (E-Wom).

H1: Electronic Word of Mouth Affects Purchase Intention

### **Brand Image**

Kotler and Keller (2016, p. 330) define Brand Image with the statement “Brand imagery describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs”. This means that the brand image is described by adding extrinsic properties or other values that the brand does not yet have to the products and services owned by the company, with the aim of meeting the psychological needs of customers and the social needs of customers. Tjiptono in Sumpu and Tumbel (2018) Consumer relationships and interpretations about a

brand are referred to as brand image. As seen in customer associations or memories, brand image is an observation that fosters consumer confidence.

H2: Brand Image Affects Purchase Intention

### Product Quality

Quality is the absence of deficiencies in goods and services (Kotler & Armstrong, 2018, p. 970). Product quality can also be interpreted by the way customers come back and the company's products do not return, meaning that customers are satisfied with the condition of the company's products and come back to buy similar products, not returning the product because there is damage. According to Tjiptono in Faisal et al (2023) Product quality is a direct description of a product which contains product usability, ease of using the product, product aesthetics and so on. Kotler and Keller in Widiana and Naufal (2018) argue that the ability of a product to meet or exceed client needs or expectations is referred to as its quality. With the understanding that the ability of a product to deliver results or performance in accordance with client needs is what defines its quality in this context.

H2: Product Quality Affects Purchase Intention

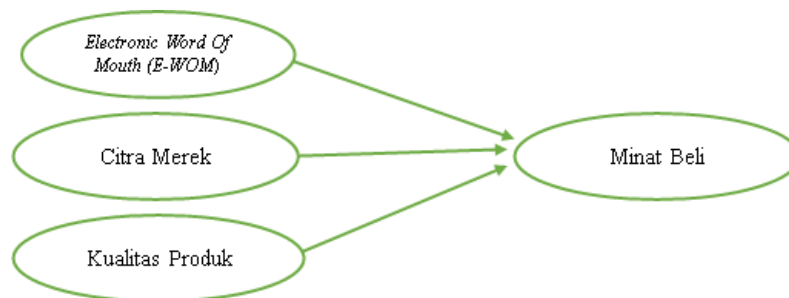


Figure 2. Conceptual Framework

## METHODOLOGY

The methodology of this study involved a purposive sampling technique with a population comprising smartphone users and consumers familiar with the Vivo brand in Jakarta. The sample included consumers aged 18 and above, residing in DKI Jakarta, who have used or are aware of the Vivo brand. The minimum sample size was calculated using the Lemeshow formula, as the exact number of Vivo users in Jakarta is unknown. Based on these calculations, a minimum of 100 respondents was required, and ultimately, questionnaires were distributed to 126 respondents meeting the criteria. Primary data was collected through a questionnaire distributed via social media, using a Likert scale to measure responses. Data analysis was conducted using two approaches: descriptive analysis to examine respondent characteristics and their responses to research variables (Purchase Intention, Electronic Word of Mouth, Brand Image, and Product Quality), and inferential analysis to test the hypothesis regarding the influence of E-WOM, brand image, and product quality on purchase intention of Vivo smartphones in Jakarta. Inferential analysis was carried out using SmartPLS 3.2.9 software and the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, with additional tests for validity (convergent and

discriminant validity), reliability (Cronbach's Alpha and Composite Reliability), R-Square, Q-Square, and hypothesis testing through bootstrapping.

## RESULT

### Descriptive Analysis

Table 1. Answer Index Analysis of Purchase Intention

Minat Beli	STS	TS	N	S	SS	Total	Indeks	Interprestasi
MB1	2	10	11	53	50	517	103,40	Tinggi
MB2	3	8	15	57	43	507	101,40	Tinggi
MB3	3	5	15	70	33	503	100,60	Tinggi
MB4	3	6	16	56	45	512	102,40	Tinggi
MB5	2	14	15	60	35	490	98,00	Tinggi
MB6	2	16	20	53	35	481	96,20	Tinggi
MB7	3	4	13	40	66	540	108,00	Tinggi
MB8	3	6	12	61	44	515	103,00	Tinggi
Rata-rata nilai indeks							101,63	

Based on the results in Table 1 above, the highest index value is at MB7 of 108.00 which is included in the high category. The lowest index value is at MB6 of 96.20 which is included in the high category. Also, the average index number value of respondents' answers to the Purchase Interest variable has a value of 101.63 which is included in the high category.

Table 2. Index Analysis of Answers to Electronic Word of Mouth (E-Wom)

EWOM	STS	TS	N	S	SS	Total	Indeks	Interprestasi
EWOM1	1	3	9	66	47	533	106,60	Tinggi
EWOM2	1	3	4	58	60	551	110,20	Tinggi
EWOM3	1	1	7	63	54	546	109,20	Tinggi
EWOM4	1	2	6	62	55	546	109,20	Tinggi
EWOM5	1	3	6	52	64	553	110,60	Tinggi
EWOM6	1	2	6	58	59	550	110,00	Tinggi
Rata-rata nilai indeks							109,30	

Based on the results in Table 2 above, the highest index value is in EWOM5 of 110.60 which is included in the high category. The lowest index value is in EWOM1 of 106.60 which is included in the high category. Also, the average index number value of respondents' answers to the Electronic Word Of Mouth (E-Wom) variable has a value of 109.30 which is included in the high category.

Table 3. Analysis of Answer Index on Brand Image

Citra Merek	STS	TS	N	S	SS	Total	Indeks	Interprestasi
CM1	1	1	6	48	70	563	112,60	Tinggi
CM2	0	2	9	60	55	546	109,20	Tinggi
CM3	1	2	5	52	66	558	111,60	Tinggi
CM4	0	2	7	48	69	562	112,40	Tinggi
CM5	1	3	13	51	58	540	108,00	Tinggi
CM6	1	5	12	51	57	536	107,20	Tinggi
Rata-rata nilai indeks							110,17	

Based on the results in Table 3 above, the highest index value is in CM1 of 112.60 which is included in the high category. The lowest index value is at CM6 of 107.20 which is included in the high category. Also, the average index number value of respondents' answers to the Brand Image variable has a value of 110.17 which is included in the high category.

Table 4. Index Analysis of Answers to Product Quality

Kualitas Produk	STS	TS	N	S	SS	Total	Indeks	Interprestasi
KP1	1	4	20	59	42	515	103,00	Tinggi
KP2	2	5	12	63	44	520	104,00	Tinggi
KP3	2	2	10	73	39	523	104,60	Tinggi
KP4	1	2	11	54	58	544	108,80	Tinggi
KP5	0	6	3	61	48	505	101,00	Tinggi
KP6	2	1	8	59	56	544	108,80	Tinggi
KP7	0	6	9	58	53	536	107,20	Tinggi
KP8	1	3	13	57	52	534	106,80	Tinggi
KP9	1	6	14	62	43	518	103,60	Tinggi
KP10	2	3	10	66	45	527	105,40	Tinggi
Rata-rata nilai indeks							105,32	

Based on the results in Table 4 above, the highest index value is on KP4 of 108.80 which is included in the high category. The lowest index value is on KP5 of 101.00 which is included in the high category. Also, the average index number value of respondents' answers to the Product Quality variable has a value of 105.32 which is included in the high category.

## Data Analysis and Hypothesis Testing Validity Test

Validity test is a calculation that aims to determine whether the data in the research object is in accordance with what is reported using predetermined indicators (Sugiyono, 2021b, p. 361). Convergent validity analysis and discriminant validity are used in calculating the validity test in this study.

### a. Convergent Validity

Convergent Validity Test is a measure for measurable constructs. This test is carried out to use convergent indicators such as E-Wom, Brand Image, Product Quality and Purchase Intention which are derived through loading factors. In the Convergent Validity Test, a scale can be said to be valid if the loading factor value is above 0.7 (Sugiyono, 2021b, p. 68).

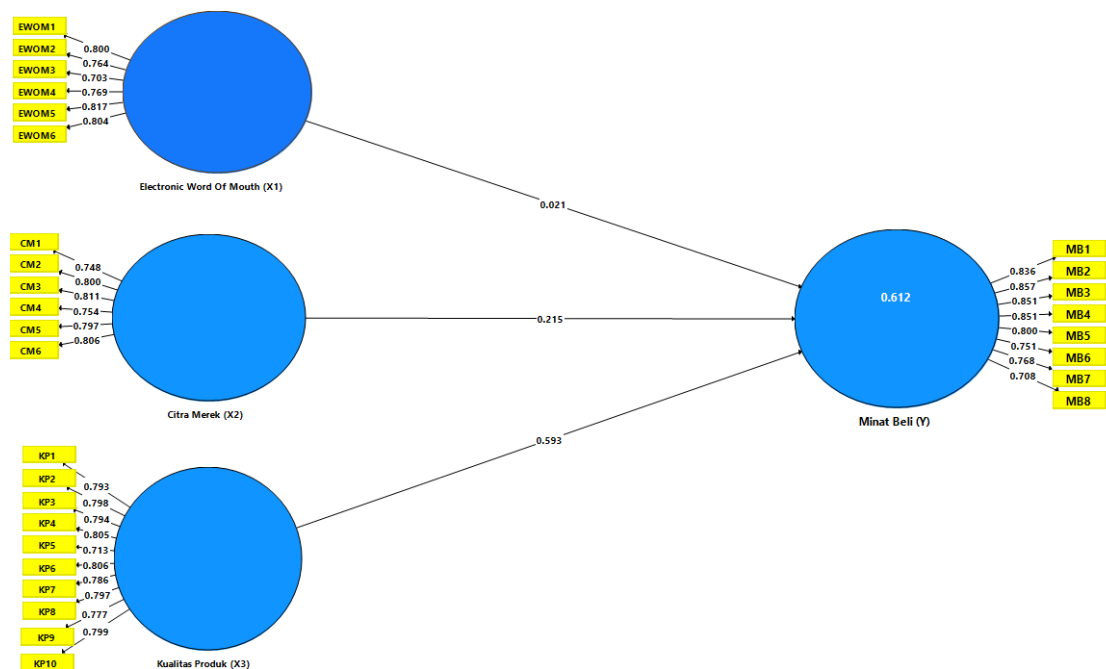


Figure 3. Outer Loading Test Results

The following is the loading value of the outer modal factor to determine convergent validity which is presented in tabular form.

Table 5. Outer Loading Factor Hasil Output SmartPLS

	Minat Beli	<i>Electronic Word Of Mouth</i>	Citra Merek	Kualitas Produk
MB1	0,836			
MB2	0,857			
MB3	0,851			
MB4	0,851			
MB5	0,800			
MB6	0,751			
MB7	0,768			
MB8	0,708			
EWOM1		0,800		
EWOM2		0,764		
EWOM3		0,703		
EWOM4		0,769		
EWOM5		0,817		
EWOM6		0,804		
CM1			0,748	
CM2			0,800	
CM3			0,811	
CM4			0,754	
CM5			0,797	
CM6			0,806	
KP1				0,793
KP2				0,798
KP3				0,794
KP4				0,805
KP5				0,713
KP6				0,806
KP7				0,786
KP8				0,797
KP9				0,777
KP10				0,799

Based on the results of the table above, it can be seen that there is no loading factor value below 0.7 from each instrument. So it can be concluded that the instrument for each question has met the convergent validity test value.

In this convergent validity test using the Average Variance Extracted (AVE) output value of SmartPLS 3.2.9. The recommended AVE value for this validity test is  $> 0.50$ . The following is the AVE value of each variable, as follows:

Table 6. Results of Average Variance Extracted (AVE) Value

Variabel	Average Variance Extracted (AVE)
Minat Beli	0.647
<i>Electronic Word Of Mouth</i>	0.604
Citra Merek	0.619
Kualitas Produk	0.620

Based on the table above, the Average Variance Extracted (AVE) value of all constructs in this study is greater than the value of 0.5. The AVE value  $\geq 0.5$  in these results explains that each variable has been measured accurately which comes from the data from the distribution of the research questionnaire.

a. Discriminant Validity

The Validity Test used next is the Discriminant Validity Test using the cross loading value. The following are the results of the cross loading values obtained, as follows:

Table 7. Results of Cross Loading Discriminant Validity Test

	Minat Beli	<i>Electronic Word Of Mouth</i>	Citra Merek	Kualitas Produk
MB1	<b>0,836</b>	0,460	0,610	0,664
MB2	<b>0,857</b>	0,388	0,533	0,624
MB3	<b>0,851</b>	0,466	0,591	0,671
MB4	<b>0,851</b>	0,378	0,619	0,702
MB5	<b>0,800</b>	0,270	0,518	0,618
MB6	<b>0,751</b>	0,210	0,501	0,611
MB7	<b>0,768</b>	0,503	0,509	0,538
MB8	<b>0,708</b>	0,521	0,470	0,482
EWOM1	0,393	<b>0,800</b>	0,477	0,443
EWOM2	0,402	<b>0,764</b>	0,421	0,402
EWOM3	0,374	<b>0,703</b>	0,484	0,394
EWOM4	0,332	<b>0,769</b>	0,504	0,457
EWOM5	0,424	<b>0,817</b>	0,534	0,501
EWOM6	0,354	<b>0,804</b>	0,446	0,464
CM1	0,408	0,604	<b>0,748</b>	0,535
CM2	0,562	0,369	<b>0,800</b>	0,572
CM3	0,530	0,511	<b>0,811</b>	0,649
CM4	0,455	0,488	<b>0,754</b>	0,562
CM5	0,586	0,477	<b>0,797</b>	0,560
CM6	0,616	0,497	<b>0,806</b>	0,700
KP1	0,670	0,429	0,598	<b>0,793</b>
KP2	0,645	0,403	0,588	<b>0,798</b>
KP3	0,625	0,442	0,605	<b>0,794</b>
KP4	0,614	0,461	0,686	<b>0,805</b>
KP5	0,555	0,397	0,476	<b>0,713</b>
KP6	0,592	0,497	0,604	<b>0,806</b>

KP7	0,634	0,493	0,596	<b>0,786</b>
KP8	0,537	0,449	0,636	<b>0,797</b>
KP9	0,581	0,419	0,571	<b>0,777</b>
KP10	0,573	0,509	0,638	<b>0,799</b>

Based on the results in table 7, it can be seen that the construct value in each variable, namely Purchase Intention, Electronic Word Of Mouth, Brand Image and Product Quality, has a higher cross loading value than the construct value contained in other variables. From these results, it can be concluded that the constructs made are said to be valid.

### Reliability Test

The next test after all instruments are said to be valid is the reliability test. This test is conducted to determine and measure the extent of reliability regarding research and the consistency of the answers given by respondents. The acceptable limit value for reliability calculations at the Cronbach's Alpha and Composite Reliability levels is  $> 0.7$  (Ghozali, 2021b, pp. 70-71). The following SmartPLS output results show the reliability test, as follows:

Table 8. Composite Reliability Value

Variabel	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Minat Beli	0.921	0.936
<i>Electronic Word Of Mouth</i>	0.868	0.901
Citra Merek	0.877	0.907
Kualitas Produk	0.932	0.942

Based on the results in table 8, the Cronbach's Alpha and Composite Reliability values obtained by each variable are  $> 0.7$ . The variables that get the highest reliability value determined through testing the Cronbach's Alpha value are Purchase Interest and Product Quality, whose values are in the range 0.8 - 1.0. This is stated because the Cronbach's Alpha value obtained is greater than 0.90, so it has very high reliability. With these results, it can be concluded that the research findings regarding Purchase Intention, Electronic Word of Mouth, Brand Image and Product Quality are reliable and can be continued to the next testing stage.

### Test Coefficient of Determination (R<sup>2</sup>)

Table 9. R-Square Testing Results

	<i>R-square</i>	<i>R-Square Adjusted</i>
Minat Beli	0.612	0.602

Based on the results of table 9 above which shows the R-Square value of 0.612 or 61.2%, it means that the R-Square value is close to 1 which indicates that the strength of the model is strong, and indicates that the independent variables Electronic Word Of Mouth, Brand Image and Product Quality can explain the dependent variable, namely Purchase Intention by 61.2%, and the remaining 33.8% is influenced by variables not used in this study.

## Q-Square Test

Table 10. Q-Square Test Results

	<i>Q<sup>2</sup> Predict</i>
Minat Beli	0.381

Based on the table above, the result of the Q-Square value is 0.381 for the Purchase Intention variable. The results show that the research model used has predictive relevance; specifically, the model can summarize information from research data by 38.1%. So it can be concluded that the results of the Q-Square test in this study have good or moderate predictive relevance by predicting the model well, because the  $Q^2$  value  $> 0$ .

## Hypothesis Test

Table 11. Bootstrapping Test Results

Variabel	<i>Original Sample</i>	<i>T Statistic</i>	<i>P Values</i>
<i>Electronic Word Of Mouth</i> -> Minat Beli	0.021	0.227	0.821
Citra Merek -> Minat Beli	0.215	2.140	0.033
Kualitas Produk -> Minat Beli	0.593	5.734	0.000

Table 11 above provides answers to the research findings of the Electronic Word of Mouth (X1) variable on the Purchase Intention (Y) variable, with an initial sample value of 0.021 and the result of t count of  $0.821 < t$  table 1.980. This shows that there is no correlation between purchase intention and Electronic Word of Mouth. Furthermore, based on the P value at a significance value of  $0.821 > 0.05$  which indicates that it does not have a significant effect, it can be concluded that the Electronic Word of Mouth variable does not have a positive and significant effect on the Purchase Intention variable. Therefore, the first hypothesis is refuted.

Utilizing the initial sample value of 0.215 and t count of  $2.140 > t$  table 1.980, the findings of the test of Brand Image (X2) on the Purchase Intention (Y) variable are presented. These results indicate that the Brand Image component has a positive impact on Purchase Intention. Furthermore, it is clear that the Brand Image variable has a positive and significant impact on the Interest variable based on the P value with a significance value of  $0.033 < 0.05$ . Thus, the second hypothesis is proven correct.

When the Purchase Intention variable (Y) is tested against the Product Quality variable (X3), the initial sample value is 0.593 and the calculated t is  $5.734 > 1.980$ . These results indicate that Purchase Intention is positively influenced by the Product Quality component. Furthermore, it can be concluded that the Product Quality variable has a positive and significant effect on the Purchase Intention variable by looking at the P value at a significance value of  $0.000 < 0.05$ . Thus, the third hypothesis is confirmed.

## DISCUSSION

### **The Effect of Electronic Word of Mouth on Purchase Intention**

In this case Electronic Word Of Mouth includes E-Wom Intensity, Valence Of Opinion and Content. So that it provides evidence that Electronic Word Of Mouth is not fully able to attract consumers in Jakarta in the desire to buy a product issued by Vivo. However, in some cases Electronic Word Of Mouth is often used as an attractive marketing strategy to attract consumers to want to buy marketed products. This is shown in the hypothesis test which results in a calculated t value of  $0.227 < 1.980$ , which is smaller than the t table. In addition, with the result of  $0.821 > 0.005$ , the P value obtained shows that the E-Wom variable does not have a positive influence on purchase intention. Therefore, the relationship between the Electronic Word of Mouth variable and Purchase Intention is not supported.

The findings of this study support the results of Ketut Dewi and Osa Omar's (2021b) research on the interest of Bandung City residents to buy Samsung cellphones, which shows that electronic word of mouth is not a significant factor in influencing cellphone purchase intention. Although potential consumers can easily obtain information through electronic word of mouth, people still consider factors such as product quality and brand image before deciding to buy a product or not.

The findings of this study, however, contradict Reina & Subarjo's (2023b) research on the effect of electronic word-of-mouth on purchase intention of iPhone products at Apple Store Yogyakarta. Iqbal et al. (2022b) on Electronic Word of Mouth on Smartphone Purchase Interest in India, Ngathoillah et al. (2021b) on Purchase Interest for Oppo smartphones in Purworejo, Ela and Rana (2024) on the effect of electronic word of mouth on smartphone purchases in Jakarta related to Oppo and Vivo models, and Ilhamsyah et al. (2020) on the effect of electronic word of mouth on purchases of Xiaomi smartphones in Banda Aceh.

So the result of this study is **H1 rejected**, Electronic Word Of Mouth (E-Wom) has no effect on Purchase Intention.

### **The Effect of Brand Image on Purchase Intention**

In this case Brand Image includes Brand Favorability, Brand Strength and Brand Uniqueness. So that it provides evidence that Brand Image is able to attract consumers in Jakarta in the desire to buy a product issued by Vivo. Based on the hypothesis test which produces an original sample value of 0.215, the Purchase Intention will increase by 0.215 for every one use of brand image. In addition, the t value obtained ( $2.140 > 1.980$ ) exceeds the t table. In addition, with the result of  $0.033 < 0.005$ , the P value obtained indicates a significant influence of the Brand Image variable on Purchase Intention. Thus, it is agreed that the Brand Image variable has an effect on Purchase Intention.

The results in this study are also in line with research conducted by Anisa Anggraini et al (2022b) regarding Brand Image on Smartphone Purchase Interest in Semarang City, Zaharia & Talledo (2022b) regarding Brand Image on Smartphone Purchase Interest in Lima City, Peru, Krisnawan & Jatra (2021b) regarding Brand Image on Smartphone Purchase Interest in Denpasar, Rendy et al (2021b) regarding Brand Image on Smartphone Purchase Interest in Pangkalpinang City, and Ari & Eko (2022) regarding Brand Image on Smartphone Purchase Interest in Surabaya, which explains that Brand Image has a positive and

significant effect on Smartphone Purchase Interest. One of the factors that attract consumers to buy smartphones is brand image. According to this study, consumer interest in buying Vivo smartphones in Jakarta City is influenced by the smartphone brand image.

The findings of this study, however, also contradict research on the effect of brand image on smartphone purchase intention conducted in Jakarta City by Idris et al (2020a), which came to the conclusion that brand image has no real and beneficial effect on smartphone purchase intention.

So the result of this study is **H2 accepted**, Brand Image has an effect on Purchase Intention.

### **The Effect of Product Quality on Purchase Intention**

In this case the Product Quality includes Performance, Features, Reability, Conformance, Durability, Ability, Aesthetics and Perceived Quality. So that it provides evidence that Product Quality is able to attract consumers in Jakarta in the desire to buy a product issued by Vivo. Based on the hypothesis test which results in an initial sample value of 0.593, Purchase Intention will increase by 0.593 for every one application of Product Quality. In addition, the calculated t value obtained ( $5.734 > 1.980$ ) exceeds the t table. In addition, with the result of  $0.000 < 0.005$ , the obtained P value indicates a significant relationship between the variables of Product Quality and Purchase Intention. Thus, it is agreed that the Product Quality variable has an effect on Mina.

The results in this study are also in line with research conducted by Mariana & Subarjo (2023b) regarding Product Quality on Smartphone Purchase Interest at Apple Store Yogyakarta, Idris et al (2020a) regarding Product Quality on Smartphone Purchase Interest in Jakarta City, Hidayat & Hartanto (2019a) regarding Product Quality on Smartphone Purchase Interest in Tangerang City, Susanti (2022a) regarding Product Quality on smartphone Purchase Interest in Batam City, and Ari & Eko (2022) regarding Product Quality on Smartphone Purchase Interest in Surabaya, which explains that Product Quality has a positive and significant effect on Smartphone Purchase Interest. Product quality is one of the factors that attract consumers to buy smartphones. According to this study, consumer interest in buying Vivo smartphones in Jakarta is partly influenced by the quality of smartphones.

The findings of this study, however, do not support research by Shafitri et al. (2021b) on the impact of product quality on smart phone purchase intention in Jakarta City, which came to the conclusion that product quality is not positively or significantly influenced by smart phone purchase intention Buy.

So the result of this study is **H3 accepted**, Product Quality affects Purchase Intention.

## CONCLUSION AND RECOMMENDATION

Based on the results of the analysis and discussion that has been carried out in this study regarding Electronic Word Of Mouth, Brand Image and Product Quality on Vivo Smartphone Purchase intention in Jakarta City using the help of data processing software, SmartPLS 3.2.9, the following conclusions can be drawn:

In Jakarta, Electronic Word Of Mouth does not positively or significantly affect the intention to buy a Vivo smartphone. This explains why electronic word of mouth, namely promotions on social media platforms such as Facebook, Twitter, Instagram, Tiktok, and Youtube, is not always a consideration for Jakarta consumers in deciding whether or not to buy Vivo smartphone products. This contradicts the first hypothesis, which shows that users' decisions to buy Vivo smartphones are influenced by Electronic Word Of Mouth.

In Jakarta, Brand Image significantly and positively influences consumer interest in buying Vivo smartphones. This is why, when deciding whether or not to buy Vivo smartphone products in Jakarta, consumers always use brand image as a guide, taking into account factors such as brand strength, uniqueness, and the level of public favorability. This is in accordance with the second hypothesis, which shows that consumer decisions regarding whether or not to purchase Vivo smartphones are influenced by brand image.

Vivo smartphone sales in Jakarta are positively and significantly influenced by product quality. This explains why buyers in Jakarta always consider product quality when deciding whether or not to buy Vivo smartphone products. They do this by considering product durability, battery life and duration of use. This is in accordance with the third hypothesis, which shows that customers' decisions to buy Vivo smartphones are influenced by product quality.

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