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E-Wom And Price Perception On Image, Satisfaction, And Loyalty For Consumers Of Toyota Family Cars

Jamila Isa, Budiyanto, Slamet Riyadi
Student of Doctoral Program, Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya
Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya
Universitas 17 Agustus 1945 Surabaya
Corresponding Author: Jamila Isa

ABSTRACT:This study aimed to investigate the influence of electronic Word-of-Mouth (eWOM) and the price perception on the image, satisfaction, and loyalty of customers' Toyota family cars. This was designed as survey research in which primary data were applied for data collection. Data were obtained from customers of Toyota family cars in Makassar. The samples were 400 respondents taken with accidental sampling technique; and the technique for data analysis was SEM (Structural Equation Modeling). As a result, eWOM and price perception gave impact on brand image of Toyota family cars. Further result indicated that eWOM had no effect to customer satisfaction and customer loyalty. While, price perceptions and brand image induced Toyota customers' satisfaction and loyalty; in turn, customer satisfaction impinged Toyota customers' loyalty.

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I. BACKGROUND

The precarious markets of automotive industries exceed companies to pursue strategies to maintain and improve loyalty of their customers. Loyalty is defined as one's faithfulness to an object. In this study, loyalty is in relation to the customers' satisfaction for an automotive product that may preserve interest to buy again and to share their satisfaction to others. Furthermore, the customer's satisfaction retains to the existance of word of mouth.

This study focuses on digital way that evolves sources from electronic word-of-mouth (eWOM). Nowadays, customers have easily communicated for each other through internet in which they become familiar with eWOM about various products (Hennig-Thurau *et al*., 2004). Information shared by potential customers through eWOM can be positive or negative based on their previous experience in using a product of a company. The customers, indeed, tend to communicate theirs in order to be heard and seen by many people or institutions through internet (Hennig-Thurau *et al*., 2004).

The spreads of word-of-mouth (WOM) can be delivered conventionally and digitally. There are four aspects to differentiate eWOM and conventional WOM (Cheung dan Lee, 2012). First, the publication through eWOM is faster and broader among customers. Second, the communication with eWOM is more persistent and accessable by customers. Third, eWOM is easier to measure by people. Last, the characteristic of eWOM in most applications can depreciate the message recipient's capability to judge the senders' credibility and messages. In brief, this study argues that eWOM may arouse customers' image and loyalty in automotive industrial context.

II. THEORETICAL REVIEW

Positive brand image will be continously reconized by consumers who announce positive outcome to public. At the same time, negative word-of-mouth (WOM) communicated by a consumer also lead a product to be less memorable among consumers (Herr *et al*., 1991). Besides, higher level of brand image influence the consumers' perception on higher product quality; and lower brand image contributes to decrease consumers' reaction to a product quality. Thus, positive word-of-mouth delivered by consumers can arouse perception to higher quality; otherwise, negative WOM lead for consumers' perception reduction for the product quality (Herr *et al*., 1991).

A research done by Baloglu and McCleary (1999) found that WOM has been an informative source that affects the establishment of image. Moreover, Chan and Ngai (2011) explored that specific communication through word-of-mouth, called as electronic WOM is accelerated through internet usage. Currently, eWOM is contemplated as essential information in which a website has to provide attractive contents in order to establish image for a product. Accordingly, Jalilvand and Samiei (2012) specified a significant influence of eWOM on brand image, especially in the consumer markets of car industry in Iran. This research also found that eWoM effectivelly lead customers to believe products as the brand image establishment. On the other hand, a research

by Valentina (2008) showed inconsistent results with previous studies. She indicated that worth-of-mouth gave no impact on brand image of wedding organizers. Therefore, this study intends to formulate the first hyphothesis as follow:

Hyphothesis 1: *Electronic Word-of-Mouth* (eWOM) affects brand image establishment for Toyota family cars.

Consumers generally contemplate products to fulfil their needs. In perceiving product value or service value, the customers compare product or service condition. They may substitute their wanted products as their own capacity. In addition, price consideration is an important factor in establishing brand image of a product since it is directly in relation with its quality. Obviously, the image of expensive product is drawn as one with higher quality. So expensive brand is less liable to be cut off on its price, as compared to cheap brands.

The price perception may influence positive or negative brand image of particular product. The higher perception to a product brand contributes to the more positive image for the product. Otherwise, adjusting cheap price to a product can lead for its negative brand image (Yoo, 2000). A research done by Cahyati (2013) explored the simultaneous and parcial implementation of strategies that influence positive and significant perception to a brand image. Moreover, she indicated that the impact of customers' price perception is mostly gained from price strategies rather than promotion. In other words, competitive price is more dominant to arouse image than promotion. However, another research showed different results. For example, Rizki and Mudiantono (2016) argued that price perception did not affect brand image of products. Therefore, the second hyphothesis is formulated as follow:

Hyphothesis 2: Price perception affects brand image for Toyota family cars.

Customers may indirectly develop company preservation. The customers, who are satisfied with a product, lead opportunities for the growth of companies' income. Mulyana (2002:65) explained that one of the benefits for having consumers' satisfaction is the rise of positive word-of-mouth. On the other hand, Larasati (2016) identified that price and brand image influence consumer decision; while word-of-mouth does not influence customers' buying decision. She also found that buying decision, price, and brand image have impact on customer satisfaction, but word-of-mouth does not influence customersatisfaction. Furthermore, this study formulated the third hyphothesis as follow:

Hyphothesis 3: *Electronic Word of Mouth* (eWOM) affects costumer satisfaction for Toyota family cars.

The associations between brand image and consumer satisfaction have positive effects. Brand image is an image about specific aspects that is inherent in the minds of consumers. Customer miscreability can be created through what they perceive as expected or even more than expected. A research conducted by Chi and Qu (2008) argued that image directly affected customer satisfaction. In addition, the image and satisfaction also have a direct effect on overall satisfaction. However, Astuti (2015) indicated different result that variable of service quality influenced consumer satisfaction; while price and brand image had no effect to consumer satisfaction. Then, the fourth hyphothesis was formulated as follow:

Hyphothesis 4: Brand image affects customer satisfaction for Toyota family cars.

Likewise, Prasetio (2012) and Sugianto (2013) stated that there was significant consequence on price to consumer satisfaction. Handayani (2014) also proved that the more affordable price offered by a company would reinforce customer satisfaction. Yet, different research result was shown by Lailia *et al*.(2012) that price perception did not affect consumer satisfaction. Hence, the fifth hyphothesis was as follow:

Hyphothesis 5: Price perception affects customer satisfaction for Toyota family cars.

Refering to Schiffman and Kanuk (2004:154), loyalty is a customer's choice to determine buying specific brand compared to other brands within a product category. Loyalty is also as preference that is constantly done by customers to buy similar brand for a specific product or for a service category. Accordingly, Gruen *et al*. (2005) found that *Customer Know-How Exchange* impress customers' perception on product value; and customers' loyalty is represented as their want to recommend a product to others. In turn, this is in line with eWOM to establish customers' loyalty.

Hyphothesis 6: *Electronic Word of Mouth* (eWOM) affects customer loyalty for Toyota family cars.

Customer satisfaction can be generated from various factors. Price perception, for example, that exceeds to profitability has direct relationship with customer loyalty. This argument was supported by Malik *et al*. (2012) finding that price affected customer loyalty. Therefore, a company has to comprehend what customers want and need to boost for their loyalty.

Consumers who are aware on a product price will know the product quality. Those who pay the product will admit its quality as the amount of money they endure. Nonetheless, some customers urge for alternative prices

that expect cheap price with similar product quality. But a research by Sulistiyanto *et al*. (2015) found that price perception did not influence customer satisfaction; so the better perception of price will not impress and escalate customer satisfaction. Thus, a company image can alter customer satisfaction. The higher level of image to a company will lead the higher level of customer satisfaction. Moreover, price perception does not affect customer loyalty so the higher level of price perception will not determine the higher or lower loyalty given by customers. Accordingly, As'ad and Noermijati (2011) concluded that price did not affect for positive and significant loyalty of customers. Then, the seventh hyphothesis was formulated as follow:

Hyphothesis 7: Price perception affects loyalty of customers for Toyota family cars.

Images for companies and brands are generated from awareness. A research by Simanjuntak (2012) convinced that brand image has strong and positive effect to customer loyalty. Similarly, another research by Malik *et al*. (2012) also proved that one of his research variables, i.e. brand image had direct consequence with customer loyalty.

Brand is a benchmark of consumer's self image. Nowadays, consumers' awareness on a brand is getting better; and they are very contentious to designate a specific brand. In addition, consumers can maintain loyalty based on their experience in using the brand when they are satisfied with the product. Loyalty is also developed from positive brand image and brand attibutes as qualified product, product with overrated performance, affordable price, attainable and accessible product.

A research by Tu *et al*. (2013) showed a brand image significantly influenced customer loyalty. So a company greatly needs to focus on long-term profitabiliy relationship as well as to create loyalty as a competitive advantage in the business markets. Moreover, Prayag and Ryan (2011) argued that image influenced loyalty (revisit and recommendation) that was mediated with satisfaction variable. Otherwise, different findings were assumed by Aviandari and Notoatmojo (2010) that brand image was indicated as a strong aspect due to some reasons. The first reason was because the observed company was able to keep its promises to customers. It also had tried to meet the needs of customers. The second reason was due to company logo that was easily recognized by customers. The last reason related to company's promises. The observed company did not offer unreasonable promises so the customers believed that it could give best services to customers. In brief, brand image has less significant relation and effect to loyalty.

Hyphothesis 8 : Brand image affects customers loyalty for Toyota family cars.

Customer satisfaction involves expectation and performance. Satisfaction is generated as customers' evaluation to the performance of product or the services of a company that match to customers' expectation. Hence, satisfaction and loyalty of customers are indivisible or integral variables (Oliver,1997:154). Satisfaction is one of the impetus for the establishment of customer loyalty. The relationships between customer satisfaction and customer loyalty are symmetrical. If customer satisfaction is broadening, so customer loyalty will also enlarge in automotive industry.

However, Sulistiyanto and Soliha (2015) figured out different research result that customer satisfaction did not affect customer loyalty. When the satisfaction of customer is getting better, this will not develop customer loyalty as well. Likewise, Gautama *et al*. (2012) convinced that customer satisfaction did not influence customer loyalty. Otherwise, this study formulated the ninth hyphothesis as follow: **Hyphothesis 9** : Customer satisfaction affects customer loyalty for Toyota family cars.

The conceptual framework of this study is formulated below:

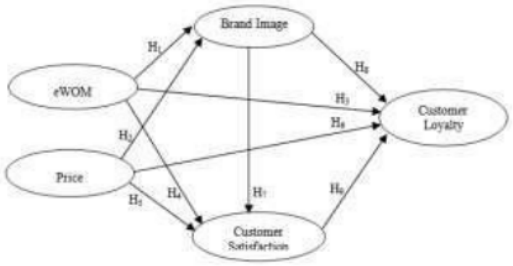

Figure 1
Conceptual Framework

Figure 1

Conceptual Framework

III. RESEARCH METHOD

This study was designed as a survey research. This applied primary data in the form of questionaires. The sources for data were gained from respondents, i.e. customers of Toyota family car in Makassar, Indonesia. Based on automotive sales data, Toyota Avanza was recorded as the most popular cars in Makassar, South Sulawesi during 2015. The total sales reached 46,486 units (www.toyota.astra.co.id). Therefore, the numbers of population were 46.486 respondents. The samples were 400 respondents taken by using Slovina formula. Moreover, this study applied an accidental sampling technique. While the technique for data collection applied survey through questionnaires. Then, the technique for data analysis to answer hyphothesis in this study was SEM (*Structural Equation Modelling*).

Respondent Descriptions

Customers of Toyota family cars vary in ages. This study took respondents of Toyota family cars in Makassar, Indonesia. They were mostly between 30-40 years old with total of 187 customers or about 46.8% respondents. While the least numbers of respondents were about 10.8% customers whose age were between 20-30 years old.

The customers of Toyota family cars in Makassar mostly bought Avanza. Based on the data, about 284 people or 71% respondents bought Avanza once. At the same time, the least frequent categorization was about 4.8% of repondents or 19 customers who had bought Avanza three times.

The customers of Toyota family cars in Makassar mostly use *Whatsapp Group* as media to communicate about Avanza cars. About 42.8% respondents or 171 customers used *Whatsapp Group*; and 7% respondents or 7 customers used people's *blog*. The second category obviously communicate and review various (dis)advantages of Toyota family cars.

Evaluation for *Goodness of Fit*

The calculation results of index values for *goodness of fit* gained from structural model are as follow:

Table 1 Value ofGoodness of Fit andCut off Value Structural Model

Criteria	Model Testing Result	Critical Value	Notes
ProbabilitasChi square	0,094	≥ 0,05	Fit
Cmin/DF	1,159	≤ 2,00	Fit
GFI	0,958	≥ 0,90	Fit
AGFI	0,944	≥ 0,90	Fit
RMSEA	0,020	≤ 0,08	Fit
TLI	0,982	≥ 0,95	Fit
CFI	0,985	≥ 0,95	Fit

The results above showed all criteria of approximate model (*goodness of fit*) that has provided good index (fit). Furthermore, reliability testing model and interpretation will be done for each coefficient.

Coefficient for Direct and Indirect Effects

The following is results of SEM testing with SEM coefficient values and standardized values on each variable :

Table 2.SEM Coefficient Value for Effects between Variables

Causality Relations			*Direct Effect*	*Indirect Effect*	*Total Effect*
eWOM (X1)	→	Brand Image (Z1)	0.445	-	0.445
eWOM (X1)	→	Customer Satisfaction (Z2)	0.021	0.169	0.190
eWOM (X1)	→	Customer Loyaty (Y)	0.011	0.181	0.192
Price (X2)	→	Brand Image (Z1)	0.310	-	0.310
Price (X2)	→	Customer Satisfaction (Z2)	0.242	0.118	0.369
Price (X2)	→	Customer Loyaty (Y)	0.212	0.196	0.407
Brand Image (Z1)	→	Customer Satisfaction (Z2)	0.380	-	0.380
Brand Image (Z1)	→	Customer Loyaty (Y)	0.276	0.116	0.392
Customer Satisfaction (Z2)	→	Customer Loyaty (Y)	0.306	-	0.306

Variable that was mostly influenced to image was *Electronic Word-of-Mouth* (eWOM) since it had coefficient value with the highesttotal effect(0.445), and then price perception (0.310).While, variable that greatly gave impact on customer satisfaction was brand image because ithad coefficient value with highesttotal effect(0.380), and thenprice perception (0.369), and*Electronic Word of Mouth*(0.190). In addition, variable that greatly gave impact on customer customer loyality was price perception because ithad coefficient value with highesttotal effect(0.407), and thenprice perception (0.392), customer satisfaction (0.306), and*Electronic Word of Mouth*(0.192).

IV. HYPHOTHESIS TESTING RESULTS

After knowing the coefficient value on each variable, it is essential to test hyphothesis with using CR value and its probability. The parameter of parcial influence to variables can be known through CR *(Critical Ratio)*value. At the same time, to consider whether or not the influence of exogeneous variable on endogeneous variable as well as the influence of endogeneous variable on endogeneous variable, it is useful to apply regulation by comparing CR caalculation > 1.96 or significant value < 0.05. So there is an impression on exogeneous variable to endogeneous variable as well as on endogeneous variable to endogeneous variable. The following is Regression Weight andStandardized Regression Weight for structural similarity model:

Table 3. Causality Testing of *Regression Weight*

Causality Relationship			Std. Estimate	SE	CR	*P value*
eWOM	→	Brand Image	0,445	0,050	5,655	0,000
eWOM	→	Customer Satisfaction	0,021	0,064	0,258	0,797
eWOM	→	Customer Loyalty	0,011	0,054	0,149	0,881
Price	→	Brand Image	0,310	0,050	4,377	0,000
Price	→	Customer Satisfaction	0,242	0,067	3,088	0,002
Price	→	Customer Loyalty	0,212	0,060	2,774	0,006
Brand Image	→	Customer Satisfaction	0,380	0,121	3,853	0,000
Brand Image	→	Customer Loyalty	0,276	0,107	2,863	0,004
Customer Satisfaction	→	Customer Loyalty	0,306	0,081	3,439	0,000

V. DISCUSSIONS

Effect of eWOM on Brand Image

The testing results with SEM signified that eWOM significantly influenced brand image. The influence degree of eWOM to the brand image of Avanza cars were about 0,445 (positive). This indicated that the higher degree of eWOM affected to the increasing brand image.

The result of this study was in line with a research by Jalilvand *et al*. (2012) arguing WOM in specific form, i.e. eWOM had an impact on brand image. This study was also similar to a theory of Solomon (2008) stating that eWOM did not only decrease marketing expenditure, but also increase revenue when new customers were interested to buy the products. Yet, negative eWOM was indicated to decrease the company credibility. As a result, positive eWOM can be a strategy to obtain success as the effect of company image; and negative eWOM can destruct company as the effect of drowning a company image.

Furthermore, this study argues that the endownment of good image can be from customers' experience. The satisfied customers will eagerly communicate a brand to others. In turn, when the customers have loved using a product, they cordially tend to recommend it to friends and relatives. This creates eWOM and affects to increase stronger company image. If customers have tried a product and realize its positive brand image, they will share their experience through eWOM communication. Indeed, positive eWOM comprises messages about brand image to customers.

Effect of Price Perception on Brand Image

The testing results with SEM convinced that price perception significantly influenced brand image. The influence degree of price perception to the brand image of Avanza cars was about 0,310 (positive). This indicated that the higher degree of price perception affected to the increasing brand image. This study result was similar to the research by Cahyati (2013) who approved the implementation of price strategy could significantly influence brand image. In considering value of an automotive product, a consumer compares its capability to fulfil his or her needs. Price is one of essential attibutes that will be evaluated by consumers so a manager has to comprise the role of price in persuading consumers to buy cars. The specific price adjustment can be conducted by value-based pricing. This offers appropriate combination of good car quality at a reasonable price. Then, the consumers evaluate a product brand with value at the offered price. When the price of a brand has affordable price, so it will become most preffered brand among consumers.

The rate of price is an important factor in establising a brand image. Specifically, Toyota family car has direct effect to the percieved quality. Brand with stronger image is determined as a product with higher quality, so the brand is liable to have cut-off-price by competitors, contrasting to brand with cheap prices. Such argument is consistent with a research by Rajh (2009). He argued that price has positive effect to brand image. Moreover, price positively or negatively influences brand image on cars. So the higher price means the more positive brand image. On the other hand, the consideration of cheap price will give negative impact to brand image (Yoo *et al*., 2000).

Effect of eWOM on Customer Satisfaction

The testing results with SEM signified that eWOM did not influence customer satisfaction. The influence degree of eWOM to the satisfaction of Avanza customers were about 0,021 that indicated that the lower degree of eWOM affected customer satisfaction. Such result was contradictory with Castaneda *et al*.(2007) who showed the impact of eWOM on customer satisfaction due to the less accessible information from internet. The respondents claimed that internet has not provided adequate information about automotive products. They also had less assurance to buy cars as what they perceive following information from internet.

In addition, the research by Castaneda *et al*. (2007) identified the involvement of experience variable and internet experience that moderate the impact of eWOM on satisfaction. Reffering to Castaneda *et al*.(2007), knowledge is obtained from the usage of a specific brand. The past experience using a brand has dominant influence to satisfaction so that eWOM has insignificant effect to satisfaction. Clearly, this study argues that customer satisfaction is greatly impressed from past knowledge, not from communication through online media.

Effect of Price Perception on Customer Satisfaction

The testing results with SEM indicated that price perception significantly influenced customer satisfaction. The influence degree of price perception on customer satisfaction of Avanza cars were about 0,242 (positive). This indicated that the higher degree of price perception affected to the increasing customer satisfaction.

This study is consistent with Handayani (2014) whose research approved that price perception affected customer satisfaction. Previous researches also had similar results in which price influenced satisfaction. Bei and Chiao (2001) identified the significant and positive satisfaction as a result of rational price. To the extents, this study indicated the perception of acceptable prices will improve customers' enjoyment for the percieved cars. The more favorable price will surpass satisfaction. Furthermore, the consideration for more affordable price as the customers' proportion as well as for more feasible price rates with good product quality and benefits will address good orientation to customers. As a result, good adjustment will improve for higher degree of customer satisfaction.

Effect of Brand Image on Customer Satisfaction

The testing results with SEM convinced that brand image significantly influenced customer satisfaction. The influence degree of brand image to the satisfaction of Avanza customers were about 0,380 (positive). This indicated that the higher degree of brand image affected to the increasing customer satisfaction.

The result of this study was consistent with Chi and Qu (2007) who argued that brand image induced to customer satisfaction. They approved that brand image gave significant and positive influence to customer satisfaction. This fact also delineates the finding of Chi dan Qu (2007) that the highest perception of customers towards a brand will lead for the highest degree of satisfaction perceived by customers for Toyota family cars.

Effect of eWOM on Customer Loyalty

The testing results with SEM signified that eWOM did not significantly influence customer loyalty. The influence degree of eWOM to the customer loyalty for Avanza cars were only 0,011 indicating that the lower degree of eWOM affected to customer loyalty.

This result is inconsistent with Keller (2007) who described word-of-mouth via internet (eWOM) as an effective media. This personnal communication instrument is considered as an effective methof for product promotion. This eWOM is generally created by consumers for other consumers. In turn, the satisfied consumers can be as advertising media for companies. The less effect of eWOM to customer loyalty may be due to uncredible information. The consumers indicated that information from internet (mainly facebook social media) can be less credible; in turn, they paid less trustworthy on messages from internet. However, Avanza has been a well-known brand so customers keep their loyalty by buying Toyota family cars. Eventhough information from eWOM is considered uncredible, but consumers still remain using Toyota family cars.

Effect of Price Perception on Customer Loyalty

The testing results with SEM found that price perception significantly influenced customer loyalty. The influence degree of price perception to the customer loyalty for Avanza cars were about 0,212 (positive). This indicated that the higher degree of price perception affected to the increasing customer loyalty.

Price is the amount of money that is demanded for product or service expenses. It is also determined as the amount of value swaped by consumers as the benefits for having a product or using a service. Products with poor quality, expensive price, and delayed product delivery make consumers unsatisfied. Therefore, the settlement of price decision is very crucial in adjusting on how a service is evaluated by consumers as well as on how to proceed establising the loyalty degree of consumers (Lupiyoadi, 2008). Morover, price charged to the offered service is an indication for the service quality that will be received by consumers. Importantly, every

price decision should be consistent along with overall marketing strategy, instead of offering different prices in different markets. If a product requires consumers to spend more than the benefits, it will react for negative value and decline customer loyalty (Lupiyoadi, 2008).

Effect of Brand Image on Customer Loyalty

The testing results with SEM signified that brand image significantly influenced customer loyalty. The influence degree of brand image to the loyalty of Avanza customers were about 0,276 (positive). This indicated that the higher degree of brand image affected to the increasing customer loyalty.

This study result is consistent with a research by Prayag and Ryan (2011). They found that brand image influenced loyalty (*revisit* and *recommendation*), mediated by satisfaction variable. Salim and Dharmayanti (2014) also approved that brand image controlled customer loyalty. Moreover, a research of Warokka *et al*. (2012) explained that satisfaction improved customer satisfaction, and Tu (2013) convinced brand image significantly affect customer loyalty.

As in line with Prayag and Ryan's (2011) findings, this study also discovered that consumers' positive perception on a brand image will be followed with higher intention for repeated orders. Besides, the consumers whose positive perception likely share positive aspects of products and recommend the good products to others. To the extents, this study concludes that brand image is the key or important factor in conceiving loyalty of consumers.

Effect of Customer Satisfaction on Customer Loyalty

Hasil pengujian pengaruh menggunakan SEM juga menunjukkan bahwa kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan. Besarnya pengaruh kepuasan pelanggan terhadap loyalitas pelanggan mobil avanza adalah sebesar 0,306 (positif), yang mengindikasikan semakin tinggi kepuasan pelanggan maka loyalitas pelanggan semakin tinggi.

The testing results with SEM signified that customer satisfaction significantly influenced customer loyalty. The influence degree of customer satisfaction to the customer loyalty for Avanza cars were about 0,306 (positive). This indicated that the higher degree of customer satisfaction affected to the increasing customer loyalty.

As the previous research conducted by Prayag and Ryan (2011), this study also confimrd for the positive and significant existance of satisfaction on loyalty. To improve consumer satisfaction, a company should arrange particular marketing strategies for the offered products. If consumers are satisfied with a product, so they will remain using its brand and maintain to restrict buying other products. In addition, the consumers will become loyal to a brand after they get enjoyment from the brand. Therefore, a company may evaluate brands among customers. If the customers have tried various kinds of brands and they feel satisfied, so they will buy the product brands repeatedly. Even when the customers satisfy beyond their expected criteria for satisfaction, they will consistently pay for the product all the time. In brief, this has created integrity so the customers develop their brand loyalty.

Effect of eWOM and Price Perception on Customer Loyalty Indirectly Mediating Brand Image and Customer Satisfaction

Analysis results of this study show that eWOM influences customer loyalty indirectly through the mediation of brand image (not through the mediation of satisfaction). It can be concluded that brand image fully mediates the effect of eWOM on customer loyalty. While, price perception can directly and indirectly influence customer loyalty through the mediation of brand image. It can be confirmed that brand image can partially mediate the effect of price perception on customer loyalty. Besides, price perception directly and indirectly arouses customer loyalty through the mediation of customer satisfaction. So this means that customer satisfaction partially mediates the impact of price perception on customer loyalty.

Brand image of a product can be established well if consumers' opinion about the product are positive. In turn, the consumers will be loyal with the product. On the other hand, if the consumers' opinion to a product is negative so the brand image is also negative. As a result, the consumers will pay less attention and leave the product. The good or bad image for a brand can persuade loyality of customers. Image of a brand which is well embedded in the minds of consumers will bring them interest to repeatedly order for the product brand. Specifically, there is a relative relation between price and expectation degree of customers towards a product they want to buy. Furthermore, quota of price that is offered to customers can be correlated with their experience and expectations so the offered price can be acceptable among customers, or at least in accordance with the product quality offered by the company. Last, this analysis argued that the effect of eWOM and price perception on customer loyalty indirectly mediated brand image and customer satisfaction.

VI. CONCLUSION

This study concludes that eWOM has affected brand image of Toyota family cars in Makassar. The more preferred eWOM affects on the stronger brand image of Toyota family cars. Moreover, eWOM doesn not affect to customer satisfaction for Toyota family cars. The broader eWOM also does not determine customers to be satisfied for Toyota family cars. Then, eWOM gives no impact on customer loyalty for Toyota family cars in Makassar. The broader eWOM also does not enforce customers to maintain their loyalty for Toyota family cars.

Furthermore, price perception induces brand image of Toyota family cars in Makassar. The better perception of price can lead for the stronger brand image of Toyota family cars. The price perception also influences satisfaction of customers for Toyota family cars in Makassar. The greater perception about the price of Toyota, so the greater satisfaction for Toyota family cars will be. The price perception also alters customer loyalty for Toyota family cars in Makassar. The more preferred perception for price of Toyota cars, the degree of customer loyalty for Toyota family cars will be higher. In addition, brand image gives impact on customer satisfaction for Toyota family cars in Makassar. The stronger brand image is, the higher satisfaction degree will be for Toyota family cars. Brand image also affects customer loyalty for Toyota family cars in Makassar. The stronger brand image leads for the greater loyalty of customers for Toyota family cars. Likewise, the stronger brand image controls customers for their higher degree of loyalty for Toyota family cars. Last, customer satisfaction influences customer loyalty for Toyota family cars; meaning the greater satisfaction will lead customers improving their greater loyalty for Toyota family cars.

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