



## The Influence of Product Knowledge, Brand Image, and Brand Love on Purchase Decision through Word of Mouth

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### Abstract

This study aims to determine the direct and indirect effects of product knowledge, brand image, brand love, and word of mouth as intervening variables on purchase decisions. The population in this study were all JimsHoney bag consumers in Semarang. Sampling was carried out using the purposive sampling technique, the number of samples was 116 respondents. The data collection method used a questionnaire and documentation. Methods of data analysis using classic assumption tests and hypothesis testing with the IBM SPSS Statistics 25 program. The results of this study indicate that product knowledge and brand love have a positive effect on purchase decisions. The brand image does not effect on purchase decisions. As well as product knowledge, brand image, and brand love have a positive effect on purchase decisions through word of mouth. Word of mouth has an important role in influencing purchase decisions. Therefore, companies must be able to create and maintain good word of mouth among consumers to attract attention and win consumers' heart.

## INTRODUCTION

Competition in the business world is now increasingly competitive, requiring companies to create how to integrate a strong marketing strategy and tactics to win over consumers. Companies need to learn and understand the desires, perceptions, preferences, and behavior of consumers in making a purchase decision. Understanding consumer behavior helps companies determine a good strategy (Setiadi, 2003).

Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use and place goods, services, ideas, or experiences to satisfy consumer wants and needs (Kotler & Keller, 2008). So, consumer behavior is a factor that affects before the purchase decision process is made by a consumer. In this case, companies must also try to work hard to learn and understand the needs and wants of their customers (Shandra & Murwatiningsih, 2016).

In making purchasing decisions, many fac-

tors influence consumer decisions, one of which is searching for information about a product and one of the main sources of information is commercial in various forms (Kotler & Keller, 2009). These factors can also come from within the consumer himself or influence from outside. Companies need to identify consumer behavior to make consumers interested and willing to make purchasing decisions for a product brand (Kotler & Keller, 2008).

A brand is an important factor in competition and is a high-value company asset (Cahyani, 2016). A brand is important to show the value of a product brand to the market (Khasanah, 2013). With a good brand that is successfully loved by consumers, it will make the business survive with other competitors. Companies that want to survive in the competition must be able to create an advantage which is indeed a plus for the company and looks good in the eyes of other companies.

In addition to having to create products by the wants and needs of a consumer, compa-

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nies must also be able to communicate their products to potential customers, because no matter how good or bad a product is, if consumers don't know it, consumers will not appreciate or be interested in buying the product (Suwanto, 2011).

The purchase decision is a consumer action to form preferences between brands in the choice group and buy which brand is the most preferred. The decision to buy a product made by consumers does not just happen but requires a processor stage. The decision-making process to buy a product starts from problem recognition, information search, evaluation of several alternatives, which will then create a purchase decision and form post-purchase behavior (Kotler & Keller, 2008).

According to Zeithaml (1998), said that product knowledge and brand image are important factors that consumers consider when evaluating a product before buying. Product knowledge has a very important role in influencing consumer buying behavior for a product.

Product knowledge is the entire scope of accurate information stored in the consumer's memory which later on this information can help as a consideration in determining further action (Sumarwan, 2003). Consumers need to know the characteristics of a product, if consumers do not understand information about the characteristics of a product, consumers can make the wrong decision in buying (Nittissusastro, 2013).

Also, brand image is a factor that influences purchasing decisions made by consumers. Brand image is the understanding that consumers identify the brand or the total consumer understanding of the brand obtained from various sources (Fianto et al., 2014). Manufacturers are expected not only to produce products with good quality but also to be able to present a product with a good brand image in the eyes of consumers. A brand represents consumers' perceptions and feelings of a product and its performance on all things about products or services to consumers. Products that have a strong brand image will be able to compete and dominate the market (Damayanti & Wahyono, 2015). Thus, a company that has a good brand image will provide the best quality products and will listen to the perceptions and feelings of consumers.

Brand love is also a factor that influences purchasing decisions by consumers. According to Carroll and Ahuvia (2006), brand love is a factor that comes from within a consumer which is defined as the level of passionate emotional bonding to own a particular brand. If a consumer already has a high sense of brand love or a feeling of love

for a brand, then the consumer has the desire to get the brand. When consumers feel they love a brand, then they want to recommend it to friends or relatives because consumers like to exchange information and make recommendations to try products to other consumers who have never tried them, this triggers other consumers to make purchasing decisions (Permadi et al., 2014).

Word of mouth is a form of word of mouth communication made by consumers about a product or service. Word of mouth is an action that can provide reasons so that everyone will find it easier and prefer to talk about products (Febiana, 2014). Word of mouth occurs naturally from the experience a consumer gets for a product and comes from the mind of the consumer himself when someone has a love for the product (Ismail & Spinelli, 2012). Word of mouth helps consumers to find out more information about products or services from the experiences of other consumers who first use them. A good and positive word of mouth will increase the purchase decision made by a consumer.

Competition to maintain a dominant position in the market does not only require quality products with advantages but also strategies in marketing these products through branding, companies can influence people's views of the brand image of a product. A strong brand can be a clear, valuable, and sustainable differentiator so that it can provide an identity or differentiation that differentiates it from competitors' products (Tjiptono & Chandra, 2012).

Along with the development of fashion trends that are increasingly prevalent among Indonesians, companies are competing to create what fashion products are in great demand by consumers, one of which is bag products. Currently, many bag brands both local and foreign have emerged and are being intensively pursued or favored by women in Indonesia, to simply add to their collections or to enhance their appearance. One of the big brands that the researchers used is the JimsHoney bag because it is felt that this bag is a local bag that has the best quality at an affordable price that is suitable for people in Indonesia. JimsHoney bags have succeeded in branding their products as the best quality bag products at affordable prices that anyone who wants to buy.

JimsHoney is one of the bag industries in Indonesia. JimsHoney is a leading local fashion brand that was first established in 2009 which started as an online shop. "You Deserve The Best" is the tagline of JimsHoney because JimsHoney uses the best quality ingredients imported

directly from Guangzhou, China to make its products. JimsHoney provides men's and women's fashion needs ranging from bags, wallets, and watches with the best quality and affordable prices than other brands. Currently, distribution-JimsHoney has grown rapidly throughout Indonesia with more than 50 thousand online resellers spread from Sabang to Merauke.

The object of this research is the JimsHoney bag consumers in Semarang. The researcher took the place of research at the JimsHoney Semarang Central Store, which is located at Jalan Pekunden Tengah No. 1034, Kec. Central Semarang, Semarang City, Central Java 50241. This shop is the center of JimsHoney and the largest in Semarang. The following is the sales data obtained from the JimsHoney Semarang Central Store from 2016 to 2019.

**Table 1.** Sales Data for JimsHoney Semarang Central Store

No	Year	Sales Per Quarter (Rp.)	Difference	
			Rp.	%
1.	2016	90,141,500		
2.		217,035,000	126,893,500	140.8
3.		153,164,500	-63,870,500	-29.4
4.		251,139,000	97,974,500	64.0
5.	2017	98,405,500	-152,733,500	-60.8
6.		105,290,000	6,884,500	7.0
7.		143,514,000	38,224,000	36.3
8.		236,800,500	93,286,500	65.0
9.	2018	135,339,500	-101,461,000	-42.8
10.		85,900,500	-49,439,000	-36.5
11.		146,430,000	60,529,500	70.5
12.		172,450,000	26,020,000	17.8
13.	2019	134,005,000	-38,445,000	-22.3
14.		129,210,000	-4,795,000	-3.6
15.		205,234,000	76,024,000	58.8
16.		321,410,000	116,176,000	56.6

Based on table 1 above, it can be explained that the sales data of the JimsHoney Semarang Central Store experienced fluctuating sales. The JimsHoney Semarang Central Store has carried out various marketing strategy efforts that are by the JimsHoney center, such as actively promoting various events in Semarang and holding exhibitions and bazaar events at the Mall in Semarang, payday promos, discounts, same day service, community, collaboration, smart membership, JH cares, press releases for every new product

launch and other strategies, but sales at this store have still been fluctuating over the last 4 years. So, it is suspected that there is still an error or difference between the research gap and the existing gap phenomenon. Therefore, researchers are interested in taking this problem, namely the effect of product knowledge, brand image, and brand love on purchase decisions through word of mouth studies on JimsHoney bag consumers in Semarang.

### Hypothesis Development

According to Lin and Lin (2007): "product knowledge is a perception consumers have towards a certain product, including previous experience of using the product". Product knowledge is all accurate information that is stored in the memory of consumers which later this information can help as a material consideration for nature to take further action (Resmawa, 2017).

Consumers tend to look for information and choose products according to their actual knowledge. These consumers will be motivated to seek information on a product from various sources because they believe it will increase knowledge and purchase decisions for a product (Packard & Wooten, 2013).

Research conducted by Lin and Chen (2006) states that there is a positive relationship between product knowledge and purchase decisions. This research is in line with research conducted by Aisah and Wahyono (2018), which found that there is a positive and significant relationship between product knowledge and purchase decisions.

H1: Product knowledge has a positive effect on purchase decisions.

According to Kotler and Keller (2008), a brand is a name, term, sign, symbol, design, or a combination that is intended to identify a good or service from the severance pay. Meanwhile, brand image is the perception and belief carried out by consumers as reflected in the associations that occur in the consumer's memory. A good brand image will form a purchase decision for a product or service. According to Sutisna (2003), the better the image of a brand, the higher the level of consumer purchases, and the greater the chance for the product to be purchased by consumers.

Research conducted by Foster (2016) states that there is a positive and significant relationship between brand image and purchase decision. This research is also in line with research conducted by Mufidah and Wahyono (2019), which states that brand image has a positive and significant ef-

fect on purchase decisions.

H2: Brand image has a positive effect on purchase decisions.

Sallam (2014) states that brand love is a form of response from consumers that creates a feeling of belonging to a brand, has a personal bond with the brand, and feels they must have it.

Brand love becomes an important role for a consumer when deciding to buy a product. Consumers love a brand because of its interest in the brand, which in turn, the brand can inspire a consumer (Ismail & Spinelli, 2012).

Research conducted by Whang et al., (2004) states that brand love has a positive and significant effect on purchase decisions. Research conducted by Ismail and Spinelli (2012), which found that there is a positive and significant relationship between brand love and purchase decision. This research is in line with research conducted by Sallam (2014), which found that brand love has a positive and significant effect on purchase decisions.

H3: Brand love has a positive effect on purchase decisions.

According to Packard (2013), it is found that consumers tend to look for and choose products according to their actual knowledge. Consumers are motivated to seek product information from various sources because they believe it will increase their knowledge and purchasing decisions. The relationship between word of mouth and consumer knowledge is that people talk a lot about a product because they know a lot about the product.

Research conducted by Packard and Wooten (2013) found that product knowledge has a positive and significant effect on purchase decisions through word of mouth. This research is in line with research conducted by Aisah and Wahyono (2018), which states that there is a positive and significant relationship between product knowledge and purchase decisions through word of mouth.

H4: Product knowledge has a positive effect on purchase decisions through word of mouth.

According to Shakeri and Alavi (2016), if a consumer already has feelings of love for a brand, then the consumer has a desire to own that brand. A sense of consumer love for the product will influence consumers in recommending the brand they love to other consumers, and word of mouth is a way for consumers to provide information about a product or brand from one consumer to

another.

Research conducted by Heriyati and Siek (2011) states that word of mouth has an important role in the formation of purchase decisions and word of mouth, one of which is formed by the image that is attached to a brand (Shakeri & Alavi, 2016). So there is a relationship between brand image, word of mouth, and purchase decisions. This research is also in line with research conducted by Permadi et al., (2014), which states that there is a positive and significant relationship between brand image and a consumer's purchase decision mediated by word of mouth.

H5: Brand image has a positive effect on purchase decisions through word of mouth.

The results of brand love from consumers will usually provide positive information on the environment, meaning that the results of the love for a brand from a consumer will provide positive opinions and feedback to other consumers (Mangkini, 2016).

Previous research has shown that there is a positive relationship between brand love and word of mouth (Ismail & Spinelli, 2012) and word of mouth has a positive and significant relationship with purchase decisions (Satria & Oetomo, 2016). So, there is a relationship between brand love, word of mouth, and purchase decisions. This study is in line with research conducted by Setyoadi (2014), which found that there was a positive relationship between brand love and purchase decisions mediated by word of mouth.

H6: Brand love has a positive effect on purchase decisions through word of mouth.

According to Mowen and Minor (2002), word of mouth refers to the exchange of comments, thoughts, or ideas between two or more consumers who have a greater persuasive influence than impersonal communication. Word of mouth communication is an activity of various information from one person to another such as face-to-face contact, telephone, or through social media (Khalid et al., 2013).

One of the results of the purchase decision process is the existence of the word of mouth communication (Suwanto, 2011). Research conducted by Heriyati and Siek (2011) states that products that are often mentioned in someone's conversation tend to lead to stronger purchase decisions and create a higher sense of belonging from a consumer. This study is in line with research conducted by Sallam (2014), which found that there was a positive and significant relationship between word of mouth and purchase decisions.

H7: Word of mouth has a positive effect on purchase decisions.

## METHOD

The population in this study are all JimsHoney bag consumers in Semarang whose number

then the obtained  $r$  table = 0.361. The criterion for assessing the validity test is that if  $r$  count >  $r$  table then the statement is said to be valid and if  $r$  count <  $r$  table then the statement is said to be invalid.

Based on the validity test conducted in this study, the results showed that in the research instrument all statement items were declared valid because

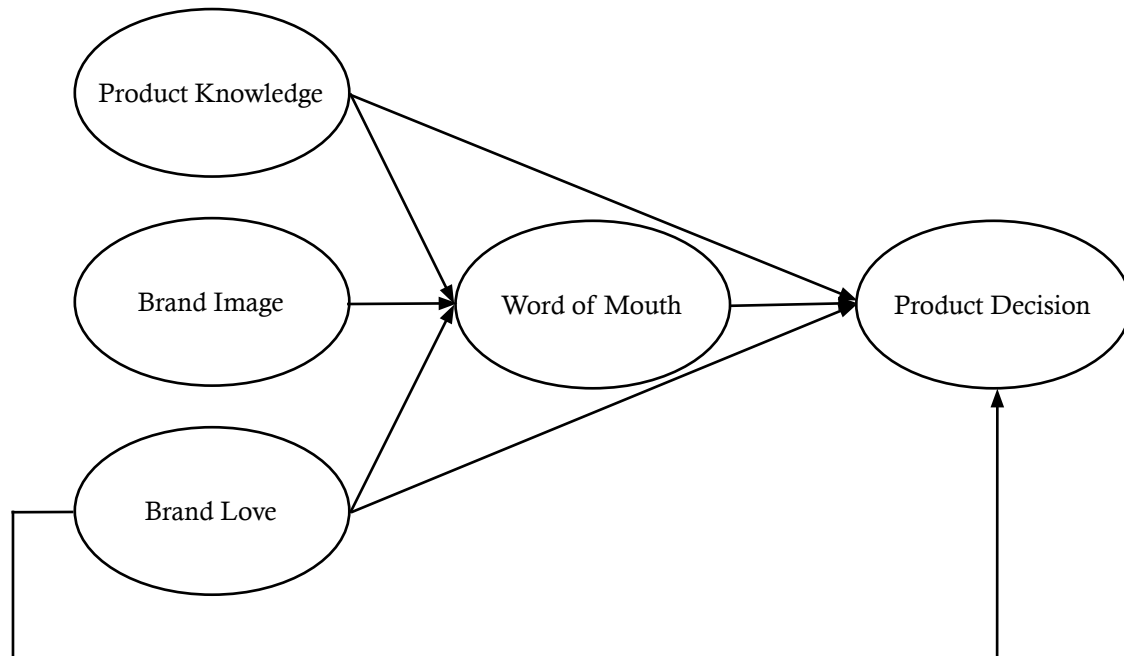


Figure 1. Research Model

cannot be known with certainty. The data collection method used a questionnaire and documentation. The sampling technique used purposive sampling with predetermined criteria. The number of samples in this study was 116 respondents. The data analysis method used the classical assumption test and hypothesis test, namely the  $t$  partial significance test ( $t$ -test) and the path analysis test using the IBM SPSS Statistics 25 program.

There are 3 types of variables used in this study, namely independent, dependent, and intervening variables. The independent variables in this study are Product Knowledge, Brand Image, and Brand Love. The dependent variable in this study is the Purchase Decision. The intervening variable in this study is the Word of Mouth.

## RESULT AND DISCUSSION

### Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the statement on the questionnaire can reveal something that is measured by the questionnaire (Ghozali, 2011).

In the validity test, the number of samples is  $n = 30$  so that  $df = 30 - 2 = 28$  with an alpha of 0.05,

se the calculated  $r$ -value was greater than the  $r$  table.

The following results of the validity test can be seen in table 2:

Table 2. Validity Test Results

Variable	Items	The value of $r$ count	R table value	Ket
Product Knowledge	PK.1	0.741	0.361	Valid
	PK.2	0.852	0.361	Valid
	PK.3	0.558	0.361	Valid
	PK.4	0.697	0.361	Valid
	PK.5	0.408	0.361	Valid
	PK.6	0.778	0.361	Valid
	PK.7	0.788	0.361	Valid
	PK.8	0.800	0.361	Valid
	PK.9	0.675	0.361	Valid

Brand Im- age	BI.10	0.735	0.361	Valid
	BI.11	0.781	0.361	Valid
	BI.12	0.653	0.361	Valid
	BI.13	0.801	0.361	Valid
	BI.14	0.848	0.361	Valid
	BI.15	0.904	0.361	Valid
	BI.16	0.525	0.361	Valid
	BI.17	0.891	0.361	Valid
	BI.18	0.885	0.361	Valid
	BI.19	0.902	0.361	Valid
	BI.20	0.753	0.361	Valid
Brand Love	BL.21	0.792	0.361	Valid
	BL.22	0.785	0.361	Valid
	BL.23	0.772	0.361	Valid
	BL.24	0.901	0.361	Valid
	BL.25	0.935	0.361	Valid
	BL.26	0.935	0.361	Valid
	BL.27	0.945	0.361	Valid
	BL.28	0.924	0.361	Valid
	BL.29	0.943	0.361	Valid
	BL.30	0.936	0.361	Valid
Word of Mouth	WOM.31	0.629	0.361	Valid
	WOM.32	0.949	0.361	Valid
	WOM.33	0.901	0.361	Valid
	WOM.34	0.913	0.361	Valid
	WOM.35	0.942	0.361	Valid
	WOM.36	0.854	0.361	Valid
	WOM.37	0.889	0.361	Valid
	WOM.38	0.839	0.361	Valid
	WOM.39	0.843	0.361	Valid
Purchase Decision	PD.40	0.778	0.361	Valid
	PD.41	0.737	0.361	Valid
	PD.42	0.693	0.361	Valid
	PD.43	0.826	0.361	Valid
	PD.44	0.739	0.361	Valid
	PD.45	0.665	0.361	Valid
	PD.46	0.776	0.361	Valid
	PD.47	0.881	0.361	Valid
	PD.48	0.847	0.361	Valid
	PD.49	0.835	0.361	Valid
	PD.50	0.770	0.361	Valid
	PD.51	0.838	0.361	Valid

### Reliability Test

The reliability test can be done by using Cronbach alpha statistical test. A variable is said to be reliable if it provides a Cronbach alpha value > 0.70 or 70% (Ghozali, 2011).

The results of the reliability test can be seen in Table 3 as follows:

**Table 3.** Reliability Test Results

Variable	CA Count	CA criteria	Ket
PK	0.872	0.70	Reliable
BI	0.945	0.70	Reliable
BL	0.970	0.70	Reliable
WOM	0.957	0.70	Reliable
PD	0.943	0.70	Reliable

**Noted:** PK: Product Knowledge, BI: Brand Image, BL: Brand Love, WOM: Word of Mouth, PD: Purchase Decision

Based on table 3 above, it is known that the Cronbach's Alpha value of each variable is > 0.70, so all instruments in this study are declared reliable.

### Classic Assumption Test

The classical assumption test of this study consists of the normality test, multicollinearity test, and heteroscedasticity test.

### Normality test

The results of the normality test in this study can be seen in Table 4 as follows:

**Table 4.** Normality Test Results

Unstandardized Residual		
N		116
Normal Pa- rameters, b	Mean	0
	Std. Deviation	3.24105013
Most Extreme Differences	Absolute	0.06
	Positive	0.039
	Negative	-0.06
Statistical Test		0.06
Asymp. Sig. (2-tailed)		0.200c, d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on table 4 above, it can be explained that the Kolmogorov-Smirnov (KS) value is 0.060 with the Asymp value. Sig. (2-tailed) of 0, 200> 0.05, which means that the residual data in this study were normally distributed.

#### Multicollinearity Test

The results of the multicollinearity test in this study can be seen in Table 5 as follows:

**Table 5.** Multicollinearity Test Results

Model	Coefficients	
	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Product Knowledge	0.225	4.445
Brand Image	0.208	4.811
Brand Love	0.241	4.146
Word of Mouth	0.182	5.487

a. Dependent Variable: Purchase Decisions

Based on table 5 above, it can be explained that all variables have a tolerance value > 0.10 and a VIF value < 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model in this study.

#### Heteroscedasticity Test

The heteroscedasticity test in this study used the Glejser test and obtained the heteroscedasticity test results which can be seen in Table 6 as follows:

**Table 6.** Heteroscedasticity Test Results

Model	Coefficients			t	Sig.
	Unstandard- ized Coeffi- cients	Stan- dard- ized Coeffi- cients			
	B	Std. Error	Beta		
(Constant)	3.754	1.375		0.729	0.007
Product Knowledge	0.001	0.066	0.003	0.017	0.986
Brand Im- age	0.036	0.058	0.127	0.626	0.533
Brand Love	-0.074	0.045	-0.274	-1.635	0.105
Word of Mouth	-0.017	0.057	-0.057	-0.291	0.772

a. Dependent Variable: RES2

Based on table 6, it can be explained that the significance value of all independent variables has a value > 0.05. So it can be concluded that there is no heteroscedasticity in the regression model in this study.

#### Hypothesis Testing

The hypothesis is a theoretical provisional answer or guesses to the formulation of research problems where the problem formulation is stated in the form of a question sentence (Sugiyono, 2016).

#### Partial Significance Test (t-test)

The t-test shows how far the influence of one explanatory or independent variable individually in explaining the dependent (Ghozali, 2011). Testing can be done by looking at the significance level of 5% or  $\alpha = 0.05$  and the t table value is 1.98157.

**Table 7.** T-Test Results

Coefficients		
Model	T	Sig.
(Constant)	0.109	0.913
Product Knowledge	2.693	0.008
Brand Image	0.805	0.422
Brand Love	3.692	0.000
Word of Mouth	6.707	0.000

a. Dependent Variable: Purchase Decisions

Based on the results of the t-test in table 7 above, it can be concluded as follows:

The results of the product knowledge t-test obtained a sig value of 0.008 < 0.05 and a calculated t value of 2,693 > 1,98157. This means that H1 which states that product knowledge has a positive effect on purchase decisions is accepted. The t-test results for brand image obtained a sig value of 0.442 > 0.05 and a calculated t value of 0.805 < 1,98157. This means that H2 which states brand image has a positive effect on purchase decisions is rejected. The results of the t-test for brand love obtained a sig value of 0.000 < 0.05 and a value of t count 3,692 > 1,98157. This means that H3 which states brand love has a positive effect on purchase decisions is accepted. The results of the t-test for word of mouth obtained a sig value of 0.000 < 0.05 and a value of t count 6,707 > 1,98157. This means H7 which states that word of mouth has a positive effect on purchase decisions is accepted.

### Path Analysis

According to Ghozali (2011), path analysis is an extension of multiple linear regression analysis or path analysis is the use of regression analysis to estimate the causal relationship between variables (causal models) that have been previously determined. With path analysis, it can be calculated the direct and indirect effect of the independent variable (independent variable) on the dependent variable (dependent variable) through the intervening variable.

### Effect of Product Knowledge, Brand Image, and Brand Love on Word of Mouth (Model 1)

**Table 8.** R Square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. the Error of the Estimate
1	0.904a	0.818	0.813	3.11343
Predictors: (Constant), Word of Mouth, Product Knowledge, Brand Love, Brand Image				

**Table 9.** Model 1 Effects of Product Knowledge, Brand Image, and Brand Love on Word of Mouth

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.646	2.135		0.771	0.442
PK	0.283	0.096	0.242	2.956	0.004
BI	0.169	0.085	0.173	1.991	0.049
BL	0.47	0.053	0.561	8.947	0.000
Dependent Variable: Word of Mouth					

In the regression equation, it means that product knowledge, brand image, and brand love have a positive relationship to consumer word of mouth. The better the product knowledge, brand image, and brand love will create

word of mouth so that it can have an impact on purchase decisions from consumers.

To find out the residual (error) from regression equation 1, the formula  $e1 = \sqrt{1 - R^2} = \sqrt{1 - 0.818} = \sqrt{0.182} = 0.427$  which explains that the word of mouth variable is influenced by variables other than product knowledge variables, brand image, and brand love of 0, 427.

### Effect of Product Knowledge, Brand Image, Brand Love and Word of Mouth on Purchase Decision (Model 2)

**Table 10.** R Square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. the Error of the Estimate
1	0.939 <sup>a</sup>	0.882	0.878	3.29893
Predictors: (Constant), Word of Mouth, Product Knowledge, Brand Love, Brand Image				

**Table 11.** Model 2 Effect of Product Knowledge, Brand Image, Brand Love and Word of Mouth on Purchase Decision

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.247	2.268		0.109	0.913
PK	0.284	0.105	0.185	2.693	0.008
BI	0.074	0.092	0.058	0.805	0.422
BL	0.269	0.073	0.245	3.692	0.000
WOM	0.671	0.100	0.513	6.707	0.000
Dependent Variable: Purchase Decision					

In the regression equation, it means that product knowledge, brand image, brand love, and word of mouth have a positive relationship



to consumer purchase decisions. The better the product knowledge, brand image, brand love, and word of mouth will create or increase purchase decisions from consumers.

To find out the residual (error) from regression equation 2, the formula  $e2 = \sqrt{1 - R^2} = \sqrt{1 - 0.882} = \sqrt{0.118} = 0,343$  which explains that the purchase decision variable is influenced by variables other than product knowledge variables, brand image, brand love and word of mouth of 0,343.

Referring to the regression model above, it can be seen that there is a direct relationship between product knowledge, brand image and brand love variables on purchase decisions as well as the indirect influence of product knowledge, brand image, and brand love on purchase decisions through word of mouth.

**Table 12.** Path Analysis Results

Independent Variable	Influence	Word of Mouth	Purchase Decision	Total	Note
Product Knowledge	Direct		0.185	0.185	Mediation
	Indirect	0.242	0.513	0.124	
	Total			0.309	
Brand Image	Direct		0.058	0.058	Mediation
	Indirect	0.173	0.513	0.089	
	Total			0.147	
Brand Love	Direct		0.245	0.245	Mediation
	Indirect	0.561	0.513	0.288	
	Total			0.533	

From table 12 above, some conclusions can be seen as follows:

That the total indirect effect of product knowledge on purchase decisions through word of mouth is 0.309, while the path coefficient of the direct effect of product knowledge on purchase decisions is 0.185. These results indicate that the total indirect path coefficient is  $0.309 >$  the direct path coefficient is 0.185 so that hypothesis 4 which states that “product knowledge has

a positive effect on purchase decisions via word of mouth is accepted.

Whereas the total indirect effect of brand image on purchase decisions through word of mouth is 0.262 while the path coefficient of the direct influence of brand image on purchase decisions is 0.058. These results indicate that the total indirect path coefficient is  $0.262 >$  the direct path coefficient is 0.058 so that hypothesis 5 which states “brand image has a positive effect on purchase decisions via word of mouth is accepted.”

That the total indirect effect of brand love on purchase decisions through word of mouth is 0.533, while the path coefficient of the direct influence of brand love on purchase decisions is 0.245. These results indicate that the total indirect path coefficient is  $0.533 >$  the direct path coefficient is 0.245 so that hypothesis 6 which states “brand love has a positive effect on purchase decisions via word of mouth is accepted.

#### Effect of Product Knowledge on Purchase Decision

Based on the results of the research that has been done, it can be explained that product knowledge has a positive effect on purchase decisions. So hypothesis 1 which states that product knowledge has a positive effect on purchase decisions is accepted. This means that the better the product knowledge variable is, the higher the purchase decision variable will be. Thus, it can be concluded that the more information that consumers know, the more purchase decisions consumers make on JimsHoney bags in Semarang.

The results of this study are in line with research conducted by Javed (2013) which states that consumers will seek information about a product to be purchased so that product knowledge has an attachment to a purchase decision.

The results of this study are also supported by previous research conducted by Aisah and Wahyono (2018), which states that product knowledge is proven to have a positive and significant effect on purchase decisions. Research conducted by Lin and Chen (2006) also found that consumer product knowledge has a positive and significant effect on consumer purchase decisions.

Based on the reality in the field, consumers assess that product knowledge variables can affect the purchase decision rate in JimsHoney bags in Semarang. This is illustrated by the indicators of objective knowledge which have the highest value. With this, consumers will seek information from various sources related to the product they want to buy.

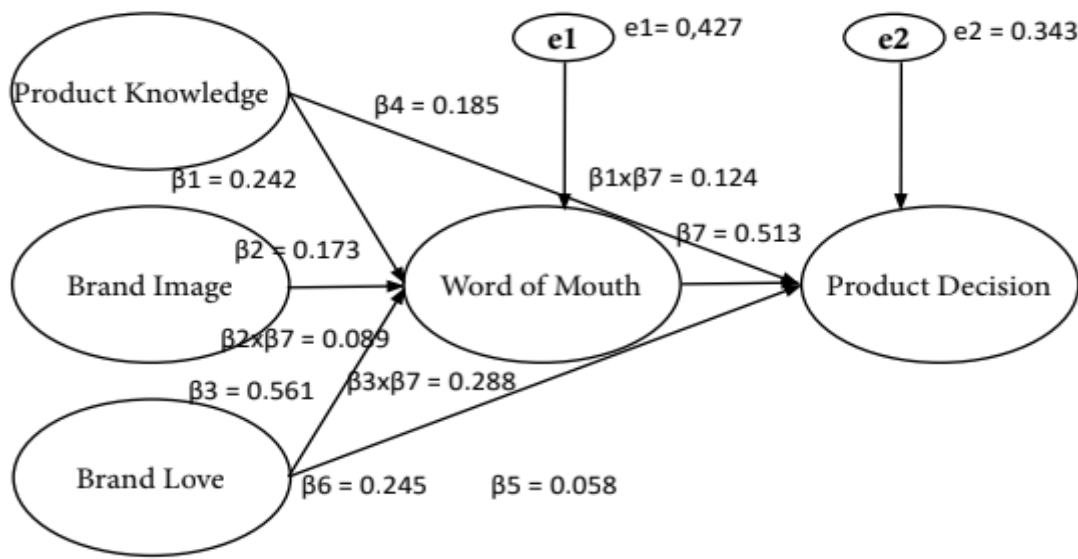


Figure 2. Full Model Path Analysis

#### Effect of Brand Image on Purchase Decision

Based on the results of the research that has been done, it can be explained that brand image does not effect on purchase decisions. So hypothesis 2 which states that brand image has a positive effect on purchase decisions is rejected. This means that brand image does not have an influence on purchase decisions on JimsHoney bag consumers in Semarang. If there is an increase or decrease in the brand image variable, it will not affect the increase or decrease in the purchase decision variable for JimsHoney bag consumers in Semarang conducted by Sari and Pradhana (2018), that brand image does not have a significant effect on buying habits.

This is supported by Singh (2006), which states that consumers have different perceptions and judgments in exploring the scope of a product. This difference in assessment can be influenced by different consumer spending motives. Consumers with hedonic shopping motives will focus on shopping goals and shopping experiences, while consumers with utilitarian shopping motives will focus on shopping goals.

Based on the reality in the field, JimsHoney bag consumers in Semarang who make purchases do not consider the brand image of a product. They make purchases with utilitarian shopping motives or according to their needs and preferences. If the consumer feels like the product, he will buy it regardless of any influence. The brand image of JimsHoney products is not taken into account by consumers in determining purchasing decisions or not. So it can be concluded that when consumers make pur-

chases, they prioritize products that suit their needs rather than the existing brand image of a product.

#### Effect of Brand Love on Purchase Decision

Based on the results of the research that has been done, it can be explained that brand love has a positive influence on purchase decisions. So hypothesis 3 which states that brand image has a positive effect on purchase decisions is accepted. This means that the better the brand love variable will increase the purchase decision for JimsHoney bag consumers in Semarang.

The results of this study are supported by previous research conducted by Mufidah and Wahyono (2019), which states that there is a positive and significant relationship between brand love and purchase decisions. to consumers who use Bata shoes at Paragon Mall Semarang. This study is in line with research conducted by Naufal and Maftukhah (2017), which found that brand love and purchase decisions are interrelated, namely that there is a positive and significant relationship between brand love and purchase decision. Research conducted by Sallam (2014) also states that brand love has a positive and significant effect on purchase decisions. Research conducted by Whang., Et al (2004), also stated that brand love has a positive and significant effect on purchase decisions.

Based on the reality in the field, Consumers consider that the brand love variable can affect the purchase decision level of JimsHoney bag consumers in Semarang. This can be illustrated through the passion indicator which has the highest value. With this, consumers will continue to make purchases on product brands they like. So, companies

must be able to create a good brand of love in each of their bag products so that the high consumer love for JimsHoney bag products will be able to encourage consumers in Semarang to buy JimsHoney bags.

#### **Effect of Product Knowledge on Purchase Decision through Word of Mouth**

Based on the results of the research that has been done, it can be explained that product knowledge has a positive influence on purchase decisions through word of mouth. So hypothesis 4 which states that product knowledge has a positive effect on purchase decisions through word of mouth is accepted. Word of mouth has an important role in mediating the effect of product knowledge on purchase decisions as indicated by the value of the indirect effect is greater than the value of the direct effect.

The results of this study are supported by previous research conducted by Packard and Wooten (2013), which found that product knowledge has a positive effect on purchase decisions through word of mouth. This is in line with research conducted by Aisah and Wahyono (2018) that there is a positive and significant relationship between product knowledge and purchase decisions through word of mouth.

This means that the more consumers who know about JimsHoney bag product knowledge, it will be easier for them to decide on a purchase and if they are satisfied they will discuss or recommend to other people so this will also increase the purchase decision.

#### **Effect of Brand Image on Purchase Decision through Word of Mouth**

Based on the results of the research that has been done, it can be explained that brand image has a positive influence on purchase decisions through word of mouth. So hypothesis 5 which states that brand image has a positive effect on purchase decisions through word of mouth is accepted. Word of mouth has an important role in mediating the effect of product knowledge on purchase decisions which is indicated by the value of the indirect effect is greater than the value of the direct effect.

The results of this study are supported by previous research conducted by Aisah and Wahyono (2018), which also states that there is a positive and significant relationship between brand image and purchase decisions through word of mouth. This is also by previous research conducted by Permadi et al., (2014), which states that there is a relationship between a consumer's brand image and

purchase decision mediated by word of mouth.

The brand image becomes an important consideration for consumers in making purchasing decisions because this brand image will also be attached to consumers when they use the product. When the company has a good image, this can influence consumers to discuss and recommend to others which will influence them to make purchasing decisions.

#### **Effect of Brand Love on Purchase Decision through Word of Mouth**

Based on the results of the research that has been done, it can be explained that brand love has a positive influence on purchase decisions through word of mouth. So hypothesis 6 which states that brand love has a positive effect on purchase decisions through word of mouth is accepted. Word of mouth has an important role in mediating the effect of product knowledge on purchase decisions which is indicated by the value of the indirect effect is greater than the value of the direct effect.

The results of this study are supported by previous research conducted by Setyoadi (2014), which suggests that there is a relationship between brand love and purchase decisions mediated by word of mouth. Previous research has also shown that there is a relationship between brand love and word of mouth (Ismail & Spinelli, 2012) and word of mouth is positively related to purchase decisions (Satria & Oetomo, 2016). So, there is a relationship between brand love, word of mouth, and purchase decisions. This is consistent with the research conducted by Sallam (2014), which states that brand love has a positive and significant effect on purchase decision making through WOM. Other research conducted by Mufidah and Wahyono (2019),

Brand love or brand love that consumers do can lead to positive word of mouth among consumers, consumers will talk about or recommend these products to others. Recommendations from other people will also influence consumer decisions in making purchases of a product.

Based on the reality in the field, JimsHoney bag consumers in Semarang have a high brand love for the JimsHoney bag brand. This also has a positive impact on word of mouth that occurs between consumers which can influence purchase decisions on JimsHoney bag products.

#### **Effect of Word of Mouth on Purchase Decision**

Based on the results of the research that has been done, it can be explained that word of mouth has a positive effect on purchase decisions. So hypothesis 7 which states that word of

mouth has a positive effect on purchase decisions is accepted. This means that the more widespread the word of mouth variable will increase the purchase decision for JimsHoney bag consumers in Semarang.

The results of this study are supported by previous research conducted by Sallam (2014), which found that there is a positive and significant relationship between word of mouth and purchase decisions. Research conducted by Khalid., et al (2013), also found that word of mouth has a positive and significant effect on consumer decision making. Another study conducted by Naufal and Maftukhah (2017) states that there is a positive and significant relationship between word of mouth and purchase decisions. Aisah and Wahyono research (2018), also in line, is that word of mouth has a positive and significant effect on purchase decisions.

The more often or the higher the volume of someone receiving information about JimsHoney bags and the more information they receive from many people, it will affect the purchase decision of a consumer. So that word of mouth in a product can encourage a consumer to purchase a JimsHoney bag.

Based on the reality in the field, consumers consider that the word of mouth variable can affect the purchase decision rate of JimsHoney bag consumers in Semarang. This can be illustrated by the recommended indicator which has the highest value. With this, consumers will continue to make purchases on product brands that they think are good and will recommend to other consumers to buy these products.

## CONCLUSION AND RECOMMENDATION

Based on the results of research and discussion, it can be concluded that there is a positive relationship between product knowledge, brand love and word of mouth on purchase decision. And there is no relationship between brand image on purchase decision. And there is a positive relationship between product knowledge, brand image, and brand love on purchase decisions through word of mouth as an intervening variable.

Product knowledge has a positive effect on purchase decisions. This means that if more consumers know about a product, it will make consumers feel confident in deciding to buy a product and this will increase the purchase decision made by consumers.

Brand image has no effect on purchase decisions on JimsHoney bag consumers in Semarang. This means that if there is an increase

or decrease in the brand image, it will not affect the purchase decision. In other words, consumers do not consider a brand image when deciding to buy a product. Brand love has a positive effect on purchase decisions. This means that the higher the consumer's brand love for a product brand he likes, the higher the purchase decision made by the consumer.

Product knowledge has a positive effect on purchase decisions through word of mouth. This means that word of mouth can mediate variable product knowledge on purchase decisions from consumers.

Brand image has a positive effect on purchase decisions through word of mouth. This means that word of mouth can mediate the brand image variable on consumer purchase decisions. Brand love has a positive effect on purchase decisions through word of mouth. This means that word of mouth can mediate the variable brand love towards consumer purchase decisions. Word of mouth has a positive effect on purchase decisions. That is, if word of mouth is increasingly spreading among consumers, it will increase the purchase decision from consumers.

Based on the results of research and discussion, the recommendations that researchers can put forward are as follows:

Product knowledge, companies must improve product knowledge for consumers by introducing JimsHoney products through all online media or print media to make it easier for consumers to explore and find out all detailed information about JimsHoney products.

Brand image, companies must evaluate and redesign strategies that have been implemented previously, as well as maintain and maintain a good brand image so that it attracts attention and can increase purchase decisions made by consumers. Brand love, the company must be able to keep its customers from switching to other brands and continue to like products from JimsHoney.

Word of mouth, companies need to take actions that can shape word of mouth in ways such as making product reviews through online media and cooperating with influencers to review JimsHoney products. The more information circulating in the public, the more interesting it will be to talk about JimsHoney products and this means that it will encourage consumers to make a purchase decision.

JimsHoney Central Store Semarang, it is expected to be able to continue to maintain factors that can increase purchase decisions related to product knowledge, brand image, brand love, and word of mouths such as holding exhibitions,

bazaar events, new product press releases, forming social actions such as JH care, communities (resellers) and other strategies that can make consumers remember and will continue to buy JimsHoney products at this store. And i only researched JimsHoney bag products, even though there are other products such as wallet and watch. Therefore , it is hoped that it can expand the object. And for further researches are as follows :

Can develop this research with other variables such as product quality that affect purchase decisions.

In this study, brand image has no effect on purchase decisions among JimsHoney bag consumers in Semarang. Therefore, future research is expected to be able to research with the same variables but different indicators or the same model but at JimsHoney bag stores in different cities to find out differences in consumer shopping behavior.

Also, further researchers can use other objects to determine the comparison of consumer shopping behavior at other brands of bag stores or other products.

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