

MARKETING | RESEARCH ARTICLE

# The Influence of Electronic Word of Mouth and Price Perception on Brand Image and Repurchase Intention of Suzuki New Carry Pick-Up Brand Cars in Pekanbaru City, Indonesia

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## ABSTRACT

Suzuki New Carry Pick-Up had competitive sales; even though the price exceeded competitors and had several disadvantages, it had a series of advantages that attracted users with a good brand image so that repurchases occurred. This research objective is to analyze the effect of electronic word of mouth and price perceptions on brand image and the purchase intention of Suzuki New Carry PU brand cars in Pekanbaru City. The population in this study were all buyers of Suzuki New Carry PU in Pekanbaru City. Sample determination refers to Hair's criteria with the maximum likelihood estimation technique. The sample of this study was 200 people. Data will be collected using an ordinal measurement level (Likert scale) questionnaire. The data analysis technique uses partial least squares structural equation modeling with the boots-trap parameter estimation method using SmartPLS 4 software. The validity test uses the loading factor and average variance extracted, while the reliability test uses internal consistency based on the composite reliability value. The results of hypothesis testing show an effect of electronic word of mouth and price perceptions on brand image and purchase intention of Suzuki New Carry PU brand cars in Pekanbaru City.

**Keywords:** Electronic Word of Mouth, Price Perception, Brand Image, Repurchase Intention.

**JEL Code:** E44, F31, F37, G15.

## I. Introduction

The Indonesian automotive industry faces significant challenges amidst preparations for industrial recovery and the remaining negative impacts of the political situation in the election year. Based on vehicle sales data in Indonesia, it can be seen that cars produced by the Astra Group lead the market share, while the Suzuki brand, as a major brand that has been around since 1976, is only ranked fifth with a Suzuki car sales market share of 10.72%. The low consumer interest in buying Suzuki cars is absorbing and worth studying. Suzuki car sales fluctuate; the lowest sales occurred in 2020. Suzuki's retail sales in 2020 decreased, but its performance increased this year in market share. This is inseparable from Suzuki's precise strategy for its



flagship car, the New Carry Pick-Up, which applies the ILMU approach (Fuel and maintenance efficient, Long service life, Load a lot, and Profitable).

The change in marketing strategy from conventional to digital is an effort to attract consumer interest, which is carried out through attractive sales programs and after-sales programs for consumers. Various stimuli are also prepared, ranging from vehicle purchases and service packages to efforts to increase the competitive value of the brand by focusing on increasing completely knocked-down production. Suzuki's marketing innovates through marketplaces such as Tokopedia and Blibli.com. The importance of marketing digitalization because it can change people's lifestyles and consumption patterns. Suzuki also collaborates with leasing to create financing programs based on community conditions such as low down payments, low installments, and interest for purchasing the New Carry Pick-Up.

**Table 1. Data on the Best-Selling Cars in Indonesia 2018-2023**

No	2018	2019	2020	2021	2022	2023
1	Toyota Avanza 82167 units	Toyota Avanza 86374 units	Honda Brio 40879 units	Toyota Avanza 66109 units	Honda Brio 61025 units	Toyota Innova 66,460 units
2	Mitsubishi Xpander 75075 units	Honda Brio 70344 units	Suzuki Carry PU 38072 units	Mitsubishi Xpander 54624 units	Toyota Avanza 60624 units	Brio (Satya, RS) 62,195 units
3	Toyota Calya 63970 units	Mitsubishi Xpander 62666 units	Toyota Avanza 35754 units	Suzuki Carry PU 52854 units	Suzuki Carry PU 55386 units	Daihatsu Siga 61,752 units
4	Toyota Innova 59630 units	Toyota Rush 61569 units	Daihatsu Gran Max 32373 units	Toyota Rush 52533 units	Daihatsu Siga 51427 units	Toyota Avanza 59,543 units
5	Honda Brio 59251 units	Toyota Calya 54549 units	Toyota Rush 29361 units	Toyota Innova 49745 units	GranMax PU 48856 units	Toyota Calya 45,801 units
6	Toyota Rush 53145 units	Toyota Innova 52981 units	Toyota Innova 27594 units	Honda Brio 44995 units	Mitsubishi Xpander 47820 units	Daihatsu Gran Max 43,197 units
7	Daihatsu Siga 50907 units	Suzuki Carry PU 52694 units	Mitsubishi Xpander 26362 units	GranMax PU 40967 units	Toyota Innova 46933 units	Mitsubishi Xpander 41,929 units
8	GranMax PU 42389 units	Daihatsu Gran Max 52372 units	Toyota Calya 23442 units	Daihatsu Siga 40283 units	Toyota Rush 44991 units	Suzuki Carry PU 41,232 units
9	Suzuki Carry PU 39043 units	Daihatsu Siga 52283 units	Daihatsu Siga 23295 units	Toyota Calya 35375 units	Toyota Calya 43582 units	Toyota Rush 39,340 units
10	Honda HR-V 34891 units	Mitsubishi L300 36071 units	Mitsubishi L300 16088 units	Mitsubishi L300 26335 units	Toyota Vellfire 32017 units	Honda HR-V 25,856 units

Source: Gaikindo, 2024

Based on data on the best-selling cars in Indonesia from 2018 to 2023, the Suzuki Carry Pick-Up light commercial vehicle is in the top 3. However, in 2018, it was in ninth position with sales of 39,043 units; in 2019, it was in seventh position with 52,694 units. The highest achievement in 2020 was in second position, with sales of 38,072 units. Daihatsu Gran Max also became the best-selling pickup in 2023, with sales reaching 43,197 units, beating Carry's sales of 41,232. Mitsubishi L300 was knocked out of the Best-Selling Cars in Indonesia in 2018, 2022, and 2023.

Suzuki New Carry PU remains the best-selling, with sales reaching 184, around 73 percent of all sales in Riau. The new carry Pickup sales are much higher than those of other units. One of the factors behind the high sales of this Pickup is that trade is now moving. It is also positively influenced by the price of palm oil, which is Riau's leading commodity. The percentage of sales in Pekanbaru City or other areas is half-half (<https://www.cakaplah.com>, 2022).

Suzuki New Carry PU is still the most sought-after product by the people of Riau today. New Carry is in first place in Riau. It is recorded that in the last September period, New Carry sold 216 units. One hundred sixty-six of them were cars in the commercial segment. While 50 were for passenger cars. Carry PU contributed 70 percent of Suzuki's total sales per month. Suzuki pick-up is still the market leader, dominating the vehicle market in Riau's commercial or light trade segment today (<https://riaupos.jawapos.com>, 2022).

**Table 2. Sales Data for Light Commercial Segment Cars (Low Pick Up) in Pekanbaru**

Light Commercial Segment Car Sales (Low Pick Up)	Retail Sales			Market share (%)		
	2020	2021	2022	2020	2021	2022
Suzuki Carry PU	1251	1469	1554	33.75	31.96	28.43
Daihatsu GranMax PU	1090	1391	1498	29.40	30.27	27.41
Mitsubishi L300	1024	1279	1531	27.62	27.83	28.01
Others (Isuzu PHR, Toyota Hilux, DFSK, and Wuling)	342	457	883	9.23	9.94	16.15
<b>Total</b>	<b>3707</b>	<b>4596</b>	<b>5466</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: Main Dealer Suzuki Pekanbaru, 2023

Sales data for pick-up cars in Pekanbaru for the last 3 years in the Light Commercial Vehicle (Low Pick Up) segment show that sales have increased. However, the market share of the Suzuki New Carry PU continues to decline; the highest market share occurred in 2020 at 33.75% and continued to decline to the lowest percentage in 2022 at 28.43%. This decline in market share shows the importance of understanding behavior and knowing consumers, which is not a simple job. Consumer purchasing behavior is a process and activity involved when people search for, select, buy, use, evaluate, and dispose of products and services to satisfy their needs and desires. Consumer behavior shows a series of actions taken by individuals, groups, or organizations. A series of actions consists of input, process, and output. Input is a stimulus for consumers to generate a repurchase intention, which consists of recognizing needs, searching for information, evaluating alternatives, and making decisions.

An interesting phenomenon of repurchasing Intention New Carry Pick-up is the most popular commercial vehicle and currently ranks first in sales in Riau. This car is a market leader that dominates the vehicle market in Riau's low pick-up segment, but its market share has decreased in the last 3 years. Based on observations at the Suzuki Pekanbaru Main Dealer, consumers still said they would buy the Suzuki New Carry PU but suddenly canceled their plans. This may be because consumers are unsure about their motivation or interest in buying the Suzuki New Carry PU, so they change their minds at the last minute. Consumers also rarely refer to others and are not interested in the new features and advantages of the Suzuki New Carry PU. After Repurchase Intention appears, decision-making does not immediately lead to a positive outcome, namely buying. However, a second stimulus follows, which is called a process. In the process, there is an activity taken before making a purchase which is influenced by several factors, such as psychological factors (in the form of motivation, perception, learning, personality, and behavior) or external factors (from the environment or other people) (Kotler, 2013). It can be stated that repurchase intention is part of consumer behavior that arises due to input. In the input, socio-cultural factors include family, informal sources, non-commercial sources, social status, and subculture. This input can come from other people or the surrounding environment, influencing the purchase decision (Mangkunegara, 2017). Social ties, opinion seekers, information needs, knowledge interests, and purchase uncertainty will increase brand associations, which will later be depicted in brand image. The high and low brand image impacts repurchase intention, so products with good brands tend to make consumers repeat purchases on the brand. Brand image refers to a memory scheme of a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, users, and characteristics of marketers and/or the maker of the product/brand (Majid, 2014). Brand image shows what consumers think and feel when they hear or see the name of a brand (Setiadi, 2010). The brand image describes consumer associations and beliefs in a particular brand (Kotler & Armstrong, 2013).

Phenomena are related to brand image, such as consumers quickly recognizing and distinguishing it from other brands but not recognizing the ILMU New Carry Pick Up slogan. Consumers do not yet know the character of the engine and the advantages of the new features of the New Carry Pick-Up; consumers do not

get attractive offers and poor after-sales service. Consumers tend to trust electronic word of mouth (eWOM) recommendations more than formal promotional methods because the recommender is believed to be more honest and sincere and has no other motives. The survey found that consumers trust recommendations from people they know or from other users. It can be concluded that the more positive eWOM, the higher the consumer's interest in buying. The resulting eWOM can be in the form of an assessment of the product and the perception of the selling price being marketed. The eWOM phenomenon provides a new world where consumers can communicate and influence each other. eWOM can assess the product and the perception of the selling price being marketed. The subjective assessment of previous consumers and the Suzuki brand image becomes information for potential New Carry consumers, which causes consumers to make repeat purchases.

The information that consumers get is usually in the form of opinions from other users through the Internet media. Then, consumers go through the alternative evaluation stage and choose the brand they trust (Twinarutami, 2013). A product with a good brand image will create consumer trust in a brand (Samuel & Lianto, 2014). Durianto et al. (2003) explain that the intention to buy is related to the consumer's plan to buy a particular product and how many units are needed in a certain period and price. Price perception means how consumers view specific prices as high, low, or reasonable (Schiffman & Kanuk, 2013). Perception is the process of organizing and interpreting stimuli received by individuals (Walgito, 2010). Price has become an important factor influencing buyer choice (Kotler, 2013). Advantages New Carry PU is fuel efficient, cheap and readily available spare parts, affordable maintenance costs, more load, and high resale value, even though it is expensive and does not have power steering (<https://www.infoindonesia.id>) Phenomena related to price perception such as not being by the selected market segment, prices that are higher than competitors, prices that are not by the quality of the car such as the front tires of the New Carry Pick Up often eat one side, clutch linings wear out quickly, and brake linings often get hot. There is no price match with benefits such as being weak on inclines and the handbrake position disturbing the driver and passengers.

Bansal et al. (2000) proved that eWOM information is more effective in conveying information and significantly influences consumer purchasing interest than advertising promotions. Positive eWOM can be a walking and talking advertisement for companies that will attract new customers. Prayoga (2019) found that e-wom positively and significantly affects purchase intention. E-wom has a positive and significant effect on brand image, brand image has a positive and significant effect on purchase intention, and brand image positively and significantly mediates the effect of e-wom on motorcycle purchase intention. Yoestini (2007) found that brand image significantly affects repurchase intention. Akbar (2019) found that eWOM has an effect on brand image, brand image has an effect on purchase intention, eWOM has an effect on purchase intention, and eWOM has an effect on purchase intention through brand image. The study shows that eWOM plays a role in repurchase intention because consumers' subjective product assessment can be a competitive advantage. Consumer experience through eWOM becomes information for other potential consumers. Based on the background that has been described previously, the author is interested in looking more specifically and conducting research with the title "The Influence of Electronic Word of Mouth and Price Perception on Repurchase Intention of Suzuki New Carry PU Cars through Brand Image (Case Study at PT Suzuki Buana Strada Pekanbaru)." This research is important because it can provide insight into how electronic word of mouth (eWOM) and price perception influence the repurchase intention of Suzuki New Carry PU through brand image so that it can help PT Suzuki Buana Strada Pekanbaru design effective marketing strategies to increase customer loyalty, strengthen brand image, and maintain competitiveness in the competitive automotive market.

## II. Literature Review and Hypothesis Development

### 2.1. Electronic Word of Mouth

Mihaela AB (2014) word of mouth is defined as an oral person-to-person communication between a recipient that is considered non-commercial by the communicator about a specific product, service, or brand, but E-WOM activities differ from those in the real world since the communication takes place on an online platform. Electronic word of mouth refers to any positive or negative opinion from potential consumers, regular consumers, and former consumers regarding a product or service marketed by a company that is distributed via the Internet (Hennig-Thurau et al., 2004). Electronic word of mouth is a communication medium that allows consumers to share information about a product or service consumed between consumers who do not know each other and have not met before (Gruen, 2006). Electronic word-of-mouth measurement uses the dimensions of intensity, positive valence (praise), negative valence, and content (Goyette et al., 2010).

### 2.2. Price Perception

Kotler and Keller (2013) state that price is the amount of money charged for a product or service or the value consumers exchange for the benefits of having or using the product or service. Price is also a flexible element of the marketing mix, meaning it can be changed quickly. This is different from product characteristics or commitment to distribution channels. The latter two cannot be changed/adjusted easily and quickly because they usually involve long-term decisions (Tjiptono, 2014). Price perception is about understanding the price information consumers prefer and making it meaningful. Regarding price information, consumers can compare the published price with the imagined product price or price range; price perception will shape people's perception of the appropriate price for a product (Peter & Olson, 2015). Amirullah (2015) states that price determines a product, which is the meeting point of the product offered with the demand for the product in question. The pricing method is an important decision in the marketing of a product. Measuring price perception using the dimensions of price affordability, price suitability with product quality, price competitiveness, price suitability with benefits, and price can influence consumers' decisions (Indrasari, 2019).

### 2.3. Brand Image

Alma (2013) states that a brand is a sign or symbol that provides the identity of a particular good or service, which can be in words, images, or a combination of both. A brand is a perception or belief held by customers, as reflected by associations embedded in the customer's memory. Brand image is a prerequisite for a strong brand. Brand image can be considered a type of association that arises in the minds of consumers when remembering a particular brand. The association can appear as a particular thought or image associated with a brand, just as when someone thinks about another person. The association can be conceptualized based on type, support, strength, and uniqueness. Types of brand associations include attributes, benefits, and attitudes. Attributes consist of attributes related to the product, such as price, user, and image of use. At the same time, benefits include functional, symbolic, and based on experience (Shimp, 2013). A product that can maintain its image to be better than competitors will get a place in the hearts of consumers and will always be remembered. Kotler and Armstrong (2013) define a brand image as a set of beliefs, ideas, and impressions that a person has toward a brand. Therefore, consumer attitudes and actions towards a brand are very much determined by the brand image. Brand image measurement uses the dimensions of brand identity, brand personality, brand association, brand attitude, and behavior (Cendana, 2017).

## 2.4. Repurchase Intention

Mowen & Minor (2014). Repurchase Intention is a consumer who repeatedly buys the same product. Swasta and Irawan (2020) state that repeat purchases are made by buyers for the same product and will buy again for the second or third time. Yamit (2021) repurchase intention is a post-purchase evaluation or evaluation result after comparing what is felt with expectations. According to Durianto et al. (2017), purchase interest is related to consumer plans to buy a particular product and how many units of the product are needed in a certain period. According to Peter & Olson (2015), repurchase Intention is a purchasing activity carried out more than once or several times. Repurchase intention is the tendency of consumers to buy a product with a particular brand after they have re-stored and evaluated relevant information about the product (Kotler 2018, and Ferdinand 2016). Repurchase intention measurement uses dimensions of transactional interest, referential interest, preferential interest, and explorative interest (Kotler 2018, and Ferdinand 2016).

## III. Research Method

### 3.1. Place and Time of Research

This research was conducted at the Main Dealer Suzuki Mobil, PT Sejahtera Buana Trada, Pekanbaru City, which was implemented in December 2023.

### 3.2. Data source

The first source is primary data, which the author obtains directly from respondents obtained through questionnaires or questionnaires regarding research variables. The second source is secondary data, which is data obtained directly in finished form from the company, as well as other reports.

### 3.3. Population and Sample

The population in this study were people who made transactions to purchase Suzuki New Carry Pick-Up brand cars in Pekanbaru City, Riau Province. Amount This research sample will require reference to the criteria proposed by Hair et al. (2010), namely using the technique of Maximum Likelihood Estimation (MLE). According to MLE, sound samples range from 100-200. Therefore, the maximum expected number of samples is 200. The sampling technique in this study is purposive sampling, which is a method carried out based on criteria determined by the researcher (Ferdinand, 2014). The criteria that will be used as a sample are anyone who happens to meet online with the researcher can be used as a sample who happens to be met when making online transactions because it will be easier and more efficient in administering questionnaires by ensuring that the sample has met the criteria

### 3.4. Method of collecting data

The author uses a questionnaire to gather the decision-making data needed for this study. Decision-making is done by making a list of questions in the form of a questionnaire. Then, the questionnaire is distributed to all respondents, who will be filled in based on the instructions contained in the questionnaire. The data that has been successfully collected is then divided into several different categories by paying attention to the order so that the ordinal measurement level (Likert Scale) can be used. The compilation of statement items then continued with the determination of the measurement scale. To determine with certainty that the score value of each variable is in the position of Strongly Agree, Agree, Less Agree, Disagree, and Strongly Disagree.

### 3.5. Operational Definition of Research Variables

An electronic word-of-mouth variable is a communication media used to share information about a product or service consumed between consumers who do not know each other and have met before (Gruen, 2006). Measurement of electronic word of mouth uses the dimensions of intensity, positive valence (praise), negative valence, and content (Goyette et al., 2010). The definition of price variable is determining a product, which is the meeting point of the product offered with the demand for the product in question. The pricing method is an important product marketing decision (Amirullah, 2015). Measurement of price perception uses the dimensions of price affordability, price suitability with product quality, price competitiveness, price suitability with benefits, and price can influence consumers in making decisions (Indrasari, 2019). A brand image variable is a set of beliefs, ideas, and impressions a person has toward a brand. Therefore, the attitude and actions of consumers towards a brand are primarily determined by the brand image (Kotler & Armstrong, 2013). Brand image measurement uses the dimensions of brand identity, brand personality, brand association, brand attitude, and behavior (Cendana, 2017). The definition of the repurchase intention variable is the tendency of consumers to buy products with a particular brand after they have re-stored and evaluated relevant information about the product (Kotler 2018, and Ferdinand 2016). Repurchase intention measurement uses the dimensions of transactional interest, referential interest, preferential interest, and explorative interest (Kotler 2018, and Ferdinand 2016).

### 3.6. Data analysis

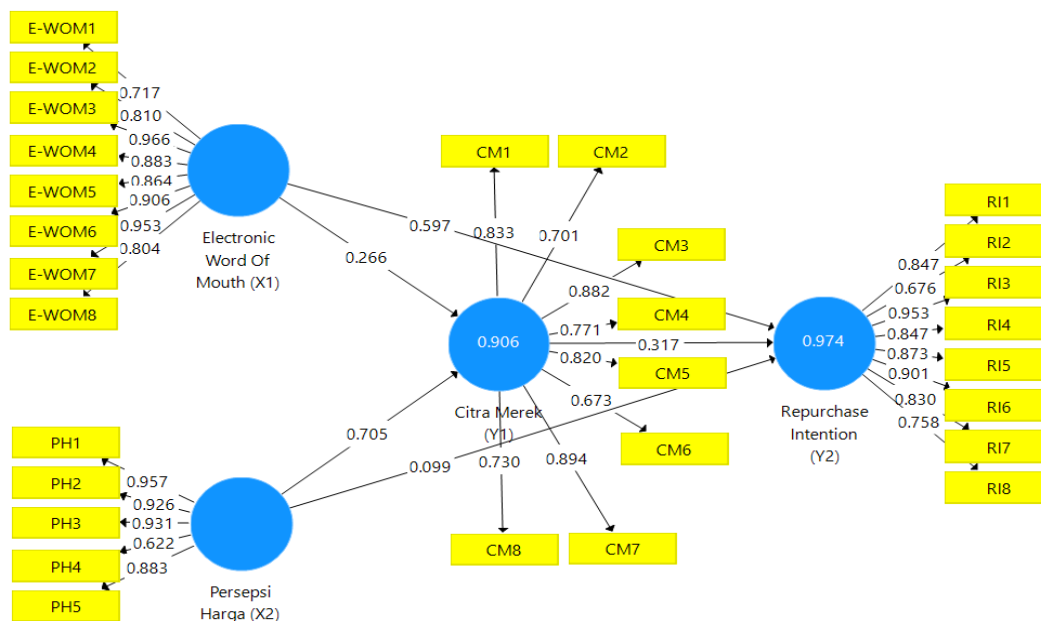
This study uses SEM-PLS data analysis techniques—Partial Least Square (PLS). PLS is a Structural Equation Modeling (SEM) equation model with an approach based on variance or component-based structural equation modeling. According to Ghazali (2014), the purpose of PLS-SEM is to develop or build a theory (prediction orientation). PLS is used to explain whether or not there is a relationship between latent variables (prediction).

## IV. Results and Discussion

### 4.1. Research result

#### a) Outer Model Measurement

The measurement model, often called the Outer model, shows how the manifest variable or observer variable (indicator) represents the latent construct to be measured, namely by testing the validity and reliability of the latent construct through confirmatory factor analysis with MTMM (Multi Trait Multi-Method) approach through convergent validity test and discriminant validity. There are three criteria for using data analysis techniques using SmartPLS to assess the Measurement model (outer model): Convergent Validity, Discriminant Validity, and Composite Reliability. The following is a picture of the PLS Algorithm of this study. The test results using SmartPLS are seen in Figure 1. The outer model value or correlation between the construct and the variable initially meets convergent validity because the indicator has a loading factor value of more than 0.60. The criteria of the PLS Algorithm in Figure 1 can be explained as follows:



**Figure 1. Outer Model Analysis**  
Source: Smart PLS Data Processing, 2024

b) Convergent Validity Test Results

**Table 3. Outer Loading (Measurement Model)**

Constructs	Indicators	Loading Factor	Criteria	Status
Electronic Word of Mouth (X1)	E-WOM1	0.717	0.60	Valid
	E-WOM2	0.810	0.60	Valid
	E-WOM3	0.966	0.60	Valid
	E-WOM4	0.883	0.60	Valid
	E-WOM5	0.864	0.60	Valid
	E-WOM6	0.906	0.60	Valid
	E-WOM7	0.953	0.60	Valid
	E-WOM8	0.804	0.60	Valid
Price Perception (X2)	PH1	0.957	0.60	Valid
	PH2	0.926	0.60	Valid
	PH3	0.931	0.60	Valid
	PH4	0.622	0.60	Valid
	PH5	0.883	0.60	Valid
Brand Image (Y1)	CM1	0.839	0.60	Valid
	CM2	0.701	0.60	Valid
	CM3	0.882	0.60	Valid
	CM4	0.771	0.60	Valid
	CM5	0.820	0.60	Valid
	CM6	0.673	0.60	Valid
	CM7	0.894	0.60	Valid
	CM8	0.730	0.60	Valid
Repurchase intention (Y2)	RI1	0.847	0.60	Valid
	RI2	0.676	0.60	Valid
	RI3	0.953	0.60	Valid
	RI4	0.847	0.60	Valid
	RI5	0.873	0.60	Valid
	RI6	0.901	0.60	Valid
	RI7	0.830	0.60	Valid
	RI8	0.758	0.60	Valid

Table 3 shows that the indicators in the latent variables of electronic word of mouth, price perception, brand image, and repurchase intention have an outer loading value  $> 0.60$ , thus indicating valid unidimensionality. This proves that these indicators are jointly valid in forming latent variables, which have been evaluated through a measurement model using validity and reliability analysis in a path diagram.

c) Test Results Discriminant Validity

**Table 4. Discriminant Validity Value (Cross Loading)**

Indicator	Electronic Word of Mouth (X1)	Price Perception (X2)	Brand Image (Y1)	Repurchase intention (Y2)
E-WOM1	<b>0.717</b>	0.631	0.654	0.565
E-WOM2	<b>0.810</b>	0.706	0.683	0.664
E-WOM3	<b>0.966</b>	0.706	0.736	0.562
E-WOM4	<b>0.883</b>	0.782	0.670	0.847
E-WOM5	<b>0.864</b>	0.561	0.680	0.747
E-WOM6	<b>0.906</b>	0.470	0.563	0.751
E-WOM7	<b>0.953</b>	0.633	0.680	0.565
E-WOM8	<b>0.804</b>	0.715	0.408	0.664
PH1	0.585	<b>0.957</b>	0.447	0.457
PH2	0.697	<b>0.926</b>	0.751	0.555
PH3	0.769	<b>0.931</b>	0.565	0.431
PH4	0.613	<b>0.622</b>	0.564	0.557
PH5	0.714	<b>0.883</b>	0.562	0.599
CM1	0.697	0.592	<b>0.839</b>	0.480
CM2	0.563	0.635	<b>0.701</b>	0.572
CM3	0.613	0.648	<b>0.882</b>	0.447
CM4	0.714	0.729	<b>0.771</b>	0.395
CM5	0.429	0.631	<b>0.820</b>	0.565
CM6	0.612	0.504	<b>0.673</b>	0.664
CM7	0.630	0.506	<b>0.894</b>	0.562
CM8	0.352	0.482	<b>0.730</b>	0.447
RI1	0.722	0.461	0.560	<b>0.847</b>
RI2	0.430	0.549	0.544	<b>0.676</b>
RI3	0.511	0.835	0.438	<b>0.953</b>
RI4	0.778	0.748	0.751	<b>0.847</b>
RI5	0.700	0.427	0.428	<b>0.873</b>
RI6	0.677	0.589	0.579	<b>0.901</b>
RI7	0.485	0.631	0.582	<b>0.830</b>
RI8	0.697	0.665	0.720	<b>0.758</b>

Table 4 It can be concluded that the loading factor value of each indicator for the electronic word of mouth, price perception, brand image, and repurchase intention variables shows no indicator with a higher loading factor value in the relationship with other latent variables. This indicates that each latent variable has good discriminant validity, where the indicators are not highly correlated with other latent constructs so that each latent variable can be measured clearly and separately.

d) Reliability Test Results and Average Variance Extracted (AVE)

**Table 5. Cronbach's Alpha Composite Reliability and Average Variance Extracted (AVE)**

Variables	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image (Y1)	0.920	0.944	0.932	0.643
Repurchase intention (Y2)	0.967	0.955	0.987	0.781
Price Perception (X2)	0.866	0.859	0.872	0.743
Electronic Word Of Mouth (X1)	0.862	0.966	0.868	0.760

It can be concluded that all variable constructs, starting from electronic word of mouth, price perception, brand image, and repurchase intention, meet the reliable criteria. This is indicated by Cronbach's Alpha Composite Reliability value above 0.70 and AVE above 0.50 as recommended criteria.

e) Inner Model Measurement

**Table 6. Results of testing the coefficient of determination (R<sup>2</sup>)**

Variables	R Square	R Square Adjusted
Brand Image (Y1)	0.906	0.900
Repurchase Intention (Y2)	0.974	0.940

Based on the results of the data calculation, the Adjusted R Square value is known = 0.906 or 90.6%. Thus, brand image is influenced by the electronic word-of-mouth variable, price perception, by 90.6%. The remaining 9.4% is explained by other variables not included in this research model. The adjusted R-Square of team member performance is 0.974 or 97.4%. Thus, repurchase intention is influenced by electronic word of mouth, price perception, and brand image by 97.4%. The remaining 2.6% is explained by other variables not included in this research model.

f) Hypothesis Test Results

Hypothesis testing and direct influence path coefficient between electronic word of mouth variables and price perception on brand image and repurchase intention of Suzuki New Carry Pick Up Brand Cars in Pekanbaru City. The results of the direct influence can be seen from the path coefficient value and significant critical points  $\alpha = 0.05$ . The complete results of the direct influence test are presented in the following table:

**Table 7. Direct Influence Path Coefficients and Hypothesis Testing**

	Hypothesis	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Proof Empirical
H1	Electronic Word of Mouth → Brand Image	0.266	1,953	0.000	Accepted
H2	Price Perception → Brand Image	0.705	5.178	0.010	Accepted
H3	Electronic Word of Mouth → Repurchase Intention	0.597	6.137	0.000	Accepted
H4	Price Perception → Repurchase Intention	0.099	1.228	0.002	Accepted
H5	Brand Image → Repurchase Intention	0.317	3.479	0.000	Accepted
H6	Electronic Word of Mouth → Brand Image → Repurchase Intention	0.457	4.937	0.000	Accepted
H7	Price Perception → Brand Image → Repurchase Intention	1,036	7,368	0.022	Accepted

4.2. Discussion

a) Electronic Word Of Mouth influences Brand Image

The results of this study indicate that e-WOM has a significant positive effect on trust. This means that electronic word of mouth can convey communication media to share information about product variations that are constantly updated to improve brand image. Electronic word of mouth is one of the phenomena in the marketing field because consumers are currently looking for references and trusting opinions in the community about a product. It is undeniable that the power of word-of-mouth has a significant influence in developing the image of the goals that the company wants to convey. Many studies have found how electronic word of mouth strongly influences it compared to other traditional communication media such as advertising or editorial recommendations. Electronic word of mouth is considered superior because the

information is more reliable, so this type of communication with non-commercial messages has a higher level of persuasiveness with high trust and credibility (Jalilvand, 2014).

Electronic word of mouth is now not only communication but has spread to the electronic world, which is known as Electronic Word-of-Mouth (e-WOM). Jansen (2019), in his research, said that although similar to WOM in general, Electronic Word of mouth (e-WOM) can provide a new alternative for sharing information anonymously and confidentially and can also cross distance and regional boundaries. Electronic Word-of-Mouth is a positive or negative statement formed from the opinions of consumers, prospective consumers, or former consumers of a product that can be accessed by the broader public in cyberspace (Hennig-Thurau et al., 2014). The implementation of e-WOM in social media is considered much more effective because the wider community can reach it. By implementing e-WOM on social media, business actors can benefit from the process's low cost and high impact. With the development of a person's mindset, consumers will become more expressive in convincing other consumers through opinions from their experiences. E-WOM communication through electronic media can allow consumers to get information about related products and services from people they know and people from different geographical areas who have experience with the product or service.

#### b) Price Perception Influences Brand Image

The results of this study indicate that price perception can improve the company's image because customers assess the price obtained according to the quality of the product provided so that the company's image increases. Products with appropriate and attractive prices can captivate the hearts of consumers and make the product different in the minds of consumers. This differentiating factor will be a positive value for the product in introducing the brand to the public. Appropriate and attractive prices will make it easier for consumers to recognize the product and form a positive brand image in the community. In addition, appropriate and attractive prices offered by producers to consumers will make consumers continue to buy and use the product. With prices considered appropriate by consumers, a positive perception will be formed for the brand in the community. With the formation of a brand image, it will create added value and help the company achieve its goals. Pricing based on value means redesigning existing brands to offer higher quality products and have brand value in the eyes of consumers at a certain price level or products of the same quality at a lower price. According to Schiffman and Kanuk (2011), several factors form a brand image, one of which is price; this is related to the high or low amount of money consumers spend to influence a product; it can also affect the long-term brand image. This study's results align with those of Nursalim et al. (2022), who said price significantly affects a company's image. This aligns with the research of Rahmad et al. (2021), who said price significantly affects company image. Furthermore, the results of Risdah's research (2019) show that price perception simultaneously has a significant effect on company image.

#### c) Electronic Word Of Mouth influences Repurchase Intention

The results of this study indicate that e-WOM has a significant effect on repurchase intention. This means the better the implementation of e-WOM in intensifying opinions on social media, the more repurchase intention will increase. Kotler and Armstrong (2017) state that repurchase intention results from a process consisting of five stages: recognition of needs, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. One of them is at the information search stage, so companies need to be able to provide information to prospective consumers accurately and quickly. So that consumers can examine the various advantages of the product before evaluating alternatives and making purchases. Based on the explanation of repurchase intention, companies need to understand the purchasing process. One is how a consumer searches for information about a product until they decide. The company can utilize electronic word of mouth (e-WOM) to deliver the product. Viral marketing, also called electronic word of

mouth (e-WOM), according to Kotler (2017: 139), is using the internet to create a word-of-mouth effect to support marketing efforts and goals.

Viral marketing that is contagious, like a virus, is another form of word of mouth or news from one mouse click to the next, which encourages consumers to tell other people about the products and services developed by the company in the form of audio, video, and writing. E-WOM is not purely interpersonal communication because many people can access it, but it is also not entirely mass communication because it is only aimed at specific people specifically. Schiffman and Kanuk (2014: 182) define e-WOM as word of mouth that is done online. Electronic word of mouth (eWOM) is a positive or negative statement that is made potentially and actually by consumers who have used a company's products or services. Many people and institutions can access it via the Internet. This study is in line with the study conducted by Zambri (2019), with the results showing that e-WOM significantly affects repurchase intention. Furthermore, Surya and Ibnu (2020) showed that the variables (intensity, valence of opinion, and content) of e-WOM have a positive and significant effect on repurchase intention.

#### d) Price Perception Influences Repurchase Intention

The results of this study indicate that price perception has a significant effect on repurchase intention. This means that the company's price can compete by providing benefits according to the quality of its products so that repurchase intention increases. In marketing, not only products must be considered, but also must be followed by appropriate prices. Price is several values that describe the product that will be sold to consumers; if the quality is high, then the price will also be high, and vice versa. Price, according to Tjiptono (2014), is an amount of money (monetary units) and/or other aspects (non-monetary) that contain certain utilities or uses needed to obtain a service. Utility is an attribute or factor that has the potential to satisfy specific desires. According to Swastha (2010), price is the amount of money (plus some goods, if possible) needed to obtain several combinations of goods and services. Then Gitosudarmo (2008) argues that price is the amount of money needed to obtain several goods and certain services or a combination of both.

Price is an amount of money that has an exchange value to gain profit from owning or using a product or service (Kotler, 2012). Therefore, companies need to make improvements in implementing pricing strategies. One method to get the selling price of a product is by adding a few percent of the price from the initial purchase. In other words, you must be able to calculate in advance how much capital is needed before getting the markup pricing. This percentage will later become the profit that can be achieved from a product, and consumers do not object to purchasing products from the company. Customers who are asked to compare prices between products before buying usually become hesitant or even feel cheated by the difference in prices of similar products; when a prospective buyer is openly asked to compare prices, purchases decrease, and prospective buyers who do aim to compare prices take longer to decide on a purchase. Rather than comparing prices with competitors, the sales program should focus more on the advantages of the products or services offered.

The results of this study are supported by research by Chaudary et al. (2014) on 221 respondents using the Structural Equation Modeling analysis technique, showing that price has a significant effect; this is because most respondents come from higher income groups, which means that price is not an important factor in repurchase intention in Pakistan. The results of other studies also state that specific prices can have a positive and significant effect on repurchase intention (Lisnawati, 2022). This contradicts the results of research conducted by Febriansyah and Triputra (2021), which found that price did not affect repurchase intention because the respondents had purchased Veggies products more than twice. The company has succeeded in making product pricing a way to differentiate its offerings from competitors.

#### e) Brand Image Influences Repurchase Intention

The results of this study indicate that corporate image can increase repurchase intention in terms of trust that the company is good, bonafide, and can create quality products so that customer perception that the company has a reputation of high integrity that is by logical principles and creates innovations that can improve product quality so that customers feel a level of satisfaction and want to buy. Brand image is a consumer's perception of a brand, which is reflected in the brand associations held in consumer memory. Brand image is important in improving company performance because it is an indirect tool that can change consumer purchasing behavior (Malik, Ghafoor, Iqbal, et al., 2013). Research conducted by (Wang & Tsai, 2014) states that brand image builds a brand because brand image is a source of creating brand credibility and reputation, which will affect consumer purchasing interest

Corporate image is one of the most important assets that should be continuously built and maintained. A good image is a powerful tool to attract customers to choose a product or company and improve customer attitudes and satisfaction towards the company. According to Kotler and Keller (2016), corporate image is the public's perception of a company related to the business name, architecture, product variations, traditions, ideologies, and impressions of quality communicated by each team member interacting with the organization's clients. Corporate image is an object's impression of the company that is formed by processing information at all times from various sources of reliable information. A good corporate image is essential for the company's sustainability because it will affect all elements. The company image will be impressive if what is obtained by someone is based on knowledge of facts or reality. The formation of a company image in customers' minds is when a customer pays attention to information about the company or corporation and his experience of using the products produced by the company. When customers have a good experience using various products produced by a company, the customer will have a positive image of the company, and that is when the company image is formed. Siregar and Putri's research (2020) found that corporate image influences customer satisfaction. Furthermore, Butz (2016) said that corporate image influences customer satisfaction. Cristo's research (2017) stated that corporate image significantly affects customer satisfaction.

#### f) Electronic Word Of Mouth Influences Repurchase Intention through Brand Image

The results of this study indicate that brand image can mediate the influence of electronic word of mouth on repurchase intention. This means that brand image can provide an identity attached to customers and the existence of customer trust in providing positive opinions or reviews about products to increase repurchase intention. Marketers are tasked with understanding what happens in buyer awareness, from external stimuli to the emergence of buyer decisions. Input or external stimuli from other people or the surrounding environment can be word of mouth. Internet advancements provide consumers a new world where they can communicate and influence each other (Goldsmith, 2008). Companies must create a positive or good brand image and be believed by consumers to be able to meet their needs and desires, and by itself will grow consumer purchasing intentions for the goods and services offered (Wu, 2011). According to Schiffman and Kanuk (2010), if consumers do not have experience with a product, they tend to trust brands that are liked or well-known.

EWOM, or positive online comments from consumers, significantly impacts purchase intention. From a sales perspective, positive eWOM can encourage other consumers to form purchase intentions and increase purchase behavior. Positive eWOM increases customer purchase intention (Jalilvand, 2012). Brand image is one of the considerations in the minds of consumers before buying a product. Brand image is a benchmark in making purchasing decisions. In improving brand image, companies also cannot forget the type and quality of their products. Companies whose types of products are very innovative, high quality, and competitive prices so that they can compete with other similar products will be able to attract more customers. The more innovative a product is, so that it can meet all customer needs, the higher the customer satisfaction will be.

Customer value refers to comparing the benefits obtained from a product and the sacrifices that must be made to obtain the benefits. In other words, this is a form of customer assessment of the capacity of a product to satisfy customer needs. In order to increase sales, companies also must not forget the type and quality of their products. Companies whose product types are very innovative, high quality, and competitively priced so that they can compete with similar products will be able to attract more customers. The more innovative a product is, so that it can meet all customer needs, the higher the customer satisfaction will be. Customer value is the quality perceived by customers that is adjusted to the relative price of the product produced by a company.

#### g) Price influences Repurchase Intention through Brand Image

The results of this study indicate that brand image can mediate the influence of price perception on repurchase intention. This means that brand image can contribute to a brand personality that is easily recognized by customers and has an affordable price without compromising product quality so that the level of repurchase intention is improving. Corporate image is a benchmark in providing increased service quality and customer satisfaction. In order to increase customer value, companies must also not forget the type and quality of their products. Companies whose products are very innovative, high quality, and competitively priced so that they can compete with similar products will be able to attract more customers. The more innovative a product is, so that it can meet all customer needs, the higher the customer satisfaction will be. Customer value refers to comparing the benefits obtained from a product and the sacrifices that must be made to obtain the benefits. In other words, this is a form of customer assessment of the capacity of a product to satisfy customer needs. Corporate image is the quality perceived by customers that is adjusted to the relative price of the product produced by a company. Corporate image is an emotional bond between customers and producers after customers use an important product produced by the producer and find the product provides additional value. So, it can be concluded that customer dissatisfaction is greatly influenced by low customer assessment of the product/service.

Purchase intention is a consumer behavior where consumers desire to buy or choose a product based on the experience of choosing, using, and consuming or even wanting a product (Kotler & Keller, 2013). Consumers are now more selective in using a product; in addition to buying the products they need, they also care about the brand image attached to a product. Consumers are willing to pay a high price for a brand with a good image to raise their standard of living to a higher level. Companies must also be careful when determining the price of their products. Price is sensitive in buying and selling activities because not all consumers understand the comparison between product quality and the price offered. According to Kotler and Armstrong (2013), price has become the main factor influencing buyers' choices. Price is one factor influencing consumers' intention to repurchase a product. Zamri and Nikel (2020) said corporate image can mediate price influence on repurchase intention. This is in line with Marce's research (2018), which said that corporate image can mediate the influence of price on repurchase intention. Furthermore, Risdah's research results (2019) show that corporate image can mediate the influence of price on repurchase intention.

## V. Conclusion

The results of this study indicate that electronic word of mouth (eWOM) and price perception have a positive and significant effect on the brand image and repurchase intention of Suzuki New Carry PU, where eWOM that consistently provides positive information and price perception that is commensurate with product quality can improve the brand image while encouraging repurchase intention. In addition, brand image is proven to mediate the relationship between eWOM and price perception on repurchase intention by creating a strong brand identity and building customer trust. These findings underline the importance of strategically managing eWOM, price perception, and brand image in creating customer loyalty and maintaining product competitiveness. Furthermore, this study recommends developing a brand association-

based marketing strategy, improving after-sales service, and exploring the dimensions of customer loyalty and satisfaction to support business sustainability in the future.

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