

## BRAND LOVE AND BRAND JEALOUSY MEDIATING ELECTRONIC WORD OF MOUTH ON ONLINE HOTEL RESERVATION INTENTION

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### Abstract

Online travel agent is a very common service provider in this globalization era. Therefore, it is crucial to understand factors that can influence someone to use online travel agent to make hotel reservations, and electronic word of mouth can be one of the factors. This research aims to determine and analyze the direct and indirect influence of electronic word of mouth on hotel reservation intention mediated by brand love and brand jealousy as the intervening variable. This explanatory research explains causal relationship between variables through hypothesis testing. The sample of this study is 100 individual respondents who have read online hotel review through the online travel agent website at least once. The hypothesis testing was done using T test and Sobel test. The data were analyzed using partial least squares in Smart PLS 3.0-structural equation modeling. The results of this study show that electronic word of mouth have contributions on purchase intention mediated by brand jealousy and brand love.

Keywords: Electronic word of mouth, Brand love, Brand jealousy, Hotel booking intentions, Online travel agent.

### Introduction

Word of mouth is a review of products or services that one person informs others (Solomon, 2007). Informal sources called opinion leaders are more trusted than formal sources of

the company (Schiffman & Kanuk, 2007). The research of O'Connor & Dickinger (cited in Duffy, 2015) shows that people are more confident in opinions given by other consumers than those given by the company's marketing agent. Internet word of mouth or

online customer review (Yolanda & Ngai, 2011) is a review of others submitted via the internet and can be called as electronic word of mouth.

Reviews and recommendations about a product from other consumers who have used it is a type of information commonly sought by consumers through the internet. Electronic word of mouth is a fundamental part of marketing activities, because electronic word of mouth can influence consumers in making decisions. Electronic word of mouth is the positive or negative statement made by potential customers or former customers about a product or company intended for many people or institutions via the internet (Henning-Thurau et.al, 2004). The existence of electronic word of mouth help consumers make online purchase decisions. Consumers usually read information about a product from online reviews, which are used as a basis to assess whether the consumer will make a purchase or not (Lin et al., 2013).

Indonesia is one of the developing countries in the world. As a part of ASEAN Economic Community, Indonesia has opportunities in some sectors, one of which is tourism. This sector is considered as one of the most prepared sectors in Indonesia that is able to compete in the single market of ASEAN Economic Community because the country has advantages in destinations and prices (Baderi, 2016).

The development of this sector immediately brings a positive impact on Indonesian hospitality industry. This is driven by the increasing number of foreigners (tourists and businessmen) from year to year, which

leads to an increase in hotel and condominium demand (Indonesia Investments, 2017). The growth of internet users (netter) in Indonesia can be measured by calculating the rapidly increasing number of internet users over time. According to the statistic released by Association of Internet Service Providers (APJII), internet users in Indonesia in 2016 reached 132.7 million people from the total population of 256.2 (APJII, 2017).

The power of the internet make communication among people very easy, making electronic word of mouth (eWOM) activities among internet users more frequent. By the time being, electronic word of mouth is considered as an effective marketing tool (Zhang et al., 2010). Electronic word of mouth can make the information from person to person spreads easily. Online review is one example of electronic word of mouth. Currently traveler is easier to access information through eWOM. In the past, a traveler sought information about tourist destinations by asking friends, reading travel guides, and mass media (Duffy, 2015). However, no studies before have examined combining the effect of electronic word of mouth mediated by brand love and brand jealousy on hotel booking intentions at online travel agent website.

This literature review consists of four major theories; they are electronic word of mouth, brand love, brand jealousy, and purchase intention. As social human beings, people like to interact with others, and the interaction can influence someone's perspective. It is usually call as word of mouth (WOM), inducing a change in the behavior or the preferences of its addressee (Libai

et. al., 2010). In generally, word of mouth is defined as communication between people about brands, goods, or services (Zeithaml, 1981). The impact of word-of-mouth depends on the characteristics of customer, products, markets, message, channel, and relationship between sender and addressee (Arndt, 1967; Libai et al., 2010; Schutze, 2014).

#### *Electronic word of mouth*

Based on consumer behavior studies, the activity of electronic word of mouth help someone create brand jealousy and brand love toward a brand of products, either goods or services. There are some various positive consequences that brand love can have from the viewpoints of consumers and companies. As, on one side, loved brands contribute to developing consumer's self (Ahuvia, 2005; Fournier, 1998), on the other side, consumers who love a brand are the most loyal, committed advocates of the brand (e.g. Albert et.al, 2013).

In this globalization era, WOM changes into eWOM as the impact from the emergence of the internet, information technology, and mobile technology. Electronic word of mouth is defined as a word of mouth system that exists in virtual space in which messages related to product or services and consumers are sent or received through chatting or online boards (Lee, et. al, 2013). Another definition of electronic word of mouth is any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of peo-

ple and institutions via the Internet (Henning-Thurau et. al, 2004).

#### *Brand love*

In this studies, brand love is perceived as a recent marketing concept in the research stream of consumer-brand relationships (Vernuccio *et al.*, 2015). Brand love is not just an emotional response more intense than the connection to the brand because it involves integration of the brand with the consumer's identity and makes it difficult for consumers to have negative feelings toward the brand (Filho et al., 2010).

Recent research shows brand love as an important and direct antecedent of active engagement (Bergkvist and Bech-Larsen, 2010). The authors conclude that brand love is the most prominent factor in building customer engagement. Electronic word of mouth can create brand jealousy in consumer's self. Recent studies found that brand love alone is not a sufficient predictor for active brand engagement. Brand love and brand jealousy work together as a framework that can predict active engagement and purchase intention better (Sarkar and Sreejesh, 2014). Electronic word of mouth effective in creating hotel booking intentions through brand love and brand jealousy in online condition. Online reviews given by the traveler on an organization travel agent website are more trusted than review by the company.

#### *Brand Jealousy*

On the other hand, brand jealousy has become a new issue in con-

sumer behavior. White and Mullen (1989) defined interpersonal jealousy as a complex of behaviors, thoughts and emotions resulting from the perception of harm or threat to the self and/or the romantic relationship by a real or potential rival relationship. Since interpersonal jealousy is a prevalent emotional experience, individuals may leverage emotional attachments to consumer goods or services as well (Thomson et. al, 2005).

### *Purchase Intention*

In this research, hotel reservation intention uses the theory about purchase intention, which consists of four dimensions; they are explorative interest, preferential interest, referential interest, and transactional interest. Purchase intention is a kind of decision-making that studies consumer's reason to buy a particular brand (Shah et al., 2012). X. Wang & Yang (2008) defined purchase intention as the decision to act or physiological action that shows individual's behavior toward a product.

Customers purchase decision is a complex process. Purchase intention is usually related to the behavior, perceptions, and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate a specific product. Therefore, it is important to not only understand how effective eWOM but also this effect on hotel booking intention. There has never been a study that uses electronic word of mouth on online travel agents mediated by brand love and brand jealousy in the case of purchase intention or online hotel reservation intention at online travel agent website.

### Methods

Online survey used in data collection and hypotheses were tested using quantitative approach. This explanatory research uses quantitative approach in explaining causal relationship between variables through hypothesis testing. This study uses a sample of 100 individual respondents who have read online hotel review through the internet at least once. The hypothesis testing was done using T test and Sobel test. The data were analyzed using Partial Least Squares (PLS) in Smart PLS 3.0. student verse (Inner model, Outer model, and Hypotheses examination).

Sampling Method based on Roscoe's formula, when the number of population were unknown sample size more than 30 less than 500 respondent were suitable for most research. There are some research problem happened when we are doing online survey, the sampling issues in online are the bias respondent's answer and low sampling respect, this problem rises because the researcher only shared a link which leads to non probability sample (Wright, 2005 cited in Sekaran & Bougie, 2016).

Four part variables consisting in a Structure questionnaire (Electronic word of mouth, brand jealousy, brand love, and purchase intention) of The construct of electronic word of mouth was measured with five indicators (social ties, opinion seeker, information needed, prior knowledge/ experience/ involvement, and cost/ risk/ uncertainty) and 9 item developed by Henning-Thurau, et al (2004) and Yolanda & Ngai (2011) giving the electronic word of mouth through social media, asked

other opinion, seeking online review from others, giving the positive online review, give liked when the relatives posted about hotel review at their social media. Based on the literature review, the following hypotheses were proposed.

H<sub>1</sub>; *Electronic word of mouth has a positive influence on brand jealousy.*

H<sub>2</sub>; *Electronic word of mouth has a positive influence on brand love.*

The brand jealousy were developed from Sarker & Sreejesh (2014) with 3 indicators and items. The respondent getting hurt when they see their relatives posted photo about their vacation and they just stay at home, the respondents want to use hotel services also when they see their partners using the service, respondents thought of using hotel services when they saw their friends using the hotel.

H<sub>3</sub>; *Brand love has a positive influence on purchase intention.*

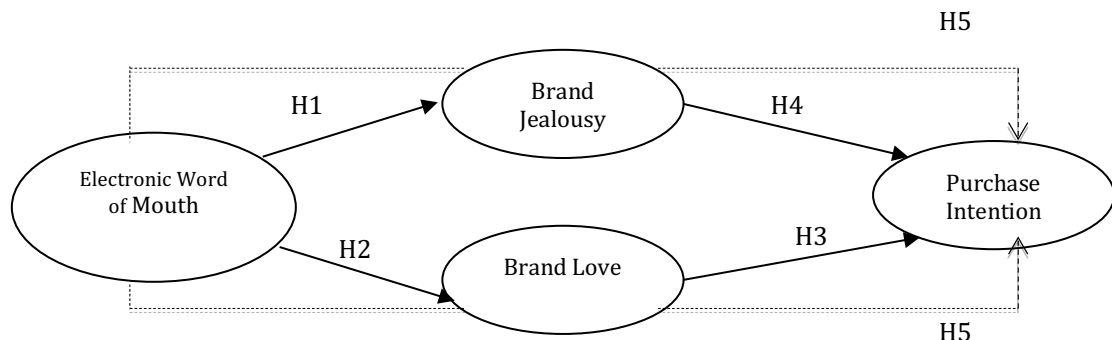


Figure 1. Research Model (references: Author, 2018)

The brand love were developed from Ahmed & Gabriella (2012) with 3 indicators and items, consist of loving the hotel brand, hotel brand are very identical with their personality, always positive thinking about the hotel brand. And last variable is purchase intention were developed from 4 indicators and items question (Ferdinand, 2014) consisting of I always look for information about hotels that I am interested in online travel agent sites, I will make the hotel I have used as the main choice in making reservations in the future, I will give recommendations about hotels that I am interested in online travel agent sites.

H<sub>4</sub>; *Brand jealousy has a positive influence on purchase intention.*

Those hypotheses were formulated using previous studies about the effect of eWOM to purchase intention. Other research reference discussion about brand love and brand jealousy mediating eWOM to hotel booking intention in travel agent website were proposed in this research studies. The more people jealous on some brand, the purchase intention on a brand is higher.

And the more people loving some brand, the purchase intension on

some brand also higher triggering by electronic word of mouth. Thus it is proposed that:

*H<sub>5</sub>: Electronic word of mouth has a positive influence on purchase intention mediated by brand jealousy and brand love.*

### Results

The data of this research were obtained through questionnaires dis-

tributed to 100 respondents who have read online hotel review through the internet at least once. The demographic of the respondents were show at Table 1. Several questions have been asked to the respondents through questionnaires describing about the profile of their age, gender, income per month, and how many times they read online hotel review at online travel agent website.

Table 1. Demographic profile of the Sample

Variable	Characteristics	Frequency
Age	18-23	72
	24-29	9
	30-35	4
	>35	15
Gender	Male	37
	Female	63
Income per Month	<IDR 2.000.000	69
	IDR 2.000.000-3.999.999	15
	IDR 4.000.000-5.999.999	4
	IDR >6.000.000	12
Read online review	Once	13
	Twice	34
	More than twice	53

(References: Author, 2018).

The information about the respondent's characteristic is presented in Table 1. The majority of sample in this research were female and between 18 and 23 years old. At the first, the respondents were asked screening

question about have they ever read an online review on online travel agent website at least once and is the age of the respondent above 18 years old. The most of respondent read online review about hotel or online travel agent more

than twice with the income per month under 2 million rupiah.

The majority of respondents age is at the age of students. If associated with the amount of income per month that is under 2 million rupiah it became reasonable result. And also the majority of respondent are women. Women are more likely to frequently access the internet to find information about online lodging products on various social media owned by hotel websites and from various other sources online. That women tend to access the internet more often to find various information, this is in line with research conducted by Finance Online, which took data

from PEW, Nielsen, and Burst Media, women turned out to use social media more often than men. Popular platforms for women are Facebook, Tumblr, Pinterest, Instagram and Twitter (Nistanto, 2014).

Statistical analysis was calculated previously before testing the hypotheses. Reliability, convergent validity, and discriminant validity were checked before. Table 2 gives us information that all questionnaire items are valid and reliable. All data were checked to ensure their validity score. From Table 2 we get the information that all of the score were valid and reliable.

Table 2. Validity and reliability measurement model

Variable	Indicator	Loading Factor	Validity	Cronbach Alpha	Reliability
Electronic Word of Mouth	Social Ties	0.814	Valid	0.939	Reliable
		0.825	Valid		
	Opinion Seeker	0.858	Valid		
		0.877	Valid		
	Information Needed	0.773	Valid		
	Prior Knowledge/ Experience/ Involvement	0.817	Valid		
	Cost/Risk/Uncertainty of Buying	0.762	Valid		
	0.842	Valid			
		0.796	Valid		
Brand Love	Fantasies and Thoughts	0.781	Valid	0.660	Reliable
	Attachment	0.803	Valid		
	Pleasure	0.728	Valid		
Brand Jealousy	Feel hurt when I don't have	0.757	Valid	0.694	Reliable
	Feel possessive about the brand when I don't have it	0.802	Valid		
	The brand haunts me	0.803	Valid		
Purchase Intention	Explorative Interest	0.890	Valid	0.870	Reliable
	Preferential Interest	0.858	Valid		
	Referential Interest	0.800	Valid		
	Transactional Interest	0.844	Valid		

(References: Author, 2018).

The Partial Least Square parameter estimates for the measurement

model. The factor loadings for all scales are acceptable, indicating robust

measures. For first step before running data and getting the hypotheses testing, we should compare the factor loading score to cross loading score. This step is used to avoid the discriminant validity problem. The factor loading score should be higher than cross loading score.

This research is developed from marketing theory on electronic word of mouth (eWOM) and purchase intention and here are five hypotheses proposed in this research, and all of them have direct and indirect positive effect on purchase intention. Findings indicate that Electronic word of mouth has a positive influence on brand jealousy. This leads to the accepted first hypotheses and second hypotheses that Electronic word of mouth has a positive influence on brand love.

On the other hand, from the hypotheses tested indicate that hypotheses 3 and 4 also accepted, means that brand love has a positive influence on purchase intention and brand jealousy has a positive influence on purchase intention. In terms of moderating effect Electronic word of mouth has a positive influence on purchase intention mediated by brand jealousy and brand love from this result hypotheses 5 also accepted.

### Discussion

First, the results of the analysis show that there is a positive and significant correlation between electronic word of mouth and brand jealousy. The positive direction of the relationship indicates that higher factor of electronic word of mouth enhances brand jealousy. Second, there is a positive and

significant correlation between electronic word of mouth and brand love. The positive direction of the relationship indicates that higher factor of electronic word of mouth enhances brand love. Third, there is a positive and significant correlation between brand love and purchase intention. The positive direction of the relationship indicates that higher factor of brand love enhances purchase intention. Fourth, there is a positive and significant correlation between brand jealousy and purchase intention. The positive direction of the relationship indicates that higher factor of brand jealousy enhances purchase intention.

This research contributes to knowledge about consumer behavior, especially consumer psychology, in which both brand love and brand jealousy mediate the influence of electronic word of mouth on purchase intention. The results of this study are supported by pre-existing researches. Recent research of Sarkar et al. (2014) shows that brand love and jealousy work together as a framework that can better predict active engagement and purchase intention better. Therefore, brand love and brand jealousy are important aspects marketers should consider to create in consumer's mind (Sarkar et al., 2014).

The result from this research can extend the research about brand love that was conducted by Sarkar (2014) that brand love alone is not a sufficient predictor of active brand engagement. Brand love and jealousy together working as a framework can better predict active engagement and purchase intention. In that sense, this



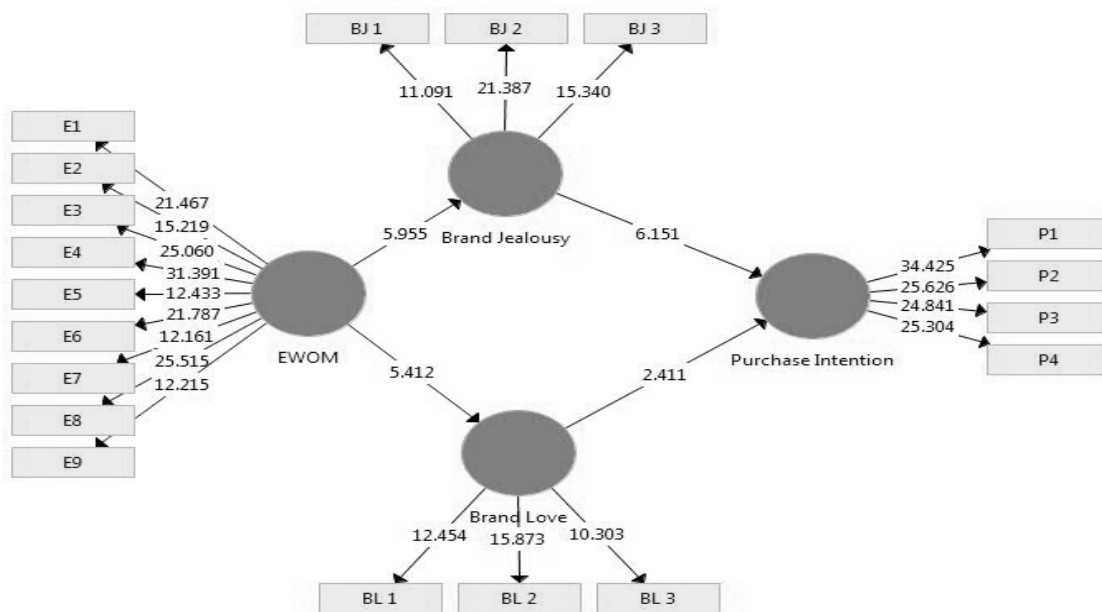


Figure 2. Structural Equation Model of Electronic Word of Mouth, Brand Jealousy, Brand Love, and Purchase Intention (references: Author, 2018)

article also extends the conceptualization of the romantic ethics of modern consumerism of Campbell (1987). Sarkar (2014) said in his article that romantic brand love alone is not sufficient to motivate the consumer. Marketers should be able to create brand jealousy in the potential customer's mind. Individuals would be strongly motivated to buy a brand if they were jealous. The most important outcome of brand jealousy, in addition to purchase intention, is increased active engagement, as Sharpsteen (1993) states that a jealous partner's mind would largely be occupied by the thought of the other partner. So, a romantically jealous consumer would think a lot about the brand and be engaged in various activities in order to increase their proximity to the brand.

### Conclusion

Furthermore, electronic word of mouth has a positive and significant

influence on consumer's intention to reserve hotel rooms through online hotel reservation's website with brand love and brand jealousy as the mediators. Electronic word of mouth can become an important aspect in marketing in order to create purchase intention through brand love and brand jealousy. This study is limited in that the data were collected only from online review in one city in Indonesia. More studies are needed for future research.

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stakeholders through lectures, researches, and community services in her activities. Second author, Yuvita Ratnandika is a Bachelor in Management Department in Faculty of Economics and Business Universitas Brawijaya.

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