The Impact of Electronic Word of Mouth (E-WoM) on Brand Equity of Imported Shoes: Does a Good Online Brand Equity Result in High Customers' Involvements in Purchasing Decisions?

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Abstract. *In the fourth industrial revolution, technology plays a greater role in influencing customers' preferences towards certain brands. Internet and social media platform has become a powerful marketing tool for sharing relatable experiences among customers online. The objective of this research was to investigate the role of Electronic Word of Mouth (EWOM) on Brand Equity and its impact on Purchasing Decision of Imported Shoes in Bekasi, Indonesia. This research used primary data by distributing questionnaires to 162 customers of imported shoes. The data of this research was analyzed through SPSS and the hypotheses were tested by employing Binomial Logistic Regression. The result of this research suggested that E-WOM has a positive impact on all dimensions of Brand Equity and a good online Brand Equity generates high customers' involvements in purchasing decisions. The highest influencer towards Purchasing Decision was Brand Awareness; whereas the least influencing variable was Perceived Quality.*

Keywords: *Electronic word of mouth (EWOM), brand association, brand awareness, brand loyalty, perceived quality, purchasing decision, technology in marketing*

1. Introduction

Over the past 90 years, there have been major changes in shoemaking owing to technological innovations in machinery, raw materials, production and testing techniques. The design and production of comfortable, long-lasting and well-made footwear have been the goal of shoemakers around the world; nevertheless, little changed in the way shoes and boots were made until the coming of the industrial revolution (Kumar & Gupta, 2016).

The advent of technology, especially in the fourth industrial revolution, not only revolutionizes shoemaking techniques but also in the way shoemakers market their products (Singh, 2016). For instance, retailers have implemented new strategies to attract and retain their multi-channel customers through a combination of offline and online marketing efforts (Yasav, 2015). Moreover, information communication technology have shrunk distance and homogenized the values, influenced fashion preferences and attitudes of the world's population. As consequence, consumers buy foreign brands more frequently than the local ones and feel proud in purchasing imported goods (Girma, 2017).

Like it or not, the impact of word of mouth on marketing have become vital due to the rise of various social media platforms and online forums where people interact and see comments, advises, and suggestions from the people who have made actual purchase (Naz, 2014). The development of the Internet changes the way consumers communicate by providing a common space to share opinions and reviews, thus the potential impact of others' opinions has dramatically increased. This communication process is known as

electronic word of mouth or e-WOM (López & Sicilia, 2014). In this regards, marketers should strive to ensure that e-WOM about their company and product remain positive.

According to Global Business Guide (2014), the footwear industry plays an increasingly vital role in Indonesia's manufacturing sector. Indonesia Investment (2016) stated that exports of Indonesia's footwear and shoe products showed a more positive development despite the sluggish domestic market. The Indonesian Footwear Association (Aprisindo) estimated that the nation's footwear exports raised 6.8% (y/y) to USD $4.7 billion in 2015. Meanwhile, the data from Indonesia's Trade Ministry suggested that Indonesian shoe exports reached USD $3.66 billion in 2015, or an increase of 10% from exports one year earlier. Eddy Widjanarko, Chairman of the Aprisindo, acknowledged that shoe exports have risen both in terms of value and volume.

Table 1.
Top Brand Index of Casual Shoes

Brand	TBI	TOP
Bata	19.3%	TOP
Nike	12.2%	TOP
Adidas	11.2%	TOP

Source: Top Brand Indonesia 2017

Based on Table 1, Bata, Nike and Adidas were the three highest in the Top Brand Index (TBI) 2017. There were some changes in the percentage compared to the TBI in 2016, being Converse used to top Fladeo, but Bata, Nike, and Adidas remained the top three brands for casual shoes in Indonesia. The increasing competition in footwear industry both online and offline has made shoe brands an important aspect of customers purchasing decision. According to Dua, Chalal, and Sharma (2013) brand is a name, or symbol intended to identify and distinguish products or services of one seller among other sellers and differentiate them from the competitors. Meanwhile, Brand equity is the standard of

overall brand performances for its target market so it could be used as a marketing decision making. Brand equity can be measured in two perspectives from company and/or from customer sides. Brand Equity covers Brand Awareness, Brand Association, Perceived Quality, and Brand loyalty (Ulfat, Muzaffar, & Shoaib, 2014).

Severi, Ling & Nasermoadeli (2014) stated that brand equity is no longer valued by the large amount money invested but by what customers say to each other across various social media platforms. According to Aaker (2012) as cited from Nigam & Kaushik (2011) strong brand equity allows company to retain customers, improve service quality, and increase profit. Brand equity can be increased by successfully implementing and managing on-going needs. Fouladivana, Pashandi, Hooman, and Khanmohammadi (2013) argued that brand equity could provide customers about the brand which influences their confidence during the purchasing process. This research aimed to understand the role of E-WoM on Brand Equity and eventually, the influence of online Brand Equity toward high (or low) customers' involvements in the purchasing decisions. The research was conducted in Bekasi, Indonesia.

2.   Literature Study

Electronic Word of Mouth (EWM)
Electronic Word of Mouth is an attempt to move opinions (e.g. about a company's products and services) across internet or social media platform from one person to the next. EWM is a mode of customers' expressions and is an effective tool to influence buying decision (Severi, et al., 2014). For instance, negative online reviews concerning certain products or services may influence brand equity as well as purchasing decision (Reza Jalilvand & Samiei, 2012). Similarly, Khammash and Griffiths (2011) suggested that brand managers should be concerned on a volume of negative reviews on online platform as it will harm brand equity.

Furthermore, Bruhn, Schoenmueller, and Schäfer (2012) in their research affirmed that brand communication through social media influenced brand equity.

H1: Electronic Word of Mouth has a positive impact on Perceived Quality

H2: Electronic Word of Mouth has a positive impact on Brand Awareness

H3: Electronic Word of Mouth has a positive impact on Brand Association

H4: Electronic Word of Mouth has a positive impact on Brand Loyalty

Brand

Brand is a symbolic manifestation of all the information connected to the product. It aims at creating associations and expectations around the product by communicating its value, benefits as well as associated personality in order to develop desired self-images in the mind of customer (Girma, 2017).

Brand Equity

Brand equity is the criterion of overall brand precision for its target market so it could be used as marketing decision making. Brand equity can be measured in two perspectives: company and/or customer sides. In the marketing literatures, Brand Equity covers several dimensions: Brand Awareness, Brand Association, Perceived Quality, and Brand loyalty. (Ulfat, et al., 2014).

Perceived Quality

Perceived quality is the extent to which a brand is perceived to provide a good quality of product and service in comparison with product offering of competitors. Since perceived quality is central to customer purchase, an understanding of what quality means to various customer segment is required. While creating a quality product or service is seen as a partial victory, good perception about the product or service must be created as well (Aaker, 2012).

Brand Awareness

Brand awareness is when potential customers are able to remember and/or recognize special aspects of a product. The levels of brand awareness depends on the case with which consumer can recall the brand. For instance, aided recall is inadequate to enable potential customers purchase a specific product since they are unable to generate a picture of the brand. However, since the consumer can recognize the brand when confronted by it, marketing efforts may still have a positive effect. If consumers make decisions in the store for a group of products, recognition will be very important in shaping the purchase of those products (Kotler & Pfoertsch, 2010).

Brand Association

Brand association is when potential customers connect their personal experiences, beliefs, and attitudes towards certain brands. It's been suggested that a clear and well-defined brand associations is crucial for the brand identity and its competitiveness. However, the marketer first needs to find out which attributes in brand association are perceived to be important to consumer in order to achieve differentiation from the product offerings from competitors. (Sarker, Yousuf & Monzoor, 2013).

Brand Loyalty

Brand loyalty is defined as the integration of attitude, emotions, and behavior to continually purchase a brand based on a previous experience because the brand offers the correct image, price, quality, and attributes (Kabiraj & Shanmugan, 2011). Saveri & Ling (2013) described Brand loyalty as a symbol of a constructive mind set towards brand that leads to constant purchasing of the brand over time.

Purchasing Decision

Purchasing decision is the process that customers go through in order to decide which brand to purchase. Purchasing decision normally involves five stages: 1) problem recognition, when a potential customer realizes that he or she has a need to satisfy or a problem to be solved 2) information search, when a potential customer employs his or personal experience or relies on external

sources to gather the necessary information needed to build options or alternatives 3) evaluation of alternatives, when a potential customer evaluates the advantages and disadvantages of each alternative 4) purchase decision, when a customer finally decide which alternative is to purchase and lastly 5) post purchase, when a customer evaluates if his or her purchase is able to satisfy the need or solve the problem recognized in the first stage of the whole process (Kotler & Armstrong, 2012). Researches concerning brand equity are quite many, yet very view empirically discusses on how to improve online brand equity and its relationship with purchasing decision. Online brand equity becomes an important topic due to the emergence of various online platforms which allow current and potential customers to exchange or share their opinions online hence it is relatively modern issues (Hataminasab, Oliya, Torabi, & Roghani, 2016).

Moses, Goriparthi, and Kumar (2016), for instance, argued that brand equity influences consumer buying behavior for shoes. According to Tong and Hawley (2009), building brand equity is highly important for branded shoes, especially within a competitive and brand conscious market.

H5: Perceived Quality has a positive impact on Purchasing Decision
H6: Brand Awareness has a positive impact on Purchasing Decision
H7: Brand Association has a positive impact on Purchasing Decision
H8: Brand Loyalty has a positive impact on Purchasing Decision
H9: Brand Equity has a positive impact on Purchasing Decision.

The Role of Technology and E-Marketing in Brand Equity
Digital technology, social media platforms and online forums especially, has a significant role in influencing customer's choice towards certain brands based on the customers' feedbacks that appeared online, such as in web sites or online forums (Severi, et al., 2014).

According to Yasav (2015), the use of digital technology to research, browse and purchase, sometimes all in one website, has become mainstream and caused a shift in the retail landscape. As a result, retailers have implemented new strategies to attract and retain their multi-channel customers through a combination of offline and online marketing efforts.

Social media advertisement is one of the key success factors for building and maintaining strong brand equity. Social media would help business practitioners to learn customer needs and expectations as well as to respond to their issues on time and work out the appropriate solutions (Hanaysha, 2016).

Social media platform is not only exclusive marketing tool for Business to Consumer (B2C) but also Business to Business (B2B). The B2B social media pioneers position themselves as 'thought leaders', to take a market-driving role in the sector and to build relationships with a range of stakeholder groups (Brennan & Croft, 2012).

3. Methodology

Research Objectives
It is interesting to know whether company's investment on social media in order to build online word of mouth and online presence actually manifests on better brand equity and eventually, gets their customers more involved in purchasing decision. In this regards, this research serves two objectives. First is to explore the impact of Electronic Word of Mouth on various dimensions of Brand Equity. Second is to explore the impact of Brand Equity towards Purchasing Decision.
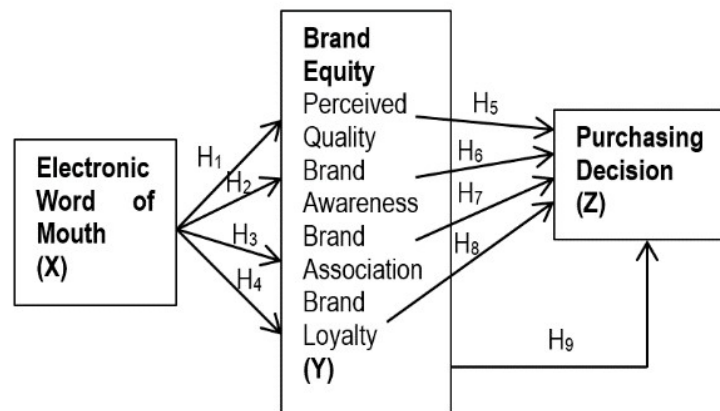
Theoretical Framework

Figure 1.
Theoretical Framework
(Source: Adapted by researchers from Severi, et al. (2014), *Aaker (1991) and Ulfat, et al (2014))*

The theoretical framework was built upon researches from Aaker (1991), Severi, et al. (2014), and Ulfat, et al. (2014) which primarily discussed the dimensions of Brand Equity and their relationships with purchasing decision and Electronic Word of Mouth (E-WoM). The main idea behind the theoretical framework is that E-WoM shapes online brand equity which later influences purchasing decision.

Hypothesis
1. H1: Electronic Word of Mouth has a positive impact on Perceived Quality
2. H2: Electronic Word of Mouth has a positive impact on Brand Awareness
3. H3: Electronic Word of Mouth has a positive impact on Brand Association
4. H4: Electronic Word of Mouth has a positive impact on Brand Loyalty
5. H5: Perceived Quality has a positive impact on Purchasing Decision
6. H6: Brand Awareness has a positive impact on Purchasing Decision
7. H7: Brand Association has a positive impact on Purchasing Decision
8. H8: Brand Loyalty has a positive impact on Purchasing Decision
9. H9: Brand Equity has a positive impact on Purchasing Decision.

Population and Sampling
The size of the population for this research was unknown. Based on Maholtra (2010) the minimum sample for unknown population are at least 4 or 5 times the numbers of items in a questionnaire; therefore, 5 times 26 items in this research questionnaire equals to 130 respondents for minimum sample size. The researchers managed to gather 200 respondents, but only 162 respondents were considered valid. In this research, the researchers used nonprobability sampling or judgment sampling. Judgment sampling involves the choice of subjects who are most advantageously placed or in the best position to provide the information required (Sekaran & Bougie, 2013).

Research Instrument
The researchers used a questionnaire with 26 items to cover 5 variables. The response for each item was measured using with five-point Likert scale, ranging from strongly disagree to strongly agree. Electronic Word of Mouth (EWM) variable discusses whether the information about the particular imported shoe brand that appeared in the social media is relevant, up to date, accurate, informative and trustworthy. Perceived Quality (PQV) variable discusses about functional feature, value-added feature, the sales promotion, quality perception and innovation of

imported shoes. Brand Awareness (BWV) variable discusses about imported brand recall ability, value for money, knowledge adequacy, leniency towards imported shoes and competing brands recall ability.

Brand Association (BAV) variable discusses whether imported shoes represent one's life style, social identity, social status, personality and character. Brand Loyalty (BLV) variable discusses about one's willingness to recommend imported shoes, willingness to purchase imported shoes for higher price, willingness to purchase variants of imported shoes, willingness to repeat purchase imported shoes and unwillingness to trade imported shoes for local ones. Purchasing Decision (PDV) variable discusses about problem recognition, information search, alternatives evaluation, purchase, and post-purchase.

Binomial Logistic Regression
Steingrimsson, Bergsson, Arnfinnsson, and Thormar (2010) described that binary logistic regression is the method of choice used when the dependent variable is binary and when a researcher would like to explore the relative influence of continues and/or categorical independent variables on the dependent variable, and to access interaction effects between the independent variables. Binary logistic regression is used when the data is assumed to be ordinal-categorical data, such as Likert-type scale response, typically from "Strongly Disagree" to "Strongly Agree".

However, according to Grimbeek, Bryer, Beamish, and D'Netto (2005) Likert-scale response categories can make participants to misjudge the intensity of what is inherently a qualitative response. That is, the range of available response categories can obscure rather than clarify the intent of the respondent. A strategy for minimizing respondent ambiguity is to collapse across response categories. The implication is the reduction of the normal 5-point response categories (Strongly Disagree, Disagree, Undecided/neutral, Agree, and Strongly

Agree) into dichotomous categories representing the respondent's inherently dichotomous choices: High Involvement (collapsing across Agree and Strongly Agree) or Low Involvement (collapsing across Strongly Disagree, Disagree, and Neutral). Through the use of SPSS statistical tool the value of each variable is then collapsed or recoded: 1-3 into "0" or "High Involvement", and 3.01-5 into "1" or "Low Involvement". Finally, through binary logistic regression, the research aim to predict whether a person tends to be high involvement or low involvement during the purchasing decision activities of imported shoes.

4. Findings and Discussion

Validity and Reliability
To measure the validity of each item, the researchers compared the result of Corrected Item Total of each item against the Spearman's r table value with the degree of freedom 26 (0.390). The researchers test the first 30 questionnaires for this test and the result shows that all items are valid (Corrected Item Total > R Table Value, 0.390). To measure Reliability of the questionnaire, the researchers observed the value of Cronbach's Alpha which is 0.971. A suggested value of above 0.6 is considered to be reliable. The conclusion is the data is both valid and reliable.

Respondent Profile
From 200 respondents, only 162 respondents were considered valid for this research. The rest were outliers for failing to complete the questionnaires. Their profiles were as follows: In terms of Age, 3 or 1.8% respondents were early teenagers between 12 – 16 years old, 123 or 75.9% respondents were last teenager between 17 – 25 years old, and 36 or 22.3% respondents were early adults between 26 – 35 years old. Therefore, the majority of respondents were between 17-25 years. In terms of Gender, 104 respondents or 64.2% were male and 58 respondents or 35.8% were female. Therefore, the majority respondents

were male. In terms of Shoe Purchasing Budget, 72 respondents or 44.4% had shoe's purchasing budget between Rp.500.001 – Rp. 800.000, 76 respondents or 46.9% had shoe's purchasing budget between Rp. 800.001 – Rp. 1.500.000 and 14 respondents or 0.09% had shoe's purchasing budget above Rp.1.500.001.

Therefore, majority respondents had shoes' purchasing budget between Rp. 800.001 – Rp. 1.500.000. In terms of Occupation, 92 respondents or 56.8% were students, 22 respondents or 13.6% were civil servant, 32 respondents or 19.7% were private employee, 13 respondents or 8% were entrepreneur and 3 respondents or 2% were others. Therefore,

the majority occupation of this research is student. In terms of Education, 3 respondents or 1.8% were junior high school, 83 respondents or 51.2% were senior high school, 6 respondents or 3.7% were diploma, 56 respondents or 34.6% had Bachelor degree and 14 respondents or 8.64% had Master degree. Therefore, the majority respondents were senior high school students. In conclusion, the majority respondents for this research were male between 17-25 years old who were senior high school students with shoe's purchasing budget between Rp. 800.001 – Rp. 1.500.000.

Correlation and Multicollinearity Test

Table 2.
Spearman's Rank Order Correlation

Correlations

			EMW	PQV	BWV	BAV	BLV	PDV
Spearman's rho	EMW	Correlation Coefficient	1,000	,685**	,652**	,606**	,601**	,596**
		Sig. (2-tailed)	.	,000	,000	,000	,000	,000
		N	162	162	162	162	162	162
	PQV	Correlation Coefficient	,685**	1,000	,735**	,695**	,649**	,737**
		Sig. (2-tailed)	,000	.	,000	,000	,000	,000
		N	162	162	162	162	162	162
	BWV	Correlation Coefficient	,652**	,735**	1,000	,700**	,655**	,756**
		Sig. (2-tailed)	,000	,000	.	,000	,000	,000
		N	162	162	162	162	162	162
	BAV	Correlation Coefficient	,606**	,695**	,700**	1,000	,726**	,715**
		Sig. (2-tailed)	,000	,000	,000	.	,000	,000
		N	162	162	162	162	162	162
	BLV	Correlation Coefficient	,601**	,649**	,655**	,726**	1,000	,790**
		Sig. (2-tailed)	,000	,000	,000	,000	.	,000
		N	162	162	162	162	162	162
	PDV	Correlation Coefficient	,596**	,737**	,756**	,715**	,790**	1,000
		Sig. (2-tailed)	,000	,000	,000	,000	,000	.
		N	162	162	162	162	162	162

**. Correlation is significant at the 0.01 level (2-tailed).
(Source: Primary Data-SPS)

Table 2 suggests the correlation between each variable:
1. The correlation between Electronic Word of Mouth and Perceived Quality is significant; the correlation

is 0.685 indicates as medium. The nature of the correlation is positive.
2. The correlation between Electronic Word of Mouth and Brand Awareness is significant; the correlation is 0.652 indicates as

medium. The nature of the correlation is positive.

3. The correlation between Electronic Word of Mouth and Brand Association is significant; the correlation is 0.606 indicates as medium. The nature of the correlation is positive.
4. The correlation between Electronic Word of Mouth and Brand Loyalty is significant; the correlation is 0.601 indicates as medium. The nature of the correlation is positive.
5. The correlation between Perceived Quality and Purchasing Decision is significant; the correlation is 0.737 indicates as strong. The nature of correlation is positive.
6. The correlation between Brand Awareness and Purchasing Decision

is significant; the correlation is 0.756 indicates as strong. The nature of correlation is positive.

7. The correlation between Brand Association and Purchasing Decision is significant; the correlation is 0.715 indicates as strong. The nature of correlation is positive.
8. The correlation between Brand Loyalty and Purchasing Decision is significant; the correlation is 0.790 indicates as strong. The nature of correlation is positive.

Table 2 also suggested that there was no multicollinearity among the variables since the strength of the correlation from each variables are below 0.80 which means the data are proper to be used for further research.

Binomial Logistic Regression
Model Precision

Table 3.
Classification Table Adding All Independent Variables

Classification Table[a]

			Predicted		
			PDV		
	Observed		Low Involvement	High Involvement	Percentage Correct
Step 1	PDV	Low Involvement	25	7	78.1
		High Involvement	3	127	97.7
	Overall Percentage				93.8

a. The cut value is .500
Source: Primary Data – SPSS

Table 3 shows that the overall percentage after adding all independent variable (25+127)/162 = 93.8%. The model can accurately predict between two dichotomous outcomes (High

Involvement and Low Involvement) by 93.8%. The higher percentage the higher the precision of the model will be. Based on the Table 3, majority of the respondents of this research were highly involved in the purchasing decisions of imported shoes.

Pseudo R Square

Table 4.
Pseudo R Square

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	52.921[a]	.487	.773

a. *Estimation terminated at iteration number 7 because parameter estimates changed by less than .001*
Source: *Primary Data – SPSS*

Based on table 4, Cox & Snell R Square suggests the value of 0.487 whereas Nagelkerke R Square suggests the value of 0.773 which indicates the ability of independent variables in explaining the dependent variable is in the range of 48.7% (pessimistic) to 77.3% (optimistic). The remaining 22.7% (optimistic) to 51.3% (pessimistic) variations in dependent variable are due to other variables which are not included in the model.

Goodness of Fit Model

Table 5.
Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	2.162	4	.706

Source: *Primary Data – SPSS*

Table 5 suggests that the goodness of fit of the logistic regression model is a good fit to the data since *p=0.706 (>.05)*.

Partial Test

Table 6.
Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	EMW1 – PQV1	2,856	,459	38,688	1	,000	17,385
	Constant	-,693	,354	3,844	1	,050	,500

a. *Variable(s) entered on step 1: EMW1.*
Source: *Primary Data – SPSS*

Table 6 suggests that Electronic Word of Mouth (EWM) significantly influences Perceived Quality (PQV). Every agreement in the items of EWM will have positive impact on PQV by 17.385 times. Therefore, Hypothesis 1 is accepted.

Table 7.
Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	EMW1 – BWV1	2,004	,417	23,122	1	,000	7,420
	Constant	-,336	,338	,991	1	,320	,714

a. *Variable(s) entered on step 1: EMW1.*
Source: *Primary Data – SPSS*

Table 7 suggests that Electronic Word of Mouth (EWM) significantly influences Brand Awareness (BWV). Every agreement in the items of EWM will have positive impact on BWV by 7.420 times. *Therefore, Hypothesis 2 is accepted.*

Table 8.
Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1ᵃ	EMW1 –BAV1	3,031	,484	39,175	1	,000	20,714
	Constant	-1,421	,421	11,392	1	,001	,241

a. Variable(s) entered on step 1: EMW1.
Source: Primary Data – SPSS

Table 8 suggests that Electronic Word of Mouth (EWM) significantly influences Brand Association (BAV). Every agreement in the items of EWM will have positive impact on BAV by 20.714 times. Therefore, Hypothesis 3 is accepted.

Table 9.
Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1ᵃ	EMW1 – BLV1	2,417	,466	26,840	1	,000	11,210
	Constant	-1,421	,421	11,392	1	,001	,241

a. Variable(s) entered on step 1: EMW1.
Source: Primary Data – SPSS

Table 9 suggests that Electronic Word of Mouth (EWM) significantly influences Brand Loyalty (BLV). Every agreement in the items of EWM will have positive impact on BLV by 11.210 times. Therefore, Hypothesis 4 is accepted.

Table 10.
Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1ᵃ	*PQV*	*1.649*	*.815*	*4.093*	*1*	*.043*	*5.200*
	BWV	*2.568*	*.795*	*10.437*	*1*	*.001*	*13.041*
	BAV	*1.924*	*.766*	*6.313*	*1*	*.012*	*6.847*
	BLV	*1.667*	*.768*	*4.709*	*1*	*.030*	*5.297*
	Constant	*-3.235*	*.767*	*17.764*	*1*	*.000*	*.039*

a. Variable(s) entered on step 1: PQV, BWV, BAV, BLV
Source: Primary Data – SPSS

Table 10 suggests that the independent variables have partial influence towards dependent variable:

1. Since the significant value of Perceived quality is 0.043 below 0.05, it shows that Perceived quality has partial significant influence toward purchasing decision. Therefore, Hypothesis 5 is accepted.
2. Since the significant value of brand awareness is 0.01 below 0.05, it shows that Perceived quality has partial significant influence toward purchasing decision. Therefore, Hypothesis 6 is accepted.

3. Since the significant value of brand association is 0.012 below 0.05, it shows that brand association has partial significant influence toward purchasing decision. Therefore, Hypothesis 7 is accepted.

4. Since the significant value of brand loyalty is 0.030 below 0.05, it shows that brand loyalty has partial significant influence toward purchasing decision. Therefore, Hypothesis 8 is accepted.

Omnibus Test (Simultaneous Test)

Table 11.
Omnibus Test

		Chi-square	df	Sig
Step 1	Step	108.094	4	.000
	Block	108.094	4	.000
	Model	108.094	4	.000

Source: Primary Data – SPSS

The omnibus test is interpreted as a test of the capability of all predictors in the model to jointly predict the dependent variable. Based on table 11, the Chi-square shows 108.094 on 4 degree of freedom. The Chi-square 108.094 is higher than Chi-square distribution table on 4 degree of freedom (9.488) and with a significance of 0.00 ($<$ 0.05); therefore it is suffice to reject $H_0 9$. It indicates that the addition of independent variables should influence significantly to dependent variable. Therefore, there is simultaneous significant influence of Perceived Quality, Brand Awareness, Brand Association, and Brand Loyalty on Purchasing Decision. Therefore, Hypothesis 9 is accepted.

5. Conclusions

Companies are anxious when it comes to spending their money on social media platforms. Is every dollar spent on building online presence worth it? The results of this research suggested that Electronic Word of Mouth or E-WoM has a positive impact on all dimensions of Brand Equity. The result of this research affirmed the results of the previous studies, such as Bruhn et al. (2012), regarding the relationships between E-WoM and Brand Equity. The results also suggested that online Brand Equity influenced Purchasing Decision in a way that Customers were more involved in overall purchasing activities (high involvement). Similar to the previous researchers ((Reza Jalilvand & Samiei, 2012; Khammash & Griffiths 2011), the researchers urge marketing managers imported shoes to pay more attention on the online reviews.

The relevance of this research was limited to customers of imported shoes who lived in Bekasi. Bekasi was chosen a commuter city with notable business activities and foreign manufacturing companies. This research has yet sought to understand the direct relationship between E-WoM with greater customers' involvement in purchasing activities. Further research can investigate the relationship between E-WoM and customers' involvement in purchasing activities.

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