

THE EFFECT OF BRAND IMAGE AND ELECTRONIC WORD OF MOUTH IN SOCIAL MEDIA INSTAGRAM TOWARD ON PURCHASING DECISION OF XIAOMI SMARTPHONE

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Abstract

This study aims to seeing how big the relationship and the role that occurs between the brand image and electronic word of mouth in social media instagram toward on purchasing decisions of Xiaomi Smartphone. In this study used descriptive and causal research methods. The research method used in this study is a quantitative method. , there are two main variables that are the focus of this research. The brand image and electronic word of mouth variables are independent variables, hereinafter referred to as the independent variable (X), which is a type of variable that explains or influences other variables. Meanwhile, the purchase decision variable is the dependent variable or dependent variable (Y), which is a type of variable that is explained or influenced by the independent variable. The results of hypothesis testing can be concluded that brand image has a positive effect on the purchase decision variable and based on descriptive analysis, the average brand image variable is 83.88% so that it can be said to be in the "Good" category. The average brand image variable is 77.74% so that it can be said to be in the "Good" category. For the purchasing decision variable based on descriptive analysis, the average brand image variable is 78.56%, so it can be said to be in the "Good" category.

Keywords: Brand image, Descriptive analysys, Electroni word of mouth,, Instagram, Purchasing, Xiaomi

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INTRODUCTION

Xiaomi Inc is a private electronics company from China headquartered in Beijing that is dedicated to creating a user experience from all aspects. The name Xiaomi comes from Mandarin, which is "small rice". In 2011, CEO Lei Jun said that there is a bigger meaning to the name Xiaomi. He attributed "Xiao" to a Buddhist concept meaning "a grain of rice

from Buddha is as big as a mountain", and said that Xiaomi wanted to work from small things, not start big. While "mi" stands for "Mobile Internet" and also "Mission Impossible" because after founding Xiaomi, there were many obstacles that seemed impossible to overcome at the time. He has also said that the name Xiaomi is a funny name. In 2012, CEO Lei Jun said. that the name is about revolution and being able to bring innovation to new areas ¹.

Founded in 2010, the company has quickly become one of China's leading technology companies. Xiaomi is the 3rd largest smartphone distributor in the World that designs, develops and sells smartphones, mobile applications and consumer electronics. Since releasing its first smartphone in August 2011, Xiaomi has gained market share in mainland China. The founder and CEO of Xiaomi is Lei Jun, who is the 23rd richest person in China according to Forbes. The company is now valued at over 10 billion USD and has more than 5000 employees, originating from China, Malaysia, Singapore, India, Philippines and Indonesia².

Xiaomi was founded by eight partners on June 6, 2010. In the first phase of funding institutional investors, including Temasek Holdings, a Singapore government-owned investment company, Chinese capital financing firm IDG Capital and Qiming Venture Partners, and processor developer company Qualcomm. On August 16, 2010, Xiaomi officially launched its first Android-based firmware, MIUI. The first smartphone announced in August 2011 named Mi 1. Mi 1 uses an Android-based MIUI firmware that resembles Samsung's TouchWiz and Apple's iOS³.

In 2014, Xiaomi announced it would expand its marketing outside of China. Xiaomi made its international debut in Singapore. An international headquarters will also be established in the national capital, which will coordinate all activities including product launches in the region in the future. Redmi and Mi 3 are smartphones that were first sold in Singapore on February 21 and March 7, respectively. On March 7, Mi 3 sold out within 2 minutes in Singapore. After Singapore, Xiaomi also entered Malaysia, the Philippines and India. Then, in the following months Xiaomi also entered Indonesia, and will expand to Thailand, Russia, Turkey, Brazil and Mexico⁴.

According to IDC, Xiaomi is currently the second largest smartphone manufacturer in the world followed by Apple and Oppo at third and fourth respectively. Samsung is still in first place despite declining production, followed by Xiaomi in second. Xiaomi also became China's largest smartphone vendor in 2014, after overtaking Samsung, according to an IDC report⁵.

¹ Website resmi Xiaomi, 'Sejarah Xiaomi Indonesia', 2022, 21–23.

² Website resmi Xiaomi.

³ Website Xiaomi Global, 'Vision and Mission of Xiaomi', August, 2022, 2021–23.

⁴ Gsmarena, 'Product of Xiaomi', November, 2022, 6–7.

⁵ IDC, 'Smartphone Market Share Smartphone Shipments Suffer the Largest-Ever 2014', 2022.

Today's global competition requires companies to compete with each other in marketing and selling their products. Companies must use the right strategy to maintain their products so that consumers continue to consume them. Therefore, it is important that every company needs to do and pay attention to creating new customers and retaining old customers. Marketing in general is only seen as the activity of selling goods or services. However, marketing is more of a process in which the activities of creating a product or service, offering it and delivering it to consumers. To get into the hands of consumers, the product or service must first be introduced to the consumer. Besides that, communication is also important in maintaining the product. Communication made by the company is through promotion. Promotion is a form of marketing communication, what is meant by marketing communication is a marketing activity that seeks to spread information, influence / persuade, and / or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned⁶.

Promotion is one of the marketing strategies that spearhead a business carried out by companies that have the goal of earning profits, increasing sales volume and having an increasing market share and at the same time creating loyal customers. Advertising can be delivered from various media such as magazines, newspapers, radio, television and others⁷. Television is the most popular media to advertise products to be known by consumers, but over time television media has become ineffective, this is because more and more consumers have ignored the existence of these advertisements. Therefore, an alternative is needed to approach consumers in marketing products or services. One of the ways that many companies do nowadays is product placement⁸.

The marketing process has a lot to do with consumers, who are influenced by information. Even the world of marketing will not be able to live without information, whatever the form of that information. Especially in the era of social networks like today, there has been a shift in the marketing paradigm, from traditional (offline) marketing to modern (online) marketing⁹. The definition of online marketing or online marketing is any effort (business) that is carried out to market a product or service through or using the internet media. The internet, which is one of the latest inventions of the globalization era in the field of information technology, is very beneficial for all people around the world to share information and communicate, including sharing information on products, goods and services being sold.¹⁰

Basically, social media can be considered as one kind of communication media.

⁶ Fandy Tjiptono, 'Pemasaran Jasa : Prinsip , Penerapan , Penelitian', 2014, 6–7.

⁷ Ni Nyoman Kerti Yasa and others, 'The Role of Competitive Advantage in Mediating the Effect of Promotional Strategy on Marketing Performance', *Management Science Letters*, 10.12 (2020), 2845–48 <<https://doi.org/10.5267/j.msl.2020.4.024>>.

⁸ Tjiptono.

⁹ Susanne Schwarzl and Monika Grabowska, 'Online Marketing Strategies: The Future Is Here', *Journal of International Studies*, 8.2 (2015), 187–96 <<https://doi.org/10.14254/2071-8330.2015/8-2/16>>.

¹⁰ K. L Kotler, P., & Keller, *Marketing Management*. Pearson Education. Inc, 2016.

Marketing by utilizing social media is called social media marketing. Based on Optima Web2, social media marketing is an online marketing effort by creating the visibility, existence and presence of a website on social media networks such as Facebook, Twitter, Digg, Web 2.0, social bookmarking and others. In short, social media marketing is a marketing effort that uses social media as a channel¹¹.

Based on the statistical data reportal, social media Instagram is one of the most popular platforms in Indonesia starting from the age of 16 to 64 years, the percentage of use of WhatsApp social media reaches 88,7% and is followed by Instagram at 84,8%, Facebook 81,3% and Tiktok63,1%. In this case, based on these data, all social media users in Indonesia are 191,4 million users (an increase of 170.0 million users from January 2021), an increase in social media users by 21,4million (+ 12.6% between 2021 and 2022). Also based on the data reportal, the results show that the total number of Instagram users in Indonesia is 97.60 million users (35.5% of the total population of Indonesia). And of the total number of internet users in Indonesia, namely 204.7 million users (73.7% of the total population of Indonesia), 94.7 million of them are Instagram users. If the percentage of Instagram users is 46% of the total internet users in Indonesia. From these data it can be seen that Instagram is one of the most popular social media platforms in Indonesia¹².

Some of the features provided in the Instagram application have proven to be able to attract the attention of social media users. As it is known that Instagram users are not only teenagers, even adults are also now using the Instagram application as their online social media advice¹³. Since now the era has all been using technology especially Instagram is the social that is most frequently visited by the world community, in the marketing strategy here the thing to do is to sell their products with a view that attracts the attention of buyers. By uploading products sold with unique images, using people famous in marketing, with discounts or promos offered, good service in receiving orders from customers¹⁴.

This opportunity is also able to change the style of business people in carrying out their marketing activities. Many business people use social media as a means of marketing their products, especially smartphone products.¹⁵ As modernization and digitalization progress in Indonesia, without us realizing it, one of the most important products for

¹¹ P. Laksamana, 'Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing*, 8(1), 2018.

¹² Data Reportal Indonesia, 'DIGITAL 2022 : INDONESIA', 2022, 1–15.

¹³ Indian Academicians, 'Advance and Innovative Research', 5.1 (2018).

¹⁴ E. S. Soegoto and A. T. Utomo, 'Marketing Strategy Through Social Media', *IOP Conference Series: Materials Science and Engineering*, 662.3 (2019) <<https://doi.org/10.1088/1757-899X/662/3/032040>>.

¹⁵ Nina Dewi Lashwaty and Ina Sholihah Widiati, 'Analisis Penggunaan Media Sosial Sebagai Strategi Pemasaran Di Kalangan Wirausahawan Muda DOI : <https://doi.org/10.21107/Pamator.V15i2.14106> Analysis of the Use of Social Media as a Marketing Strategy Among Young Entrepreneurs', 15.1 (2022), 1–11.

today's society is a smartphone. The use of smartphones seems to have become a necessity of clothing for the community. Because in this era smartphone technology is made by prioritizing increasingly dynamic functions so that it makes it easier for all user needs. In Indonesia itself, since the advent of the internet network, people's interest in using digital products has increased¹⁶. Coupled with the easier and cheaper access to the internet network in Indonesia, many smartphone manufacturers sell their products in the Indonesian market.

Research by Bilgin (2018)¹⁷ shows that social media marketing is an effective factor on brand image and brand loyalty, besides that it has been determined that the most obvious effect is seen on brand awareness. In addition, it has been found that brand awareness and brand image have a significant effect on brand loyalty. Furthermore, in research, it has been achieved that brand awareness has a limited effect on brand image.

Qiutong and Rahman (2019)¹⁸ added that social media marketing has a positive effect on cosmetic brand loyalty among college students. Profitable campaigns, relevant content, up-to-date information, popular content, and multiple apps and platforms all show a strong and positive relationship with cosmetic brand loyalty among college students.

In the marketing aspect, the Xiaomi brand is also known for the great public attention to every product that has just been released by Xiaomi. This high attention is inseparable from the positive reviews from its users. The Xiaomi brand has various advantages, apart from its low price, the design and technology embedded in it are no less sophisticated than other big brands¹⁹.

Some of the reasons above are indirectly an advantage for the Xiaomi brand in the marketing process. In this way, brands can advertise their products by utilizing word of mouth from their loyal users. It can also reduce advertising costs, which other brands spend quite a lot of money on advertising their products²⁰. Even now Xiaomi does not have advertisements on television for any of its products. They only use social networks to promote every new product that will be released. One of them is Instagram. When releasing a new product, usually Xiaomi Instagram and YouTube accounts will broadcast

¹⁶ T. Edosonwan, Simeon, Prakasan, S. K., Kouame, D., Watson, J., & Seymour, 'The History of Social Media and Its Impact on Business', *The Journal of Applied Management Entrepreneurship*, 16.3 (2011), 79–91.

¹⁷ Yusuf Bilgîn, 'The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty', *Business & Management Studies: An International Journal*, 6.1 (2018), 128–48.

¹⁸ Man Qiutong and Md Jahidur Rahman, 'The Impact of Cosmetics Industry Social Media Marketing on Brand Loyalty: Evidence From Chinese College Students', *Academy of Marketing Studies Journal*, 23.2 (2019), 1–15.

¹⁹ iPrice, 'Daftar Harga HP Xiaomi Terbaru Di Indonesia', 2022, 1–21.

²⁰ Mohammad Septiawan Evriyanto, 'Pengaruh Electronic Word Of Mouth Dalam Online Review Terhadap Keputusan Pembelian Produk Smartphone Xiaomi (SURVEI PADA FOLLOWERS INSTAGRAM @ Erafonestores) Mohamad Septiawan Evriyanto ABSTRAK THE EFFECT OF ELECTRONIC WORD OF MOUTH IN ONLINE REVIEW TOW'.

live showing the presentation or introduction process for the product being launched. Apart from that, they also take advantage of content creators to make their first impressions about the product²¹.

From some of the phenomena above, the authors are interested in seeing how big the relationship and the role that occurs between some of the variables used and whether the relationship is significant or not. So that it can increase the interest of Xiaomi customers with the increasing number of electronic word of mouth (e-wom) on the social media Instagram so as to increase brand image and consumer purchasing decisions. Based on this, the researcher will conduct a study entitled “The Effect Of Brand Image And Electronic Word Of Mouth In Social Media Instagram Toward On Purchasing Decision Of Xiaomi Smartphone”.

There have been many previous studies regarding this but with different objects and variables. A research by Hanna Natasya Safira Wardhani & Krishna Kusumahadi, BSc., M.M in 2021²² which has a purpose to examine the effect of hedonic value and brand image on purchasing decisions. Another research by Atika Dwi Wardani & Lilik Indayani (2021)²³ is to determine celebrity endorsers, brand image, and E-WOM on consumer purchasing decisions on Sunco cooking oil (study in Sedati Gede Village, Sidoarjo Regency). Natasha Theodora Handoko & Tina Melinda (2021)²⁴ research aims to acknowledge the effect of Electric Word of Mouth in giving impact to consumer purchase interest which is mediated by Brand image in Tokopedia. Another research by Titana Auriel & Sri Yanthy Yosepha (2022)²⁵ has a purpose to determine the effect of brand image and electronic word of mouth on purchasing decisions with consumer research objects for Scarlett Whitening products in the Jabodetabek area.

In the academic aspect, it is hoped that this research can provide additional information about the influence of social media on brand image and electronic word of mouth and increase insight and knowledge about this field. Practical aspects can be practiced and taken into consideration so that brands can maintain business continuity and can provide input and suggestions related to the effect of brand image and electronic word of mouth on social media Instagram.

²¹ Rizaldy Nugroho, ‘Pengaruh Social Media Marketing Instagram Terhadap Loyalitas Merek Pengguna Ponsel Xiaomi’, *Http://E-Journal.Uajy.Ac.Id/*, 8, 2020, 1689–99.

²² Hanna Natasya Safira Wardhani and Krishna Kusumahadi, ‘Pengaruh Hedonic Value Dan Brand Image Terhadap Keputusan Pembelian Zara Di Kota Bandung’, *E-Proceeding of Management*, 8.5 (2021), 4569–83.

²³ Atika Dwi Wardani and Lilik Indayani, ‘The Influence of Celebrity Endorser, Brand Image, and EWOM on Consumer Purchase Decisions of Sunco Cooking Oil’, *Academia Open*, 5 (2021), 1–13 <<https://doi.org/10.21070/acopen.5.2021.2126>>.

²⁴ Natasha Theodora Handoko and Tina Melinda, ‘Effect of Electronic Word of Mouth on Purchase Intention Through Brand Image As Media in Tokopedia’, *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5.4 (2021), 83–93 <<http://jurnal.kwikkiangie.ac.id/index.php/JM/article/view/743>>.

²⁵ Titana Auriel dan Sri Yanthy Yosepha, ‘97-196-1-Sm’, *Jurnal Inovatif Mahasiswa Manajemen*, 2.3 (2022), 244–54.

RESEARCH METHODS

In this study used descriptive and causal research methods. The research method used in this study is a quantitative method. In this study, there are two main variables that are the focus of this research. The brand image and electronic word of mouth variables are independent variables, hereinafter referred to as the independent variable (X), which is a type of variable that explains or influences other variables. Meanwhile, the purchase decision variable is the dependent variable or dependent variable (Y), which is a type of variable that is explained or influenced by the independent variable. In general, the scoring technique used in this research questionnaire is the Likert Scale technique²⁶. According to Sugiyono²⁷ the Likert scale is used to measure attitudes, opinions, and perceptions a person or group of people about social phenomena. By using a Likert scale, the variables to be measured are translated into variable indicators. Then these indicators are used as a starting point for compiling instrument items which can be in the form of statements or questions.

The population in this study are Indonesian people who have bought Xiaomi products or potential consumers who will buy Xiaomi products with a population of 2,100,000 followers seen from Xiaomi Indonesia's social media (@xiaomi.indonesia)²⁸. Based on the known population in this study, the researcher used the Slovin formula²⁹ to draw samples that could represent and describe the actual state of the population. Based on the Slovin formula above, when represented by the total population in this study, there were 2,100,000 consumers. From the calculation using Slovin, it is obtained that 100 will be used to represent a population of 1,200,000 respondents who are users or prospective users of Xiaomi.

The data analysis technique used in this research is descriptive. According to Riduwan and Kuncoro³⁰ the Method of Successive Interval is used to transform ordinal data into intervals to fulfill some of the requirements for parametric analysis which at least have interval scale data. The t test is a statistical method used to measure how much influence the independent variables have on the dependent variable individually. In this study it was conducted with a 90% confidence level and an analytical error rate of 10%.

RESULT AND DISCUSSION

The object of this research is xiaomi users/prospective buyers. The respondents in this study were users/prospective buyers working with various ages, occupations, and the social media they used to get information about Xiaomi products. Questionnaires were

²⁶ Imam Ghozali, *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (Sembilan)*, Semarang, Universitas Diponegoro, 2018.

²⁷ Sugiyono, *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: Alfabeta., 2018.

²⁸ Xiaomi.Indonesia, 'Instagram Xiaomi Indonesia', 6-7.

²⁹ Sugiyono, 'Metode Penelitian Kuantitatif, Kualitatif Dan R&D (Bandung: Alfabeta)', 2016, 99.

³⁰ & Kuncoro. Riduwan, 'Cara Menggunakan Dan Memaknai Path Analysis (Analisis Jalur). Bandung: Alfabeta.', 2017, 21-24.

distributed through online platforms using Google Forms as a medium for collecting data. There are a total of 400 responses submitted and each question on this form has been filled in according to the opinion of each respondent. Characteristics of respondents on this research will be explained by gender, age, occupation, and user's social media.

Brand Image Variable

Table 1: Corporate Image Aspect Descriptive Analysis

No	Item	Measurement Category					N	TS	IS
		5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)			
1	Q1	42	342	6	4	6	400	1610	2000
	%	10.5	68.4	0.9	1	1.5	100	80.5	
2	Q2	325	57	7	7	4	400	1892	2000
	%	81.25	14.25	1.75	1.75	1	100	94.6	
Total Score								3502	
Total Average Ideal Score								4000	
Score Percentage								87.55%	

Source: Processed Data (2023)

Based on the table above, it can be seen from the brand image variable (Corporate image aspect) the statement stating "Xiaomi is a smartphone/IoT brand that has a good reputation" obtained a total score of 94.6% so that it can be described as "Very Good". Then from the total corporate image aspect, a total score of 3502 is obtained with a score percentage of 87.55% so that it is described as "Very Good".

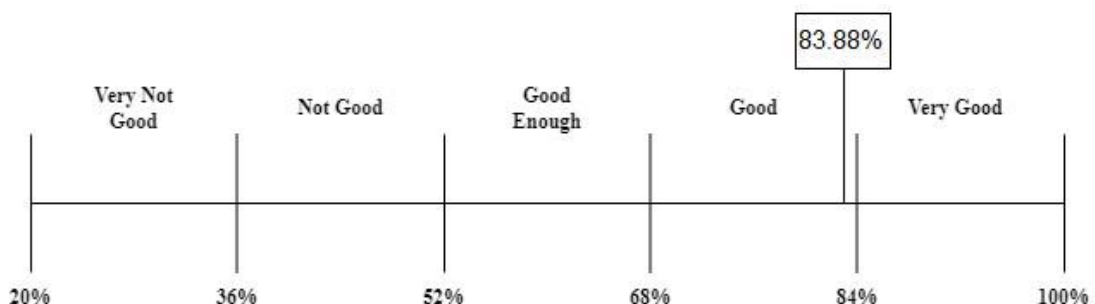


Figure 1.Brand Image Continium Line

Electronic Word of Mouth Variable

Table 2: Intensity Aspect Descriptive Analysis

N	Item	Measurement Category					N	TS	IS
		5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)			
1	Q7	41	266	43	40	10	40	148	200
	%	10.25	66.5	10.75	10	2.5	10	74.	
2	Q8	77	182	67	38	36	40	142	200
	%	19.25	45.5	16.75	9.5	9	10	71.	
Total Score							2914		
Total Average Ideal Score							4000		
Score Percentage							72.85%		

Source: Processed Data (2023)

Based on the table above, it can be seen from the variable electronic word of mouth (Intensity aspect) the statement which states "Content uploaded by Instagram @xiaomi.indonesia always follows developing trends" gets a total score of 74.4% so that it can be described as "Good". Then from the total intensity aspect, a total score of 2914 is obtained with a percentage score of 72.85% so that it is described as "Good".

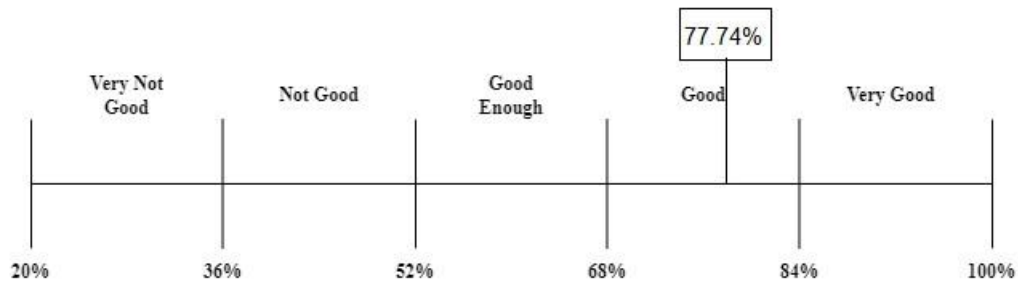


Figure 2. Electronic Word of Mouth Continium Line

Purchasing Decision Variable

Table 3: Problem Introduction Aspect Descriptive Analysis

No	Item	Measurement Category					N	TS	IS
		5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)			
1	Q15	34	303	42	19	2	400	1548	2000
	%	8.5	75.75	10.5	4.75	0.5	100	77.4	
2	Q16	49	295	36	17	3	400	1570	2000
	%	12.25	73.75	9	4.25	0.75	100	78.5	
Total Score								3118	
Total Average Ideal Score								4000	
Score Percentage								77.95%	

Based on the table above, it can be seen from the purchasing decision variable (Problem introduction aspect) that the statement states "Xiaomi products meet the expectations expected by consumers" to obtain a total score of 78.5% so that it can be described as "Good". Then from the total problem introduction aspect obtained a total score of 3118 with a score percentage of 77.95% so that it is described as "Good".

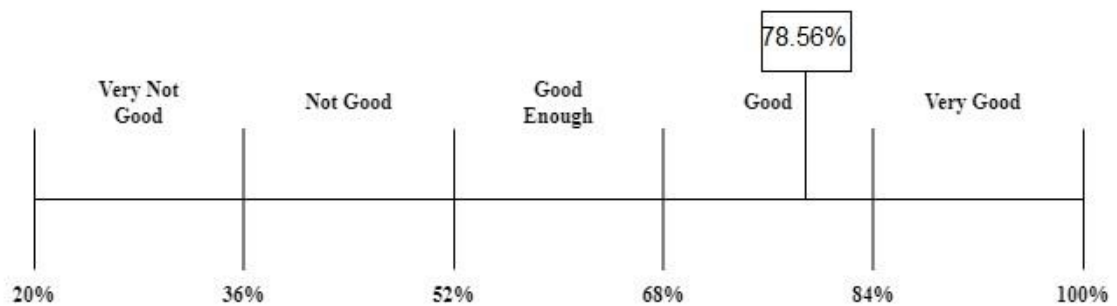


Figure 3. Purchasing Decision Continuum Line

The Effect of Brand Image on Purchasing Decision

From the results of descriptive analysis of the brand image variable (Corporate image aspect) the statement stating "Xiaomi is a smartphone/IoT brand that has a good reputation" obtained a total score of 94.6% so that it can be described as "Very Good", from the brand image variable (Product image aspect) that the statement stating "Xiaomi has attractive products" obtained a total score of 79.25% so that it can be described as "Good", from the brand image variable (User image aspect) the the statement stating "Xiaomi products have reasonable prices" obtained a total score of 88.7% so that it can be described as "Very Good". Based on the calculation, the recapitalization of the brand image variable data above, it can be concluded that of the 3 aspects related to brand image, the corporate image aspect is the aspect that has the most percentage, namely 87.55%. So that the brand image variable can be described in the "Good" category. Then, based on the total score, the average brand image variable is 83.88% so that it can be described in the "Good" category.

Based on the multiple linear regression the coefficient for "Brand Image" is 0.708, which means that if "Brand Image" increases by 1 unit, then the dependent variable is expected to increase by 0.708, if all other variables are held constant. Then the standard error for "Brand Image" is 0.080. And then based on the t-statistic value obtained, it is 8.884 and the t table value is 1965 so that the t value > t table ($8.884 > 1965$). And the level of significance (p-value) is $0.000 < 0.05$, H_0 is rejected and H_a is accepted. Can be concluded the regression coefficient for "Brand Image" is statistically significant. This shows that "Brand Image" has a significant influence on the dependent variable (Purchasing Decision).

The Effect of Electronic Word of Mouth on Purchasing Decision

From the results of descriptive analysis the variable electronic word of mouth (Intensity aspect) the statement which states "Content uploaded by Instagram @xiaomi.indonesia always follows developing trends" gets a total score of 74.4% so that it can be described as "Good", from the brand image electronic word of mouth variable (Content aspect) that the statement states "The content on Instagram @xiaomi.indonesia is very informative and can increase knowledge about the world of gadgets" obtaining a total score of 85.95% so that it can be described as "Very Good", from the electronic word of mouth variable (Positive opinion aspect) that the statement states "There are many positive testimonials from Xiaomi consumers on Instagram @Xiaomi.indonesia" obtaining a total score of 78.95% so that it can be described as "Good", from the electronic

word of mouth variable (Negative opinion aspect) a statement which states "The instant service (contact person, direct message, and ordering link) provided on Instagram @Xiaomi.indonesia helps make it easier for consumers to contact the company" to obtain the amount score of 79.35% so it can be described as "Good", from the electronic word of mouth variable. Base on the calculation, the recapitulation of the brand image variable data above, it can be concluded that of the 4 aspects related to electronic word of mouth, the content aspect is the aspect that has the highest percentage, namely 80.87%. So that the electronic word of mouth variable can be described in the "Good" category. Then, based on the total score, the average electronic word of mouth variable is 77.74% so that it can be described in the "Good" category.

Based on the multiple linear regression the coefficient for "Word of Mouth" is 0.806, which means that if "Word of Mouth" increases by 1 unit, then the dependent variable is expected to increase by 0.806, if all other variables are held constant. Then the standard error for "Word of Mouth" is 0.035. And then based on the t-statistic value obtained, it is 23,323 and the t table value is 1965 so that the t value > t table (23,323 > 1965). And the level of significance (p-value) is $0.000 < 0.05$, H_0 are rejected and H_a are accepted. Can be concluded the regression the regression coefficient for "Electronic Word of Mouth" is statistically significant. This shows that "Electronic Word of Mouth" has a significant influence on the dependent variable (Purchasing Decision).

CONCLUSION

Based on the results of the research that has been carried out in the previous chapter of the study entitled "the effect of brand image and electronic word of mouth in social media instagram toward on purchasing decision of xiaomi smartphone" it can be concluded that the results of hypothesis testing can be concluded that brand image has a positive effect on the purchase decision variable with a t statistic of 8.884 which is greater than the t-table of 1.965. And based on descriptive analysis, the average brand image variable is 83.88% so that it can be said to be in the "Good" category. The results of hypothesis testing can be concluded that electronic word of mouth has a positive effect on the purchase decision variable with a t statistic of 23.323 which is greater than the t-table of 1.965. And based on descriptive analysis, the average brand image variable is 77.74% so that it can be said to be in the "Good" category. And for the purchasing decision variable based on descriptive analysis, the average brand image variable is 78.56%, so it can be said to be in the "Good" category.

Research from Aditya Bayu (2016)³¹ with title "The Influence of Brand Image On Xiaomi Smartphone's Purchasing Decisions (Quantitative Studies on The Xiaomi Community in Mi Indonesia Facebook Page)" concluded that there is an influence between Brand Image and Xiaomi Smartphone Purchase Decision Brand Image influence value of 70.4%. The update in the author's research is the difference in the author's use of Brand Image from Instagram.

³¹ Aditya Bayu Prabawa, Maylanny Christin, and Sylvie Nurfebriaraning, 'Pengaruh Brand Image Terhadap Keputusan Pembelian Smartphone Xiaomi (Studi Kuantitatif Pada Komunitas Xiaomi Di Halaman Facebook Mi Indonesia) THE INFLUENCE OF BRAND IMAGE ON XIAOMI SMARTPHONE ' S PURCHASING DECISION (Quantitative Studies on The Xiaomi', *E-Proceeding of Management*, 3.3 (2016), 3637–42.

From the managerial perspective, Brand Page Commitment of Xiaomi social media has an impact on eWOM, brand image and consumer purchase intention. Thus, activities to attract and keep the consumers on Xiaomi social media page, such as Facebook, Instagram, Twitter and other forms, are essential. This means creative content is needed to keep customers engaged and committed to the Xiaomi social media platform, such as photo competitions with Xiaomi cameras. Social media also allow consumers to post user-generated content (such as, online comments, product reviews), thus allowing consumers to spread word-of mouth about the product digitally (Dellarocas, 2003)³². Social media also allows companies to have conversations with consumers responding to those who reach out to Xiaomi Brand Page through commenting or messaging (Schaffer, 2013)³³. These conversations can also minimize the negative eWOM that might spread. Through the Brand Page, a company can execute social media strategies and, if done correctly, it will increase Xiaomi brand image and sales ³⁴.

Based on this article the author can suggest that the companies should pay more attention to building and maintaining a positive brand image, as it has a significant impact on consumers' purchasing decisions. By improving the quality, design, reputation, and communication of their brand, companies can increase consumers' trust, loyalty, and preference for their products or services. Companies should also leverage the power of electronic word of mouth (eWOM) in social media, as it can influence consumers' attitudes, perceptions, and behaviors towards a brand. By encouraging and monitoring user-generated content, such as reviews, comments, shares, and likes, companies can enhance the credibility, relevance, and reach of their brand message and engage with their target audience more effectively. Companies should regularly evaluate and analyze the effectiveness of their marketing strategies, including brand image and eWOM, on consumers' purchasing decisions. By using various measurement tools and metrics, such as surveys, focus groups, web analytics, and sales data, companies can identify the strengths, weaknesses, opportunities, and threats of their marketing efforts and adjust them accordingly.

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³² Nora Andira Brabo and others, 'The Effect of Brand Page Commitment, Brand Awareness, Electronic Word Of Mouth and Brand Image on Purchase Intention of Xiaomi Smartphone on Social Media', *GATR Journal of Management and Marketing Review*, 6.4 (2021), 235-44 <[https://doi.org/10.35609/jmmr.2021.6.4\(4\)](https://doi.org/10.35609/jmmr.2021.6.4(4))>.

³³ Brabo and others.

³⁴ Brabo and others.

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