

# The Effect of the Word of Mouth Communication and Product Quality on Purchase Decisions through the Brand Image of the Body Shop Products in Denpasar

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**ABSTRACT:** This study aims to determine the effect of word of mouth and product quality on purchase decisions with brand image as a mediating variable. This research was conducted at consumers of The Body Shop in Denpasar with a research sample of 116 consumers of The Body Shop products. All data obtained from the distribution of questionnaires are feasible, then analyzed using path analysis and sobel test. The results showed that: (1) word of mouth has a positive and significant effect on brand image and purchasing decisions, (2) product quality has a positive and significant effect on brand image and decision making; (3) brand image has a positive and significant effect on purchasing decisions, (4) word of mouth has a positive and not significant effect on purchasing decisions through brand image, (5) product quality has a positive and significant effect on purchasing decisions through brand image. The implication of this study is that word of mouth can be improved by minimizing inaccuracy of information, while brand image can be improved by working with influencer partners who are considered to have influence in the world of beauty so that they can create a better brand image and can enhance one's confidence when using The Body Shop product. Finally, the purchase decision can be improved by improving product quality and maintaining the company's brand image and providing prices that are comparable to product quality.

**KEYWORDS:** word of mouth, product quality, brand image, purchase decision

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## I. INTRODUCTION

### 1.1 Research Background

Current economic developments increasingly lead to fierce competition, especially for similar companies. To maintain or capture existing market share, they are required to have their own uniqueness that can attract or attract consumers. One of the tightest business competitions is beauty and body care products that make producers compete to maintain their products with a variety of diverse brands. The Ministry of Industry (Ministry of Industry) noted the national cosmetics industry grew 7.36% in the first quarter of 2018, an increase compared to 2017 which grew 6.35%. Along with that, the number of cosmetic companies in Indonesia also increased by 153 companies in 2017 so that the total currently reaches more than 760 companies. The driver of the growth of the cosmetics industry market is due to a shift in the beauty trend that fosters a broader diversification of cosmetic products and increased awareness regarding beauty for male and female consumers in various general categories.

As a result of this competition caused a decrease in the percentage of Top Brand Index in the Top Brand Award from one of the cosmetics companies, The Body Shop. The concept of Top Brand regarding the brand of a product is based on three parameters, namely: top of mind, last used, future intention. The three parameters are formulated by calculating the weighting average of each parameter to form the Top Brand Index (TBI). The following data (Table 1) show the Top Brand Index of several The Body Shop products in Indonesia.

**Table 1** Top Brand Index of The Body Shop Products in Indonesia

Year	Product			
	Body Mist	Body Butter	Lip Gloss	Foot Cream
2015	32,0%	29,0%	10,8%	3,2%
2016	22,6%	21,7%	6,1%	4,5%
2017	14,0%	11,6%	4,3%	-
2018	17,1%	12,7%	-	-

Source: <http://www.topbrand-award.com>

Based on the table above, it shows that some of The Body Shop products have decreased the value of TBI. This means there are indications of a decline in top of mind, last usage, and future intention. In the four product examples above, it can be seen that the number of percentages produced from 2015 to 2018 continues to decline. Although body mist and body butter products remain in the top category in the Top Brand Award, the percentage of TBI values continues to decline. In the lip gloss product the percentage of TBI value decreased from 2015 to 2016 with quite significant namely from 10.8% to 6.1% and in 2017 it declined again to 4.3%, even in 2018 the Body Shop lip gloss product had already been not registered with the Top Brand Awards. In 2017 The Body Shop foot cream products are no longer on the Top Brand Awards list. This decline in the Top Brand Index is an indication of the decline in consumers' buying interest in buying The Body Shop products. This is the basis of this research to analyze factors that influence purchasing decisions.

Factors that influence purchasing decisions are brand image, word of mouth and product quality. Brand image according to Kotler and Keller (2012: 768) is a set of perceptions and beliefs held by customers towards a brand that is reflected through associations in the customer's memory. Brand image is a factor that can influence consumers to buy. This was confirmed by the findings of several research studies. Soim, et al. (2016) examined the effect of brand simPATI prime card products on the Telkomsel Matos Booth. The results of this study indicate that all dimensions of brand image together have a positive and significant effect on purchasing decisions. Supriyadi et al. (2016) examined the influence of brand image of Converse brand shoes products at the Faculty of Social Sciences, Merdeka University Malang. The findings of this study are that brand image variables have a positive and significant effect on the purchasing decision variable on Converse brand shoes. Mamahit et al. (2015) examined the effect of brand image of Toyota All New Yaris car products at PT. Enduring Hasjrat Manado where brand image has a positive and significant effect on Toyota All New Yaris Purchase Decisions at PT. HasjratAbadi Manado. Fatriana, et al. (2016) examined the influence of brand image of Samsung Android Smartphone products in the city of Palembang. The results of this study are variable brand image has a positive and significant effect on the decision to purchase Samsung Android Smartphone in the city of Palembang. Gifani and Syahputra (2017) examined the influence of brand image of Oppo Smartphone products on Telkom University Students where brand image has a positive and significant effect on the purchasing decisions of Oppo smartphone products.

Besides brand image, the factors that influence purchasing decisions are word of mouth communication. Kotler and Keller (2007), argues that Word of Mouth Communication (WOM) is a communication process in the form of giving recommendations both individually and in groups to a product or service that aims to provide information personally. Word of Mouth Communication is also one of the factors that influence purchasing decisions. This is confirmed by the findings of several research studies. Andari and Napu (2016) examined the effect of word of mouth on purchasing decisions on domestic airline tickets at Davina Tour and Travel Gorontalo. The results of this study show that word of mouth consisting of indicators, namely cognitive content, richness of content, and strength of delivery simultaneously have a positive and significant influence on purchasing decisions. Putra (2015) examined the effect of word of mouth on purchasing decisions at Anjis Café Roti Gempol and Kopi where word of mouth had a positive and significant effect on purchasing decisions at Roti Gempol and Kopi Anjis Cafe. Lotulung, et al. (2015) examined the effect of word of mouth on Evercoss Mobile purchasing decisions on CV. Tristar Jaya Globalindo Manado. The findings of this study show that Wom (Word of Mouth) has a positive and significant influence on purchasing decisions on CV. TristarGlobalindo Manado. Subandi (2016) examined the effect of word of mouth promotion on PT. Sun Flower where the promotion of word of mouth has a positive and significant effect on purchasing decisions.

Factors that also influence purchasing decisions are product quality. According to Kotler and Armstrong (2008:210), product quality is the ability of a product to display its functions and that includes overall performance, reliability, durability, features and performance. Some studies show that product quality influences consumer decisions to buy. This was confirmed by several studies. Kristian and Widayanti (2016) examines the quality of Honda motorcycle products in KridaWacana Christian University Campus 1 students where the results of this study show product quality has a positive and significant effect on purchasing decisions for Honda motorcycles. Rahayu and Haryanto (2017) examined the effect of product quality on purchasing decisions in Media Insurance Magazine. The results of this study show that Product Quality has a positive and significant effect on Purchasing Decisions. Rofiq and Hufrom (2017) examined the effect of product quality on purchasing purchasing decisions at the PowerNoise Store Malang where product quality has a positive and significant effect on purchasing decisions. Sunarto (2015) examined the effect of product quality on the KartikaMagetan leather craft shop. The results of the study show that there is a positive and significant influence between product quality on purchasing decisions at the KartikaMagetan Leather Shop. From the background explanation above, this research was carried out with the title "Effect of Word of Mouth Communication and Product Quality on Purchasing Decisions mediated by Brand Image on The Body Shop Products in Denpasar".

## **1.2 Research Objectives**

The purpose of this study was to find out: the effect of word of mouth on brand image and purchasing decisions; the influence of product quality on brand image and purchasing decisions; the influence of brand image on purchasing decisions; the role of brand image in mediating the effect of word of mouth and product quality on purchasing decisions of The Body Shop products.

## **II. LITERATURE REVIEW**

### **2.1 Word of Mouth Communication**

According to Kotler and Keller (2007), Word of Mouth Communication (WOM) is a communication process in the form of giving recommendations both individually and in groups to a product or service that aims to provide personal information. Word of mouth is one of the communication channels that are often used by companies that produce both goods and services because word of mouth is considered very effective in facilitating the marketing process and being able to provide benefits to the company.

Silverman (2001) argues that word of mouth communication (WOM) is interpersonal communication that occurs between individuals one with another individual based on the experience of each individual to a company or product in the form of goods or services.

Based on the opinion of Andy (2009), word of mouth consists of two types, namely:

- 1) Organic word of mouth is a talk that blossoms naturally from the positive qualities of your company.
- 2) Amplified word of mouth is a conversation that was started by an intentional campaign to make people talk.

In the research of Sweeney et al. (2012:240-245) there were three indicators of Word of Mouth which were based on the message (sender) and receiver (receiver), namely cognitive content, richness of content, and strength of delivery. In Rachman and Abadi's research (2017) word of mouth indicators used are talking about, promoting, and recommending. Whereas in Putra's research (2015), Word of mouth indicators used were talkers, topics, tools, talking parts, and tracking.

### **2.2 Product Quality**

According to Kotler and Keller (2009), quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy expressed or implied needs. Quality in the view of consumers is a matter that has its own scope that is different from the quality in the view of the producer when issuing a product that is commonly known as true quality (Mamahit et al., 2015).

Product quality is a potential strategy weapon to defeat competitors. Capability of product quality to show various functions including resilience, reliability, accuracy and ease of use (Kotler and Armstrong, (2008).

According to FandyTjiptono (2008) indicator indicators in product quality are performance, durability, conformance to specifications, features, reliability, esthetics, perceived quality, service ability. In the research conducted by Kristian and Widayanti (2016) and research conducted by Rahayu and Haryanto (2017), product quality indicators used were product performance, product features, product reliability, durability, aesthetics, brand image, perceived quality. Whereas in the research conducted by Rofiq and Hufrom (2017), the product quality indicators used are the quality of raw materials, attractive designs, and the power stage of the product.

### **2.3 Brand Image**

According to Kotler and Keller (2012:248) "Brand Imagery describes the extrinsic properties of the product or service, including the ways in which customers have psychological or social needs." Brand Image describes the extrinsic nature of a product or service including the way in which the brand tries to meet the customer's psychological or social needs.

Kotler and Keller (2012: 768) define brand image as a set of perceptions and beliefs held by customers towards a brand that are reflected through associations in the customer's memory. Creation of these perceptions can be created based on personal experience or hearing their reputation from others or the media (Aaker and Biel, 2009).

Brand image indicators according to Keller (2003:167) are favorability of brand association, uniqueness of brand association, and strength of brand association. The indicators that make up the brand image according to Aaker and Biel (2009:71) and used in the research of Supriyadi et al. (2016) are corporate image, user image, and product image.

### **2.4 Purchase Decision**

According to Kotler (2002), purchasing decisions are actions of consumers to want to buy or not to the product. Of the various factors that influence consumers in purchasing a product or service, usually consumers always consider the quality, price and products already known to the public. According to Kotler and Keller (2009:146), in general humans act rationally and consider all types of information available and consider everything that can arise from their actions before committing to a certain behavior. To make the purchasing

decision process, consumers will go through several stages, namely problem recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase behavior.

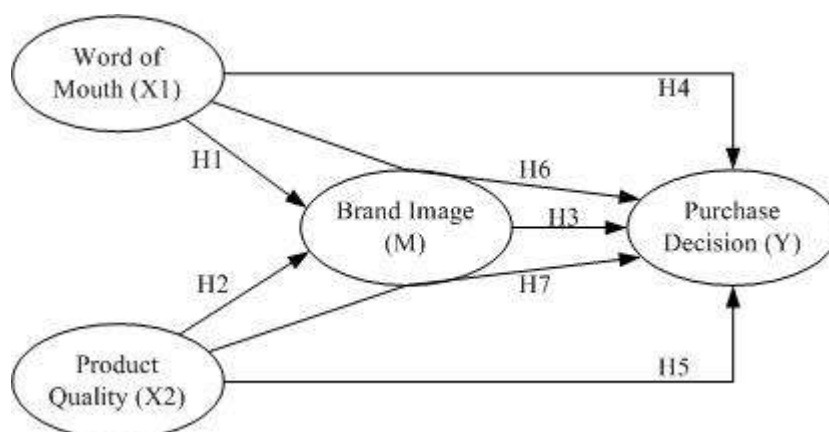
According to Kotler and Keller (2012), there are six dimensions of purchasing decisions, namely: product choice, brand choice, dealer choice, purchase amount, purchase timing, payment method. In a study conducted by Fatriana et al. (2016) indicators of purchasing decisions used are problem recognition, information search, evaluation of alternatives, purchasing decisions, post-purchase behavior. Whereas in the research conducted by Rahayu and Haryanto (2017) the purchasing decision indicators used are cognitive (product knowledge), affective (emotional), and conative (behavior).

## 2.5 Previous Research

Previous research is one of the references in conducting research so that it can enrich the theory used in reviewing research. The results of research by Andari and Napu (2016) and Putra (2015) show that word of mouth has a positive and significant effect on purchasing decisions. Further research Kristian and Widayanti (2016) and Rahayu and Haryanto (2017) explain that product quality also has a positive and significant effect on purchasing decisions. In addition to being influenced by word of mouth and product quality, purchasing decisions were also influenced by brand image, as the results of Soim et al. (2016) and Mamahit et al. (2015). The brand image factor is also influenced by word of mouth (Indra, 2018) and product quality (Hendrayani and Seminaries, 2017). Even Aniset al. (2015) explained the results of his research that brand image mediates the effect of word of mouth on purchase intention. Whereas Dewi and Ardani (2018) stated that brand image mediates the effect of product quality on consumers' trust in a product.

## 2.6 Framework and Hypotheses

Based on the literature review and the results of previous studies, the research conceptual framework is as shown in Figure 1.



**Figure 2.:**Conceptual Framework

Based on the above framework, the hypothesis in this study are:

- H1: Word of mouth directly influences positively and significantly on brand image;
- H2: Product quality directly has a positive and significant effect on brand image;
- H3: Brand image directly has a positive and significant effect on purchasing decisions;
- H4: Word of mouth directly influences positively and significantly on purchasing decisions
- H5: Product quality directly has a positive and significant effect on purchasing decisions;
- H6: Brand image significantly mediates the effect of Word of Mouth on purchasing decisions;
- H7: Brand image significantly mediates the effect of Product Quality on purchasing decisions.

## III. METHODOLOGY

The population used in this study is consumers who use The Body Shop products in Denpasar. Sampling in this study is non probability sampling, which is a sampling technique that does not provide the same opportunity or opportunity for each element or member of the population to be selected as sample members by purposive sampling method, which is sampling carefully chosen by taking the research object selective and has specific characteristics, according to the problem and purpose of the study, therefore the sample criteria in this study are consumers who have bought or used The Body Shop products in Denpasar.

In this study the population taken was large and the number was not known with certainty. Because the population size is unknown, it uses the iterative formula method described by Soemantri (2006:96), so that the

number of samples obtained is 116 respondents who are consumers who use The Body Shop products in Indonesia.

Data collection in this study is by observation and survey methods (field research) by distributing questionnaires containing statement sheets to consumer respondents who use The Body Shop products in the City of Denpasar with the aim of obtaining a number of information needed.

The instrument in this study has been tested for validity and reliability. Furthermore, the collected data is analyzed in several stages, namely descriptive analysis, path analysis, and sobel test to test the mediation hypothesis. Descriptive statistics are statistics used to analyze data by giving a description or description of a data that is seen from the mean, standard deviation, maximum value and minimum value. Descriptive statistics are intended to analyze data so that the sample used does not provide a generalized picture of conclusions (Sugiyono, 2008:133). According to Ghozali (2011:249), path analysis is an extension of multiple linear regression analysis, or path analysis is the use of regression analysis to estimate causal relationships between variables (causal models) that have been predetermined. Pathway analysis alone cannot determine causal relationships and also cannot be used as a substitute for researchers to see causality between variables.

In the path path analysis, a pathway model must be developed to test whether there is a mediation role. The path model is a diagram that connects independent variables, intermediaries and dependents (Sarwono, 2007:4). In path analysis, relationship patterns are shown using arrows, where a single arrow shows a causal relationship between exogenous and endogenous variables. To measure the presence or absence of the influence of mediation or intervening using a comparison of path coefficients. The path coefficient itself according to Sarwono (2007: 4) is a standard regression coefficient that shows the direct influence of an independent variable and variable depending on a model. Path coefficients are calculated by making two structural equations namely regression equations which show hypothesized relationships (Ghozali 2011: 251). Below is a path model that is made based on the variables contained in this study, namely as follows:

$$M = b_1 X_1 + b_2 X_2 + e_1$$

$$Y = b_4 X_1 + b_5 X_2 + b_3 M + e_2$$

Where:

M = Brand image

Y = Purchase decision

X1 = Word of Mouth

X2 = KualitasProduk

b1 = Path coefficient X1 → M

b2 = Path coefficient X2 → M

b3 = Path coefficient M → Y

b4 = Path coefficient X1 → Y

b5 = Path coefficient X2 → Y

e1 = error term 1

e2 = error term 2

Testing the mediation hypothesis can be done with the Sobel Test (Sobel Test). The sobel test is used to test the strength of the indirect effect of word of mouth variable (X1) and product quality (X2) to the purchasing decision variable (Y) through the brand image (M) variable. Indirect effects are calculated by multiplying the path coefficient X with respect to M (a) with the path coefficient M to Y (b) or ab.

## IV. RESULTS AND DISCUSSION

### 4.1 Data Description

The description of the respondent's responses regarding the variables in the study was carried out by classifying the average score of the respondent's answer on a predetermined measurement scale. The average value of the overall word of mouth variable is 3.72 which is included in the good criteria which means that in general the information received by respondents is accurate, complete and can help respondents to make decisions.

Likewise, the average value of all product quality variables is 3.75 which is included in the good criteria which means that in general respondents feel The Body Shop products have performance as expected and in accordance with the promised claims and The Body Shop products have attractive packaging and quality products.

The average value of the overall brand image variable is 3.80 which is included in the good criteria which means that in general respondents feel The Body Shop is a well-known cosmetics company that can make consumers confident in using The Body Shop products and have guaranteed quality.

The average value of the entire purchase decision variable is 3.60 which is included in the good criteria which means that in general respondents will buy back and recommend The Body Shop products and make The Body Shop products as the first choice when buying body care products.

**4.2 Path Analysis**

**4.2.1 Path Analysis of Structural Equation 1**

In this study, path analysis technique was used to see the effect of causal relationships of each exogenous variable consisting of word of mouth and product quality on endogenous variables consisting of brand image and purchasing decision. This study also examined the role of mediating variables namely brand image in mediating the relationship between word of mouth variables and product quality on purchasing decisions.

In this study the effect of Word of Mouth on Brand Image was calculated through the SPSS 21.0 program. The following shows the results of the calculation of the first structure in Table 2.

**Table 2.:Result of Path Analysis of Structural Equation 1**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.350	0.981		1.376	0.172
	Word of Mouth (X1)	0.276	0.089	0.270	3.095	0.002
	Product Quality (X2)	0.465	0.082	0.496	5.685	0.000
R <sup>2</sup> : 0.488						

Based on the results of the path analysis in Table 2, the structural equations formed are as follows.

$$M = b_1X_1 + b_2X_2 + e_1$$

$$M = 0,270X_1 + 0,496X_2 + e_1$$

The structural equation can be interpreted namely:

- 1) Word of mouth variable has a coefficient of 0.270 means that word of mouth has a positive influence on brand image, this is interpreted if word of mouth is good then the brand image will increase by 0.270.
- 2) Product quality variable has a coefficient of 0.496 means that product quality has a positive influence on brand image, this is interpreted if the quality of the product is good then the brand image will increase by 0.496

**4.2.2 Path Analysis of Structural Equation 2**

In this study calculated the effect of word of mouth, product quality and brand image on purchasing decisions through the SPSS 21.0 program. The following are shown in the calculation of the second structure in Table 3.

**Table 3.:Result of Path Analysis of Structural Equation2**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.008	0.925		-1.090	0.278
	Word of Mouth (X1)	0.544	0.087	0.486	6.267	0.000
	Product Quality (X2)	0.178	0.087	0.173	2.048	0.043
	Brand Image (M)	0.267	0.088	0.245	3.041	0.003
R <sup>2</sup> : 0.629						

Based on the results of the path analysis in Table 3, the structural equation formed is as follows.

$$Y = b_4 X_1 + b_5 X_2 + b_3 M + e_2$$

$$Y = 0,486X_1 + 0,173X_2 + 0,245M + e_2$$

The structural equation can be interpreted, namely:

- 1) Variable word of mouth has a coefficient of 0.486 means that word of mouth has a positive influence on purchasing decisions, this is interpreted if word of mouth is good then the purchasing decision will increase by 0.486.
- 2) Product quality variable has a coefficient of 0.173 means that product quality has a positive influence on purchasing decisions, this is interpreted if the quality of the product is good then the purchasing decision will increase by 0.173
- 3) Brand image variable has a coefficient of 0.245 means that brand image has a positive influence on purchasing decisions, this is interpreted if the brand image is good then the purchasing decision will increase by 0.245.

### 4.3 Hypotheses Testing

In this test, the value of each determination coefficient for structural equation 1 and structural equation 2 will be seen and the value of each error variable in each structure with the aim of preparing the final path diagram model. The following is the calculation of the error variable value for each structure.

In calculating the effect of error (e), the results obtained for the effect of structural error 1 (e1) of 0.716 and the effect of structural error 2 (e2) of 0.609. Then the total determination coefficient will be calculated as follows:

$$\begin{aligned}
 R^2_m &= 1 - (e1)^2 - (e2)^2 \\
 &= 1 - (0,716)^2 - (0,609)^2 \\
 &= 1 - (0,513) - (0,371) \\
 &= 1 - 0,190 = 0,810
 \end{aligned}$$

In the calculation of the total coefficient of determination obtained by 0.810, the conclusion is that 81% of purchase decision variables are influenced by word of mouth, product quality and brand image, while the remaining 19% are influenced by other factors not included in the research model or outside the research model. In this final step, the results of the calculation of the path coefficient will be explained, which is indicated by the standardized Beta coefficient value for each influence of the relationship between variables. The following are presented the path coefficient values of each variable influence through Figure 2.

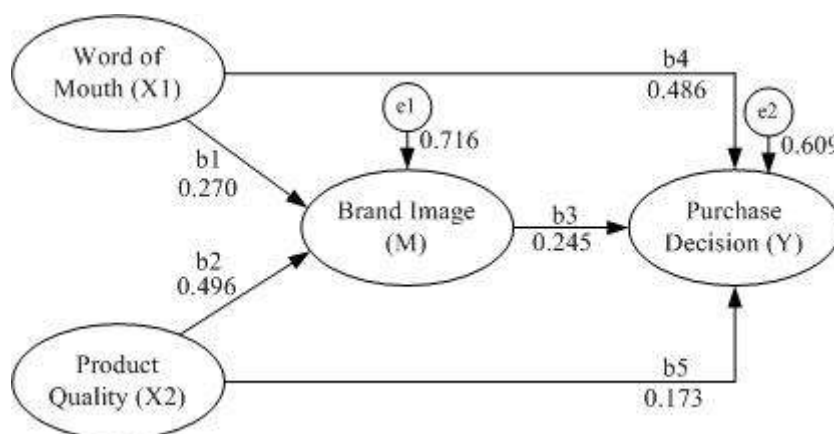


Figure 2.:Structure of Causal Relations

In Figure 2, the magnitude of the effect of word of mouth and product quality on brand image and purchasing decisions is displayed, and the value of the influence of brand image variables on purchasing decisions, each of which is derived from the standardized Beta coefficient and the value of each error variable of each -one structural equation.

Based on the path diagram in Figure 5, we can summarize the calculation of the direct effect, the indirect effect and the total effect of each structural equation that will be presented in Table 4 below.

Table 4.:Direct Effect, Indirect Effect, and Total Effect Among Research Variables

	Direct Effect	Indirect Effect (Through M)	Total Effect
X1 → M	0,270		0,270
X2 → M	0,496		0,496
M → Y	0,245		0,245
X1 → Y	0,486	0,066	0,552
X2 → Y	0,173	0,122	0,295

In Table 4, the summary results of the values of each path are shown directly and indirectly between variables in each structural equation produced through path analysis techniques.

### 4.4 Discussion

This study found that word of mouth has a positive and significant influence on brand image, in other words the better The Body Shop word of mouth in Denpasar, the higher the brand image of The Body Shop products in Denpasar. This is in line with the research conducted by Nabila (2016), Rahman (2016), Umamy et al (2016), Anggitasari (2016), Ruhamak and Rahayu (2016).

This study found that product quality has a positive and significant influence on brand image, in other words the better the quality of The Body Shop products in Denpasar, the higher the brand image of The Body Shop products in Denpasar. This is in line with the research conducted by Anis (2015), Ridho and

Suharyono(2017), Sihabudin (2015) and Dewa (2016). To improve product quality, companies should pay attention to product performance to meet consumer expectations and in accordance with the claims promised by The Body Shop. Companies also need to pay attention to product packaging to keep it attractive and choose high-quality materials to produce quality products. Thus the brand image created will be better.

This study found that brand image has a positive and significant influence on purchasing decisions, in other words the better The Body Shop brand image in Denpasar, the higher the decision to purchase The Body Shop products in Denpasar. This is in line with the research conducted by Soim et al (2016), Supriyadi et al (2016), Mamahit et al (2015), Fatriana et al (2016) and Gifani and Syahputra (2017). To increase brand image can be done by building brand awareness through cooperation with influencer partners so that The Body Shop will be better known and indirectly will increase consumer confidence when using The Body Shop products. In addition, maintaining the quality of The Body Shop products is also an important thing that must be considered to create a good brand image.

This study found that word of mouth has a positive and significant influence on purchasing decisions, in other words the better The Body Shop word of mouth in Denpasar, the higher the decision to purchase The Body Shop products in Denpasar. This is in line with the research conducted by Andari and Napu (2016), Putra (2015), Lotulung et al (2015), and Subandi (2016).

This study found that product quality has a positive and significant influence on purchasing decisions, in other words the better the quality of The Body Shop products in Denpasar, the higher the decision to purchase The Body Shop products in Denpasar. This is in line with the research conducted by Kristian and Widayanti (2016), Rahayu and Haryanto (2017), Rofiq and Hufrom (2017), Sunarto (2015). To improve product quality, companies should pay attention to product performance to meet consumer expectations and in accordance with the claims promised by The Body Shop. Companies also need to pay attention to product packaging to keep it attractive and choose high-quality materials to produce quality products.

This study found that brand image does not mediate the effect of word of mouth on purchasing decisions of The Body Shop products in Denpasar. This shows that brand image is not a factor that can explain why word of mouth affects purchasing decisions. It is assumed that the factors that are able to explain the influence are risk perceptions because the better word of mouth will reduce the risk perception of the consequences of negative consequences that may be accepted for the purchase of The Body Shop products and indirectly it will increase buying interest.

This study found that brand image mediates the effect of product quality on purchasing decisions of The Body Shop products in Denpasar. This means that brand image is a factor that is able to explain why product quality influences purchasing decisions. The better quality of the product will create a good brand image and indirectly it can increase buying interest.

## V. CONCLUSION

Based on the results of the research obtained, it can be concluded that word of mouth and purchasing quality have a positive and significant effect on the brand image and purchasing decisions of The Body Shop products in Denpasar. Similarly, the brand image also has a positive and significant effect on the purchasing decisions of The Body Shop products in Denpasar. However, the brand image apparently did not mediate the effect of word of mouth on the purchasing decisions of The Body Shop products in Denpasar. Brand image is a mediator on the influence of product quality on purchasing decisions of The Body Shop products in Denpasar.

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