

The Effect of Brand Page Commitment, Brand Awareness, Electronic Word Of Mouth and Brand Image on Purchase Intention of Xiaomi Smartphone on Social Media in Indonesia

Nora Andira Brabo ^{1*}, Andri Irmawan Karif², Setyani Dwi Lestari³, Agus Sriyanto⁴

^{1,2} Budi Luhur University, Jl. Ciledug Raya, Petukangan Utara, 12260, Jakarta Selatan, Indonesia

[https://doi.org/10.35609/gcbssproceeding.2021.1\(121\)](https://doi.org/10.35609/gcbssproceeding.2021.1(121))

ABSTRACT

Brand Xiaomi launched its first smartphone in 2011 and in 2019, Xiaomi become the 4th largest smartphone manufacturer in the world. This extraordinary achievement has brought questions how their product marketed and promoted and how consumers are persuaded to buy their product. This study aims to analyze factors that influence consumers purchase intention on Xiaomi smartphone. Context of analysis in this study is social media platform, namely Xiaomi official fan page in Facebook, Twitter and Instagram in Indonesia. Survey method is conducted and respondents were chosen by using non-probability sampling with convenience technique. Data were analyzed using Structure Equation Model (SEM) with smart PLS (Partial Least Square) software version 3. The result shows that Brand Page Commitment, Brand Awareness, Electronic WOM, and Brand Image have significant positive influence on purchase intention for Xiaomi smartphone. Brand Page Commitment of Xiaomi social media has an impact on eWOM, brand image and also consumer purchase intention. Creative content are needed to keep customers engagement and commitment to the Xiaomi social media platform, such as photo competition with Xiaomi camera. Social media allow consumers to post user-generated content (such as, online comments, product reviews), thus allow consumers spread the word-of mouth about the product digitally. Social media also allow company has conversations with consumers responding to those who reach out to Xiaomi Brand page through commenting or messaging. Through Brand Page, company can execute social media strategy, and if done correctly it will increase Xiaomi brand image and purchase of this product.

Keywords: Brand Page Commitment, Brand Awareness, Electronic WOM, Brand Image, Purchase Intention