The Effect of Ewom, Brand Image, Brand Trust on Community Intelligence

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Abstract: This research aims to analysis the effect of eWOM, Brand Image, Brand Trust on Community Intelligence. Electronic word of mouth is marketing through new media that is very prevalent today. Brand trust is a consumer need that is trusted by consumers. Community intelligence is a condition of society at the level of education and economic empowerment of the community. This research was carried out by previous research by H. Samuel, Keane and Smith. This research is positivist by predicting future conditions on the problem. The research respondents were the people in the big city in Indonesia. The results of the study were the influence of eWom, brand image, community brand trust has a good influence on people's intelligence. EWom is very potential in this condition. Brand image positive potential for these variables. The intelligence of the Indonesian people is very active in new media. Brand image in Indonesian society does not yet have the same standard. Brand trust in Indonesian society has many variations. The community does not have a brand image at this time. People believe in trends. The conclusion of the research is the influence of electronic research on word of mouth, brand image, brand trust towards people's intelligence.

1   INTRODUCTION

New media is currently very used by the community. Electronic word of mouth is currently being followed by the people of Indonesia. The current brand image is no longer an important thing in society. Brand trust is not an important thing in Indonesian society. Indonesian human intelligence is always looking for things that can boost Indonesian human intelligence in order to be equal to other nations. New media is always used by humans today. So that some of the current public views on the brand image, brand trust shifts to things that are the current trend. This study wants to examine teacher space sites that have emerged in Indonesia. Many benefits obtained by the teacher room user. But we want to see from the perspective of communication and marketing.

Electronic word of mouth is an electronic media that is often used by the public personally. The new media that is currently appearing is helping the community today. Many new media individuals appear today. For example Whats Up, Line and many more. Kompas Data, Facebook leader, Mark

Zuckerberg, reported the business performance of its companies for the fourth quarter of 2017. WhatsApp's chat service showed significant growth by gathering 1.5 billion monthly active users (MAU). That number increased 14 percent compared to MAU WhatsApp in July 2017 which amounted to 1.3 billion. Daily active users (DAU) are in the range of one billion. Every day, WhatsApp handles more than 60 billion message exchanges between users throughout the world. This growth is predicted to continue to increase, along with the wider internet penetration. For "Story" products, Zuckerberg said WhatsApp was in second place and Instagram in the first place. Both are owned by Facebook. Ironically, Snapchat, which pioneered the Story feature, only collected DAU 178 million. WhatsApp Story and Instagram Story each penetrate the 300 million DAU figures, as compiled by KompasTekno, Thursday (1/2/2018), from TechCrunch. Facebook's decision to acquire WhatsApp is arguably a smart business choice. At that time, in 2014, WhatsApp only had 450 million MAU and 315 million DAU. Facebook believes in the potential of WhatsApp so that it dares to pay 19

billion US dollars or equivalent to Rp. 253.3 trillion (https://tekno.kompas.com/read/2018/02/01/092703 77/pengguna-aktif-bulanan-whatsapp-tembus-15-miliar.).

The brand image is Ruang Guru is the first virtual learning space in Indonesia. The process that occurs in the Ruang Guru is that users can ask questions and discuss with the teacher on the Ruang Guru's site. By paying and following the material on the site. This virtual learning space can be accessed by elementary school students up to high school level. Brand image level organization of Ruang Guru is a new organization, because by using new media and mainstream media is very helpful in the introduction of society. However, because this level of research must be the same, the unit of analysis of this study is the brand image model used by Ruang Guru, namely Iqbal Ramadhan. Iqbal is an artist who is currently very liked by teenagers in Indonesia this day. Ruang Guru uses the Iqbal model with several criteria. Iqbal is an artist with good artistic achievements, singers from childhood to adulthood, and now he starred in teen films which are a trend in Indonesia. As well as Iqbal in terms of learning achievement, he continued his studies abroad. This side makes Ruang Guru used Iqbal Ramadan as a model. Iqbaal Ramadhan is one of the most influential teenage public figures. After being a member of Coboy Junior (then CJR), Iqbaal also became the main actor in the film Dilan 1990. Iqbaal Ramadhan is a scholarship winner at United World College (UWC), Montezuma, United States (US). Iqbaal is the only Indonesian student that accepted in his class. As Ruang Guru's brand ambassador, Iqbaal not only became a spokesperson and campaigned for Ruang Guru products only, but also participated in teaching several English language learning materials on the learning platform for elementary, middle and high school. In addition, Iqbaal also provides input in various other Ruang Guru programs to remain relevant to today's young generation. (https://www.hipwee.com/feature/ruangguru-gandeng-iqbaal-ramadhan-sebagai-brand-ambassador-revolusi-pendidikan-semakin-berkembang)

Brand trust is now a very important thing in human life. Because new media overwhelms information available by new media. Sites that sell their products in the media must be trusted by users. New media users must get full trust in the products available in new media. New media is very difficult to get public trust. Therefore Ruang Guru must be trusted by the community. Ruang Guru is a new brand, so Ruang Guru always builds its brand trust

so that people believe it. The Ruang Guru educational application records a significant growth of users. Now the application made by Belva Devara has been used by 9 million users. Even though at the end of 2017, Ruang Guru only recorded 6 million users. In this year, Ruang Guru targets 10 million users. But in this quarter, the local application received an additional millions of users. (https://www.tek.id/tek/pengguna-ruangguru-tembus-9-juta-b1U2E9bYt)

Today's, the intelligence community is highly tested by the globalization of the world. Current media speed greatly influences human intelligence. Because new media presents a very interesting visual, so users without thinking too long directly use the message in new media. Attractive messages and visual content make users interested and spoiled by new media. The community is accustomed nowadays with visualization rather than having to read and write every message they want to make. Today's motoric intelligence is very good. But social intelligence and people's morale now be a concern. Humans now have difficulty interacting with other people. They are closer to the new media. Where sites or messages in new media can contain news or incorrect information.

In the era of social media like today, the distribution of hoaxes (liar news) becomes something very serious. The impact can disrupt the community, not only in cyberspace, but also in real life. Many bad cases occur due to hoaxes, because many people who deliberately use hoaxes as their weapons of war. Especially in the political year like today. Various parties try to continuously overcome the spread of hoaxes. What the government does, for example, regulates through the ITE Law. While what was done by platform developers, they tried to provide news reporting and filtering features. Including what WhatsApp has done for the past time by limiting the Forward feature.

The Research results, DailySocial tried to explore the characteristics of hoax distribution from the perspective of platform use. In collaboration with the Jakpat Mobile Survey Platform, we asked 2032 smartphone users across Indonesia about the distribution of hoaxes and what they did when receiving hoaxes. The following are some of the findings: (1) the most hoax information is found on the Facebook platform (82.25%), WhatsApp (56.55%), and Instagram (29.48%). (2) the majority of respondents (44.19%) are not sure they have expertise in detecting hoax news. (3) the majority of respondents (51.03%) of the respondents chose to remain silent (and did not believe in information)

when meeting hoaxes. (https://dailysocial.id/post/laporan-dailysocial-distribusi-hoax-di-media-sosial-2018)

This study wants to question whether there is an effect of electronic word of mouth, brand image, brand trust on human intelligence. The purpose of this study is the results of this study can explain the effect of electronic word of mouth, brand image, brand trust on human intelligence in the content of messages contained in new media. The benefits of academic research are the results of this study can explain and develop a study of marketing communication regarding the influence of electronic word of mouth, brand image, brand trust on human intelligence in new media. The benefit of practical research is that the results of this study can examine predictions of the effect of electronic word of mouth, brand image, brand trust on people's intelligence so that it can be used by any product maker in new media to increase human intelligence.

2 LITERATURE REVIEW

Previous research was conducted by Jeffry Layne Blevins, James Jaehoon Lee and Etin E. McCabe, on Tweeting for Social Justice in #Ferguson: Affective Discourse in Twitter Hashtags. (http://doi.org/10.1177/1461444819827030). This research differs from Jeffry's research which is based on the affective side of people. Similar research was conducted by Kinkin under the title "Representation of Media Literacy of Health Communication Dimensions in Indonesia" (Kinkin Yuliaty Subarsa Putri, 2018. Atlantis Press, Proceedings of the Internasional Conference of Communication Science Research). The next research used Responses to Conflicting Information in Computer-Mediated Communication: Gender Difference as an Example, by Chingching Chang. (http://doi.org/10.1177/1461444814535344). The difference with this research is that the product used in this study is an increase in intelligence. Gender could be measure for responding to conflicting information in computer mediated communication.

The next similar research by Valerie Barker and David M. Dozier, Ami Schmitz, Weiss, this research about Hernessing Peer potency: Predicting Positive Outcomes from Social Capital Affinity and Online Engagement with participatory Websites. (http://doi.org/10.1177/1461444814530291). This research object is different from Kinkin and Jeffry. The object of this research is an information

technology product in increasing the intelligence of high school students in Jakarta.

Word of mouth is a process of word of mouth using internet or web media. With activities in electronic of mouth, consumers will get a high level of market transparency. In other words consumers have a higher active role in the value chain cycle so that they can influence products and prices based on individual preferences. (Park and Kim, 2009). The electronic dimension of mouth according to Goyette et.al 2010 is (1) the intensity of defining intensity (intensity in electronic word of mouth is the number of opinions received by consumers in a social networking site, (2) positive valence is comments that are disseminated by consumers positive, (3) negative valence is a comment that is disseminated by consumers that is negative, (4) word of mouth content is a comment that is conveyed between users about the content of products such as quality, usage and others (http:// library .binus.ac.id/eColls / eThesisdoc / Bab2 / 2014-1-00271-MN% 20Bab2001.pdf (definition of ewom-brand image-brand trust in intelligence)

Brand image or brand image is a description of consumer associations and beliefs towards certain brands (Tjiptono, 2005; 49). According to Kotler about brands, a brand image is a number of beliefs about the brand. According to Aaker, brand image as to how brands are perceived by consumers. Brand image indicators (Sutisna, 2002: 66) are (1) consumer perceptions of product recognition, (2) consumer perceptions of quality, (3) consumer perceptions of size, (4) consumer perceptions of endurance, (5) consumer perceptions of packaging design or model, (6) consumer perception of product color, (7) consumer perception of price, (8) consumer perception of local. (Phillip Kotler and Keller, Kevin Lane, 2007).

According to Delgado et al (2003) brand trust as an expectation or expectation with confidence in the reliability and intention of a brand in situations involving risk for consumers. Brand trust means consumers are generally willing to rely on the brand's ability to carry out its functions (Moorman et al in Chaudhun and Holbrock, 2002). (http://brandsite.weebly.com/brand-trust/first-post)

Brand trust as the willingness of individuals to trust the brand's ability to satisfy their needs (Kumar, 2009:69). According to Luk and Yip, (2008, 53) brand trust includes intention and trust and plays the facilitator in the buying process. Lau and Lee stated that brand trust factors are (1) brand characteristics have a very important role in determining consumer decision making to trust a

brand. Because consumers make an assessment before they make a purchase. Brand characteristics relating to brand trust include several things, which can be predicted, have reputation and competency, (2) company characteristics in a brand can also affect the level of consumer confidence in the brand. Consumer knowledge about companies that predict a brand is one of the basics of consumer understanding of the brand. These characteristics include a company, desired company motivation and integration of a company, (3) consumer brand characteristics are two groups of 9 consumers and brands) that can influence brand trust. These characteristics influence leadership between consumer emotional concepts and brand personality, brand preference, and brand experience. (https://repository.widyatama.ac.id/xmlui/bitstream/handle/123456789/3692/Bab%202.pdf?sequence=7)

Understanding of intelligence that was raised by the following experts: (1) according to Gregory, intelligence is the ability or skill to solve problems or create products that are valuable in one or more certain cultural buildings. (2) according to CP Chaplin, intelligence is the ability to deal with and adapt to new situations appropriately and effectively, (3) according to Anita E. Woolfok, intelligence is the ability to learn, all knowledge gained, and the ability to adapt to new situations or the environment in general.The types of intelligence that are generally understood today consist of; intellectual intelligence or intelligence quotient (IQ), emotional intelligence or Emotional Quotient (EQ), and spiritual or Spiritual Quotient (SQ) intelligence. The following is an explanation of each type of intelligence, (1) Intellectual intelligence or Intelligence Quotient (IQ): is a form of an individual's ability to think, process, and master his environment to the maximum and act in a directed manner. This intelligence is used to solve logical and strategic problems, (2) Emotional Quotient (EQ), is the ability to recognize, control and organize one's own feelings and feelings of others deeply so that their presence is pleasing and coveted by others. This intelligence gives us awareness about one's own feelings and those of others, gives empathy, love, motivation, and the ability to respond to sadness or joy appropriately, (3) Spiritual Quotient (SQ), which is a source inspire and soar a person's spirit by attaching themselves to the values of truth indefinitely. This intelligence is used to distinguish good and bad, right and wrong, and understanding moral standards. (http://pengertianahli.id/2013/12/pengertian-kecerdasan-dan-jenis-kecerdasan.html).

3 RESEARCH METHODS

This research uses quantitative research. Quantitative research which explains a phenomenon with other phenomena. Research method by distributing questionnaires to respondents who used Ruang Guru. Respondents are high school students in Jakarta. Time of study in December 2018 and January 2019. The validity of the electronic word of mouth KMO is .89 with a significance of .000, KMO's brand image is .74 with a significance of .000, KMO's brand trust is .88 with a significance of .000 and KMO's community intelligence is .86 with a significance of .000. Electronic reliability of word of mouth is .84, brand image is .85, brand trust is .85 and intelligence is .91. It is meaning that the research process can be continued in the next stage.

4 DISCUSSION AND REFLECTION

The results of the descriptive study of all the variables in this study were responded positively by the respondents of the teacher room users. Electronic word of mouth in this study responded positively to this research. The brand image was responded positively also by respondents of this study. Brand trust was responded to by the respondents of this study. Community intelligence was also responded by positive respondents.

The electronic dimension of word of mouth is the intensity of defining in electronic word of mouth the many opinions experienced by consumers in a social networking site. This dimension of the descriptive results is positive. The relationship with the concept of marketing communication. Where the electronic word of mouth requires transparency of community members in it. Intelligence in using new media is also very necessary for its users.

The brand image of the research object in the teacher's room is also positive in this study. Brand image is a description of consumer associations and beliefs about a particular brand. Research respondents believe that using the teacher's room can help them overcome school tasks. Although the teacher's room has a fairly strong brand image, but because of technological advancements, it can help its users.

The brand trust received a positive response from respondents in this study. Brand trust is brand trust or user expectations with confidence in the reliability and intention of a brand in situations

involving risk for consumers. Even though Ruang Guru is new, but consumer confidence in this brand is very strong. Ruang Guru is a new brand and new technology in using explanations of teaching and learning activities with upper level students. Information technology is very much the foundation of Ruang Guru to offer consumers. New product but has been trusted by the community. It could be the next phenomenon of traditional schools where teachers and students meet in class, there will be no future.

Community intelligence of this study was also positive for the respondents. The intended intelligence is to be able to solve problems. Intelligence does not have to be top in formal school. But intelligence in thinking and solving any problem is needed now. With various information that appears in new media. Users can intelligently solve existing problems.

The regression analysis of this study between the influence of electronic word of mouth has an influence on the intelligence of the strong community with r = .5 with a significance of .000. the influence of brand image has a strong strength with r = .51, with a significance of .000. the influence of brand trust on the intelligence of a strong community with a significance of .000 and r = .52. meaning that the influence of all variables in this study is strong with good significance. This means that the influence of electronic word of mouth, brand image and brand trust on people's intelligence has a strong trend.

Previous research strongly supports the results of this study. With respondents who are still teenagers, being responsive to information technology strongly supports new things that are currently developing. The reflection of this research is that this research can be developed with other things and can be in different contexts.

5 CONCLUSIONS

The effect of electronic word of mouth, brand image, brand trust on strong community intelligence. Reflection of this research is the respondents are not respected of brand image and brand trust. They are very attracted by electronic word of mouth. Because people trusted of new media through trusted. This research can proceed to a different context and look at previous studies. Technological advances are very helpful and new ones are immediately accepted by society. If the benefits can be directly felt by the community.

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