

The influence of word of mouth on purchase intentions for Nokia smartphones in Bandung city

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ARTICLE INFO**Article history:**

Received Jul 26, 2023

Revised Aug 7, 2023

Accepted Oct 9, 2023

Keywords:

Consumer's Purchase Intention;
Nokia;
Statistical Verification Analysis;
Word of Mouth.

ABSTRACT

Along with the development of the era and technology, the markets of the smartphone industry are getting bigger. Each smartphone company is competing with each other to create the most sophisticated products. This condition affected the sale of the Nokia phone, which experienced a decline in sales from 2013 until now. This brand no longer appears in consumers' minds. This is due to the need for more consumer knowledge and the perception of the Word of Mouth on Nokia. Thus, Word of Mouth is needed by Nokia to increase its sales. This research aims to analyze the effect of Word of Mouth on consumers' purchase intention of Nokia smartphones in Bandung. This research was conducted by using descriptive methods and statistical verification analysis. The population used in this study are consumers who have purchased smartphones in Bandung. The sample used in this study are consumers who use Nokia smartphones and recognize the Nokia brand, using a non-probability sampling technique of 100 respondents. The data collection process has been done through the distribution of questionnaires and several literature studies. The analytical method used in this research is simple linear regression analysis, while the research hypothesis will be tested using a t-test. Based on the research results, Word of Mouth positively affects consumer purchase intentions by 59.4%, with the results of hypothesis testing having a significant effect.

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1. Introduction

The development of Indonesia's technology which is increasingly complex and rapidly developing, as well as the development of communication media, have brought about changes in how people communicate. At present, many communication tools have been found that can make it easier for people to communicate so that they do not need to communicate directly but can communicate remotely. This tool is known as a cell phone or cell phone. Mobile is a rare item and considered a luxury at first, but with the times, now mobile phones are easily purchased by various groups (Powa et al., 2018).

With the advancement of communication technology in cell phone manufacturing, many brands can be purchased at good quality and affordable prices. One of the factors that consumers consider when buying and choosing a cell phone is the appearance and features it contains. Currently, cellphone companies are competing to provide the best facilities for the community so that people remain interested in the cell phones they issue and can maintain their achievements. To buy a product or service, consumers must first be interested in buying. Schiffman & Kanuk stated that buying interest is the tendency or desire of consumers to buy a brand (Maulana & Alisha, 2020).

Based on news published on inet.detik.com, in 2007, Nokia was one of the mobile phone brands that had the highest level of popularity among consumers, with a market share of around 41%, and was able to survive for 6 (six) years as a mobile phone that was in great demand. In 2013, Nokia's sales level decreased and was followed by its competitors, such as Samsung, Xiaomi, Oppo, etc. Later in the same year, Nokia was acquired by Microsoft. One of the reasons for the decline in Nokia's sales was the poor marketing strategy compared to competing brands.

Based on sources from Selular.id, in 2017, in the 1st quarter, there were sales of 100,000 units which then rose to more than 4.4 million in the 4th quarter of 2017 and then remained relatively stable throughout 2018. However, since 2019, there has been a decline in sales in every quarter except for the 2nd quarter of 2019, and data for 2020 shows that Nokia's sales have decreased very rapidly (Khoirunnisa, 2020). Researchers suspect this is happening because there is no longer any consumer interest in buying the Nokia brand due to several factors; one is the lack of quality that can compare to competing brands but is priced at a high price. Researchers suspect if this is not the focus of improvement, then this phenomenon can become a problem and an obstacle in the company on an ongoing basis.

Purchase intention is the purchase decision stage where the consumer stops evaluating, begins to want to buy, and generates interest in choosing a particular brand (Fauzi & Rukmini, 2020; Lukito & Fahmi, 2020). Purchase intention is also interpreted as someone's intention to buy a specific brand after an evaluation process (Nugroho & Burhani, 2019). According to Ferdinan quoted from (Cahyani & Zahara, 2021), purchase intention can be measured by indicators such as 1) Transactional interest, namely someone's desire to buy a product; 2) Referential interest, namely a person's desire to recommend a product to others; 3) Preferential interest, namely interest that describes a person's behavior to prefer top priority to one brand and can be replaced with another product brand if the leading brand does not exist; and 4) explorative interest, namely the behavior of someone who is looking for positive information about the product brand he wants.

In the buying process, consumers will search and collect information as accurately as possible about the services or products being purchased. In collecting this information, consumers can obtain information from various sources, such as company promotions, opinions, or other consumers who use the product or service. Consumer experience or feedback information is usually provided orally or through familiarity with word-of-mouth terms. Consumer interactions in disseminating information through electronic word of mouth are expected to influence purchase levels (Aynie et al., 2021). Gelb and Sundaram define a Word-of-Mouth network as an unofficial communication channel to deliver certain products or services via the Internet (Lee et al., 2017).

Word of mouth can be an effective promotional medium because it is natural and honest according to the reality of the consumer experience consuming a product. This type of promotion has more competitive advantages in conveying information about a business. This is because word of mouth arises naturally from the opinion of the social environment, which is felt to be more honest, and there are no motives in conveying information to other consumers (Prasetyo & Hidayat, 2019). Consumers usually make comments or messages about a product, friendship, honesty, speed of service, or other things that consumers feel are passed on to others. The comments or messages conveyed can be in the form of positive or negative comments, depending on how consumers feel who have used the product or service (Mariasih & Setyaningrum, 2021). Given the ease of access to the internet, it provides many opportunities for consumers who rely on eWOM to generate information from other consumers to form opinions about goods and services (Alrwashdeh et al., 2019).

To explore the above phenomenon, the researchers conducted preliminary research by interviewing 19 respondents randomly. The preliminary results show that there are still many consumers who know the Nokia brand but are reluctant to buy it because the Nokia brand is rarely heard of in the market. It is at this time that the role of word of mouth is used to increase consumer purchase intentions. Preliminary research results show that the majority of respondents use the Samsung-branded smartphone as many as 6 people (31.6%), then followed by Vivo with 5 people (26.3%), Xiaomi with 3 people (15.8%), and Apple with 1 person (5.3%). For the Oppo and Nokia brands, there were 0 people or no respondents who used the two brands, while the other brands were 4 people (21.0%). When respondents were asked about their preferred smartphone brand, most of them answered Samsung 9 people (47.4%), followed by Vivo with 5 people (26.3%), and Apple with 4 people (21.1%). However, Oppo, Nokia, and other brands were not included in the list of answers from the respondents. Respondents know about the brand through TV commercials (7 respondents), social media ads (5 respondents), online shop reviews (4 respondents), and the surrounding

environment (3 respondents). Based on the findings in preliminary research Table 1, none of the respondents used Nokia smartphones, and even Nokia smartphones were not one of the top minds of all respondents. Nonetheless, 11 (eleven) respondents stated the Nokia brand as one of the 5 (five) brands they remembered. Then as many as eight respondents did not answer Nokia as a brand they remember, but when asked, they still knew the existence of the Nokia brand. This shows that although the Nokia brand is less well known than in 2007, respondents already know the Nokia brand.

There are low consumer intentions for Nokia smartphones, only 10.5% (2 out of 19 respondents). When asked what caused the low buying interest of buyers, the majority of respondents, or 64.7% (11 out of 19 respondents), answered that they had not heard of a Nokia smartphone for a long time, as did 11.8% of respondents who said no one else used a Nokia. From these symptoms, researchers suspect that the low reputation of the brand causes the low intention to buy Nokia smartphones. This is in line with a survey conducted by (Nielsen Indonesia, 2015), which found that 89% of Indonesian consumers trust the recommendations of people they know.

Based on theory (Hughes et al., 2015), there are two types of word of mouth: positive and negative. If word of mouth is positive, it can be profitable for the company. After all, word of mouth can be used as unpaid advertising. In contrast, if word of mouth is negative, it can be detrimental to the company because it will impact low consumer purchase intentions. In line with this theory, on the website id.quora.com, several people talk about the Nokia brand, but they comment on the negative side of the Nokia brand. This indicates that the role of word of mouth at Nokia still needs to be maximized, and Nokia's marketing strategy is still unable to make people continue to talk about Nokia.

This aligns with several studies regarding word of mouth in various contexts stating that recommendations or testimonials impact consumer purchase choices (Ammah & Sudarwanto, 2022; Aynie et al., 2021). Based on the results of the study (Nurvidiana et al., 2015) shows that word-of-mouth variables affect purchase intentions. This happens because of the role of word-of-mouth marketing that comes from reference groups (family, close friends, and co-workers) and opinion leaders. With word-of-mouth marketing, someone will have curiosity about a product or service, so they will seek information about the product or service to be finally influenced to buy it. Research (Paramesthin & Pramono, 2019) stated that the higher the word of mouth, the higher the purchase intention, and vice versa. Furthermore, study by (Powa et al., 2018) found that word of mouth significantly affects the intention to buy mobile phones. The power of word of mouth influences interest in purchasing this phone. With information obtained through communication from person to person, knowledge of a product will increase. In addition, the person will be influenced to buy a product. The previous study is similar to the current research in analyzing the impact of word of mouth on purchase intention. However, differences arise due to different contexts, methodologies, populations, and variables, resulting in unique insights into the relationship between word of mouth and consumer behavior.

The novelty of this research lies in its specific focus on local contexts, use of empirical data, and exploration of how word of mouth impacts the purchase intentions of certain product brands in certain communities. Therefore, this research aims to determine how consumers perceive word of mouth and how they intend to buy Nokia smartphones. In addition, to find out how much influence consumers' perceptions of word of mouth have on purchase intentions of Nokia smartphones. This research can help Nokia continue innovating and increasing awareness of its products to generate consumer purchase intentions. The implications point to a range of practical and strategic considerations for businesses, marketers, policymakers, and researchers in the field.

2. Research Method

This research has a type of applied research or applied research. This research also uses a quantitative method, namely collecting data whose content is usually in numbers with structural questions (Sekaran & Bougie, 2016). Based on the type of research time, this study used cross-sectional. The data collection technique was carried out by researchers, namely questionnaires using surveys through electronic questionnaires assisted by Google Forms and literature studies.

The population in this study are consumers who purchase smartphones in Bandung. This research uses a non-probability sampling method where elements in the population do not have the probability to be selected as sample subjects, and purposive sampling by determining the sample based on special

considerations so that it is feasible to be sampled. This study's sample comprises smartphone consumers who know the Nokia brand. According to (Aaker et al., 2013), the number of samples taken is determined based on the following formula:

$$n = z^2 \sigma^2 (\text{Confidence level})^2 \dots\dots\dots(1)$$

Where:

n = Minimum number of samples

z = z value for the confidence interval

e = standard deviation

The confidence level for this research is 95%, so the z-value is 1.96. The sampling error rate was set at 10%. Then from the calculation of the resulting formula:

$$n = \frac{(1,96)(0,05)^2}{(0,1)^2}$$

$$n = 96,04 \approx 97$$

Based on the calculations above, the number of respondents used in this study was 100, considering that the number exceeded the minimum sampling requirements. The data analysis technique used in this study is simple linear regression analysis. Three classic assumption tests must be met before a simple regression analysis: the normality test, heteroscedasticity test, and linearity test.

3. Results And Discussions

The criteria for all respondents in this study were divided into 5 (five) categories: the smartphone used by the respondent, gender, age, occupation, and the place where the respondent bought the smartphone. The data about the respondents are as follows:

Table 1. Classification of respondents based on the type of smartphone, gender, age, occupation, and place of purchase of the smartphone

Type of Smartphone Used	Number of Respondents
Apple	28
Nokia	11
Samsung	21
Xiaomi	9
Oppo	16
Vivo	15
Gender	Number of Respondents
Man	35
Woman	65
Usia	Number of Respondents
15 – 25	66
26 – 35	18
36 – 45	9
>45	7
Occupation	Number of Respondents
Government employees	2
Private employees	36
Self-employed	15
Student	47
Where to Purchase Smartphones	Number of Respondents
Offline store	79
E-commerce	11
Online store	10

Source: *Questionnaire Data Processing Results (2021)*

Respondents in this study amounted to 100 people who know Nokia products. As many as 11% of 11 respondents use Nokia smartphones, while the rest use smartphones from brands other than Nokia. Regarding the classification of respondents based on gender, the quantity of respondents with female gender is greater, namely as many as 65 respondents (65%) while men are as many as 35 respondents (35%). Based

on Table 2, it can be observed that most of the respondents are aged 15-25 years, with a total of 66 respondents or around 66%. Furthermore, based on the respondents' work, the majority are students or university students, with 47 respondents or around 47%. By looking at the table above regarding the classification of respondents based on where they purchased their smartphones, it can be seen that 79% or around 79 respondents made purchases at offline stores.

Consumer Perceptions of Word Of Mouth from Nokia Smartphones

The following is the result of processed descriptive statistics for the word-of-mouth variable.

Table 2. Word of mouth (X) nokia smartphone according to the community of Bandung City

No	Indicator	Average Count	Interpretation
1	I often hear Nokia smartphones in everyday conversations	2,42	Bad
2	I usually have discussions about Nokia smartphones with other people	2,02	Bad
3	I often get recommendations regarding Nokia smartphones	1,9	Bad
4	I often hear about Nokia smartphones from other people	2,31	Bad
5	I've listened to Nokia smartphones from the family	3,28	Not good
6	I've listened to Nokia smartphones from acquaintances	2,72	Not good
7	I've heard of Nokia smartphones from neighbors	2,27	Bad
8	I've listened to Nokia smartphones from people who have purchased Nokia	3,08	Not good
9	I've heard of Nokia smartphones from people who have never made a Nokia purchase	2,04	Bad
10	I've listened to Nokia smartphones in the neighborhood	2,73	Not good
11	I've heard about Nokia smartphones from influencers on social media	2,2	Bad
Word Of Mouth (X) Nokia smartphone, according to the people of Bandung City		2,45	Bad

Source: Data Processing Results (2021)

Based on Table 3, consumer perceptions of word of mouth from Nokia smartphones are poor. This is because the combined average of the eleven indicators given to respondents regarding the variable word of mouth (X) is 2.45. There were consumers poorly perceived 8 out of 11 indicators, and three were perceived as unfavorable by respondents. This answer follows the answer stated by the respondent during the preliminary research, namely that no one uses a Nokia smartphone. In addition, in the initial study, the Nokia brand was not the preferred brand by respondents. In the preliminary research, respondents are unwilling to buy a Nokia smartphone. It can be concluded that the environment around the respondent rarely or never hears about Nokia smartphones in daily conversations and rarely or even never gets recommendations to buy Nokia smartphones from the surrounding environment. This is presumably because the level of popularity of the Nokia brand could be higher, so there is no desire or interest in consumers to recommend Nokia brand smartphones to their surroundings.

Analysis of Respondents' Perceptions of Purchase Intentions

The following is the result of respondents' perceptions of indicators of purchase intention for Nokia smartphones.

Table 3. Respondents' assessment of purchase intention on nokia smartphones

No	Statement	Average Weight	Interpretation
1	I am interested in gathering information about Nokia smartphones	2,12	Low
2	I chose a Nokia smartphone compared to other smartphone brands	1,91	Low
3	I am interested in recommending a Nokia smartphone to others	1,99	Low
4	I am interested in purchasing a Nokia smartphone	2,06	Low
Buying intention (Y) for Nokia smartphones, according to the people of Bandung City		2,02	Low

Source: Data Processing Results (2021)

Table 4 shows consumers' perceptions of purchase intentions from Nokia smartphones are low. This is because the average value of the four indicators given to respondents on the purchase intention variable (Y) has 2.02. This is in line with the declining sales of Nokia smartphones in 2017; in the 1st quarter, there were 100,000 units, then sales rose to more than 4.4 million in the 4th quarter of 2017 and were relatively stable throughout 2018. However, since 2019, there has been a decline in sales in every quarter except for the 2nd quarter of 2019, and from 2020 data shows that Nokia's sales have experienced a very rapid decline. From this explanation, the purchase intention of Nokia smartphones is relatively low.

Linearity Test

A linearity test was carried out to determine whether there is a linear character in the data distribution on the line variable X Y, considered a linear relationship if the value is less than 0.05. The following tests can be seen in the table below:

Table 4. Linearity test X * Y

ANOVA Table						
			Sum of Squares	df	Mean Square	Sig.
Purchase Intention (Y)	Between Groups	(Combined)	1269,227	32	39,663	,000
*		Linearity	908,704	1	908,704	,000
Word of Mouth (X)	Within Groups		260,133	67	3,883	
	Total		1529,360	99		

Source: Results of Data Processing SPSS 25.0 (2021)

The linearity test between the word-of-mouth variable and purchase intention has a linearity significance value of $0.000 < 0.05$, indicating that the regression model between the word-of-mouth variable and purchase intention fulfills the linearity assumption.

Simple Linear Regression Analysis

This analysis aims to determine how much of a positive correlation is between word of mouth and the intention to buy a Nokia smartphone. The results of a simple linear regression analysis test are as follows:

Table 5. Simple linear regression test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.235	.738		-.319	.750
	Word of Mouth (X)	.308	.026	.771	11.978	.000

a. Dependent Variable: Purchase Intention (Y)

Source: Results of Data Processing SPSS 25.0 (2021)

From the regression results in the table, multiple linear equations can be formed as follows:

$$Y = -0,235 + 0,308X + e \dots\dots\dots(2)$$

Information:

Y = Purchase intention

X = word of mouth

e = error

The coefficients contained in the equation above can be explained as follows: a = -0.235 meaning that if word of mouth variable (X) is constant (zero), then Purchase Intention (Y) will be worth -0.235. b1 = 0.308, meaning that if the word of mouth variable (X) increases by one and the other variables are constant, then Purchase Intention (Y) will increase by 0.308.

Analysis of the Coefficient of Determination

The calculation of the coefficient of determination is using the SPSS application version 25, and the calculation results are as follows:

Table 6. Analysis of the coefficient of determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.771 ^a	.594	.590	2.51659

a. Predictors: (Constant), Word of Mouth (X)

b. Dependent Variable: Purchase Intention (Y)

Source: Results of Data Processing SPSS 25.0 (2021)

From Table 7, the results of the IBM SPSS output above, it is known that the coefficient of determination or R-square is 0.594 or 59.4%. This shows that word of mouth influences purchase intention by 59.4%, while the remaining $100\% - 59.4\% = 40.6\%$ is the influence of other variables not examined.

Hypothesis Testing t-test

Partial t-test or hypothesis testing determines the significance level between word of mouth and purchase intention. The statistical method used to test this hypothesis is the t-test. The t-table value is obtained from the t-table with α 5% and $df = (n(100)-k(1)-1)=98$, so the t-table value used is 1.985, which is for the two-party test. The summary of the test results is presented in the following table:

Table 7. Hypothesis testing results from T-test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.235	.738		-.319	.750
	Word of Mouth (X)	.308	.026	.771	11.978	.000

a. *Dependent Variable:* Purchase Intention (Y)

Source: Results of Data Processing SPSS 25.0 (2021)

Based on the table above, the t-count value for word of mouth is 1.985. This value will be compared with the t-table value in the t-distribution table. With $\alpha=0.05$, $df=n-k-1=100-1-1=98$, for the 2-sided test, the t-table value is ± 1.985 . It is known that the t-count for X is 11.978, greater than the positive t-table value of 1.985, then H_0 is rejected, meaning that word of mouth (X) partially significantly affects purchase intention (Y).

Word Of Mouth on Nokia Smartphones Bandung City Community

Word of mouth is measured by 2 (two) dimensions with 11 (eleven) indicators: 1) Volume includes indicators that are often heard in daily conversations, often have discussions with others, often get recommendations from others, and often hear from others; 2) Dispersion, consisting of 7 indicators, namely hearing from family, hearing from friends from campus or office friends, hearing from neighbors, hear from people who have made a purchase, hear from people who have never made a purchase, hear from other people whose professions are different, and hear from people whose social status is different.

All of these statements based on the evaluation of the measurement model meet the validity requirements. All statements from the reliability test results meet the reliability requirements. From the empirical evidence above, based on the consumer experience of the Bandung City community in carrying out the word-of-mouth activities on Nokia smartphones, it has not been appropriately used because the respondents' answers are generally in 2 "disagree."

From several statements of existing indicators, it can be concluded that in respondents' responses obtained in (statements 1 – 4) on the volume dimension, how often do respondents interact with other people regarding Nokia smartphones? Most respondents answered that they did not or rarely interact with other people regarding Nokia smartphones. Respondents rarely hear Nokia smartphones in daily conversations or discussions or rarely get recommendations from their surroundings. Then in the dispersion dimension (statements 5 – 11), how often do respondents hear Nokia smartphones in their surroundings? Most respondents answered they did not or rarely heard of Nokia smartphones in their surroundings. This proves that the role of word of mouth in the surrounding environment is not running or functioning properly.

Buying Intentions on Nokia Smartphones Bandung City Community

This purchase intention is measured by 4 (four) indicators, namely: explorative interest, preferential interest, referential interest, and transactional interest. Based on the evaluation of the measurement model, all 4 (four) statements meet the validity requirements. From the results of reliability testing, all statements meet the reliability requirements.

From the empirical evidence above, based on consumers' experience in Bandung, the intention to buy a Nokia smartphone is still relatively low because the respondents' answers are generally 2 "disagree." From several statements of existing indicators, it can be concluded that the respondents' responses obtained in (statement 1) on the indicator of exploratory interest indicates that respondents or consumers have a low interest in gathering information about Nokia smartphones. In addition to that (statement 2) on the

preferential interest indicator shows that respondents or consumers prefer to use or buy other brands than the Nokia brand.

Furthermore, the referential indicator (statement 3) shows that respondents are not interested in recommending Nokia smartphones to other people. The transactional indicator (statement 4) shows that the respondent has no interest in buying a Nokia smartphone. This has resulted in a decline in sales of Nokia smartphones because there is rarely or even no buying intention from consumers to buy Nokia smartphones.

The Effect of Word of Mouth on Purchase Intentions for Nokia Smartphones in Bandung City

Word of mouth affects the intention to buy a Nokia smartphone because the spoken word is the primary source of pre-purchase information. Bad word of mouth about Nokia products makes consumers reluctant to buy Nokia smartphones. Based on the research, there is a significant effect on purchase intention of 59.4% of the total impact, which means word of mouth has a positive effect on purchase intention. The better the word of mouth, the more intent to buy.

Based on the t-test, the influence of word of mouth on purchase intention can be seen from the value of $t_{count} > t_{table}$, then H_0 is rejected, and H_1 is accepted. The coefficient value indicates a positive number. The higher the word of mouth, the higher the intention to shop. Word of mouth will influence purchase intention if it fulfills the word of mouth dimensions such as volume and dispersion. If all measurements and word-of-mouth indicators are carried out properly, this will contribute to the purchase intention obtained.

The results of this study are consistent with the theory presented by (Nurvidiana et al., 2015), showing that word-of-mouth variables affect purchase intentions. This happens because of the role of word-of-mouth marketing that comes from reference groups (family, close friends, and co-workers) and opinion leaders. The results of this study are also supported by (Paramesthin & Pramono, 2019), showing that the significance value of the word of mouth variable on purchase intention is $0.00 < 0.05$, so H_2 is accepted; in other words, word of mouth has a positive and significant effect on intention buy. In addition, this is also in line with research (Algiffary et al., 2020; Luthfiyatillah et al., 2020; Maskuri et al., 2019; Nuseir, 2019), which states that E-WOM significantly impacts online purchase intentions.

4. Conclusion

Consumer perception of word of mouth from Nokia smartphones in Bandung is in a bad category. The results of processing the questionnaire data show that the lowest indicator is often getting recommendations from other people, meaning that consumers are not too affected by recommendations from other people, so more than word of mouth by other people is needed to influence respondents. While the indicator of hearing from family gets the highest score in the word-of-mouth variable, consumers listen more to family recommendations than recommendations from other people. Consumer perceptions of purchase intentions from Nokia smartphones are in a low category. The results of processing the questionnaire data show that the highest indicator is explorative interest, meaning that consumers are interested in gathering information about Nokia smartphones before making a purchase. While the lowest indicator is preferential interest, and consumers still prefer other smartphone brands to buy Nokia. Word of mouth influences purchase intention; this can be seen from the results of statistical tests. Word of mouth affects purchase intention by 59.4%. With a positive word-of-mouth regression coefficient value of 0.308, it means that for every increase in word of mouth by one unit, the word-of-mouth increase is 0.308 assuming the other independent variables have a fixed value. This research's implications and contributions cover academic and practical domains. By highlighting the relationship between word of mouth and purchase intention of Nokia smartphones in Bandung City, this research enriches the academic literature, guides industry strategy, and informs consumers and the public about the dynamics of consumer behavior and marketing effectiveness.

Some of the limitations in this study and suggestions for future research include: 1) The study's sample size, which totaled 100 respondents from the Bandung community, may limit the ability to generalize the findings to the wider population. Future studies may consider a larger and more diverse sample to increase the representativeness of the results. 2) This study relied on self-reported data from the questionnaire, which respondents' bias or misinterpretation could influence. Future research may combine self-reported data with objective measurements or observations to improve the accuracy of the findings. 3) This research focuses on word of mouth, brand perception, and purchase intention. Other influential factors, such as socioeconomic status, cultural influences, and technological trends, can be explored in future studies to provide a more comprehensive understanding.

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