



TECHNIUM
SOCIAL SCIENCES JOURNAL

Vol. 35, 2022

**A new decade
for social changes**

www.techniumscience.com

ISSN 2668-7798



9 772668 779000

The role of brand image and brand trust through electronic word of mouth in creating parent's interest to sending children to school

I Made Wijaya Kusuma¹, I Gusti Ayu Wimba², Putu Yudy Wijaya³

¹ Student of Master of Management Study Programme, Faculty of Economics Business and Tourism, Hindu Indonesia University

^{2,3} Lecturer of Master of Management Study Programme, Faculty of Economics Business and Tourism, Hindu Indonesia University

Putu Yudy Wijaya (yudywijaya333@unhi.ac.id)

Abstract. A good education is expected to be able to lead the community to achieve the expected success, add skills, and form a good character in individuals. The purpose of this study is to analyze the role of brand image and brand trust in creating parents' interest to sending children to Bali Public School Denpasar Elementary School through electronic word of mouth as a mediating variable. The study population was all parents of students of SD Bali Public School Denpasar with a sample used as many as 100 parents of students as respondents. The research instrument uses questionnaires as well as several other data collection methods such as observation, interviews and literature and analysis methods using descriptive analysis and inferential analysis with SEM PLS analysis. The results showed that brand image and brand trust had a positive and significant effect on electronic word of mouth. Brand image, brand trust, and electronic word of mouth have a positive and significant effect on the interest of parents of students. The implication of the research is the need to provide an understanding for parents that each school is able to provide adequate education for each of its students. Young teachers should receive training on an effective teaching system so that the skills of young teachers are improved in creating an effective teaching and learning process.

Keywords. brand image, brand trust, electronic word of mouth, parents' interest to sending children to school.

1. Introduction

Education has an important meaning for human life. A good education is expected to be able to lead the community to achieve the expected success, add skills, and form a good character in individuals. Given the importance of education, it is not surprising that many students and parents are competing to continue their studies at the best school from an early age. The functions of basic education according to are as follows [1]: (1) Through basic education, students will be equipped with basic skills related to the ability to think critically, read, write, count and basic mastery to learn science and technology and the ability to communicate which is a demand for minimal abilities in social life. (2) With basic education

can provide the basics to be able to attend education at the next level. Because in essence, the success of attending education in high school and college is influenced by success in attending basic education.

Decision-making regarding school choice is the same as an individual's decision on anything else, where it is preceded by interest. Interest refers to the consumer's desire to consume or use goods in the future [2]. Interest is the tendency to pay great attention to something with a happy feeling in doing so [3].

Many studies have shown that brand image and electronic word of mouth affect the perception of risk and the perception of quality of a product, which further affects individual interests [4]. [5] also revealed that the interest of individuals or consumers in buying and using products and services is strongly influenced by the electronic word of mouth (eWOM) which is accompanied by an increase in the brand image and brand trust of the product or service. Viral marketing or also known as electronic word of mouth (eWOM) according to [6] is marketing using the internet to create word of mouth effects to support marketing efforts and goals. Moreover, product/service marketing through digital marketing continues to grow and is current [7].

According to [6] brand image is the perception and trust held by the consumer, which is reflected or inherent in the mind and memory of a consumer himself. This perception can be formed from the consumer's past information or experience of the brand. As well as brand image is also a way for customers to see the reach of a product as a whole or even a single product related to the brand itself. [8] mentions that a brand image is a description of the association of consumer confidence towards a particular brand.

In addition to brand image, a positive eWOM is also related to increasing brand trust and will ultimately also affect individual interests. Customer trust in a brand (brand trust) is defined as a customer's desire to lean on a brand with risks faced because expectations of that brand will lead to positive results [9][10]. Brand trust is the desire of customers to lean on a brand with the risks faced because expectations of the brand will lead to positive results [11].

According to [6] trust is a person's desire to depend on something that is influenced by a number of factors such as competence, integrity, honesty and benevolence. Brand trust concerns the ability of brands to fulfill promises and maintain consistency in product and service performance, which will affect the brand loyalty of these products [12].

Looking at the various relationships and relationships, researchers are interested in being interested in looking deeper into the relationship between these variables more deeply, especially in the field of education, namely in elementary school. Interest from parents and students is very important for an elementary school to attract students to be willing to join and continue their education to the chosen school. One of the most famous international elementary schools in Bali is SD Bali Public School Denpasar. However, the data shows that the trend of the number of students has decreased (Figure 1).

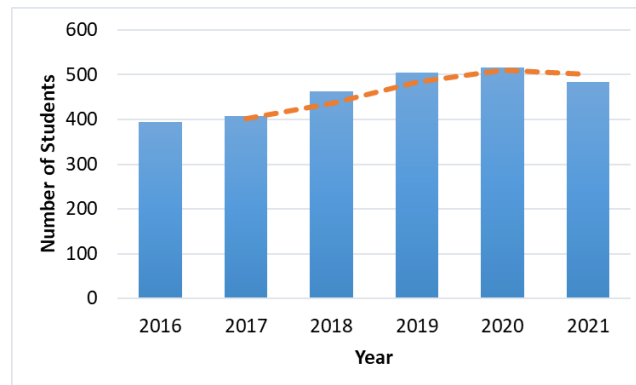


Figure 1. Number of Bali Public School Denpasar Elementary School Students in 2016 – 2021

This decline is quite worrying considering how important the role of students is for the sustainability of a school. Therefore, it is necessary to conduct research on the interest to sending children to school. The purpose of this study can be formulated, namely to analyze the influence of brand image and brand trust on eWOM and parents' interest in sending children to school at SD Bali Public School Denpasar. In addition, it also aims to analyze the role of eWOM in mediating the influence of brand image and brand trust on parents' interest in sending children to school at SD Bali Public School Denpasar.

2. Literature Review

2.1. Consumer Behavior

Consumer behavior is a science that studies why, when, where and how individual consumers, buy, choose and use goods or services to satisfy their needs [13]. Consumer behavior is the behavior shown by consumers in finding, buying, using, evaluating, and spending on products and services that they expect to meet their daily needs [14]. [15] states that there are three factors that influence consumer behavior, namely individual consumers, the environment that affects consumers, marketing strategies.

2.2. Interest

According to [16] interest arises because of a positive stimulus regarding an object so that it gives rise to consumer motivation towards a product. According to [6][17] interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even in wanting a product. According to [6] interest is a consumer behavior that appears in response to an object that indicates the customer's desire to make a purchase.

According to [18] there are several factors that influence interests, namely differences in work, socioeconomic differences, differences in hobbies and preferences, sex differences, and age differences. Interests according to Ferdinand in [19] can be identified through several indicators, namely transactional interest, referential interest, preferential interest, exploratory interest.

2.3. Electronic Word of Mouth (eWOM)

Electronic Word of Mouth is a positive and negative statement formed from the opinion of consumers, potential consumers and former consumers of a product that can be accessed by

a wide audience in cyberspace [20] in eWOM becomes a venue or a place that is very important for consumers to provide their opinions and is considered more effective than offline WOM, due to its greater level of accessibility and range [5]. Based on the research of [21], there are three indicators of electronic word of mouth, namely intensity, valence of opinion, and content.

2.4. Brand Image

Brand image is the customer's understanding of the brand as a whole. Customer trust in a particular brand and how customers perceive a brand. A positive brand image will make customers like a product with the brand in question in the future, while for manufacturers a good brand image will hinder the marketing activities of competitors. [22] define the brand image "Perception and beliefs held by consumers. As reflected in the associations held in consumer's memory". As a set of perceptions and trusts that customers have in a brand that are reflected through associations that are in the customer's memory. When a brand image has been able to build the character of the product and provide a value proposition, then convey the character of the product to its customers uniquely, it means that the brand has given an emotional power more than the rational power possessed by the product. This will make customers associate positive things in their minds when they think of the brand.

According to [23] the main dimensions of shaping the image of a brand are brand identity, brand personality, brand association, brand attitude and behavior, as well as brand benefit and competence. According to Kotler and Keller in [24] the brand image can be seen from the advantages, strengths, and uniqueness of brand associations.

2.5. Brand Trust

Brand trust is a factor that can influence consumers' purchasing decisions. Customer trust in the brand (brand trust) is defined as the customer's desire to lean on a brand with the risks faced because expectations of the brand will cause positive results [9]. According to the American Marketing Association, a brand is the name, term, sign, symbol, design, or combination of such things, intended to identify the goods or services of a person or group of sellers and to distinguish them from competing products [6].

According to Delgado quoted by [27], brand trust is an expectation of brand reliability and intention. There are two variable indicators that affect brand trust, namely brand reliability and brand intention.

2.6. Research Framework

Individual behavior in deciding to buy or use a product and service is often initiated and influenced by many external stimuli, both in the form of marketing stimuli and environmental stimuli. These stimuli are then processed inside a person according to their personal characteristics, so that an interest arises and leads to a purchase decision. The personal characteristics of consumers used to process these stimuli are very complex, and one of them is the motivation of consumers to buy. Interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the degree of likelihood of consumers making a purchase [5]. Buying interest is usually influenced by positive impressions caused by consumers, one of which is through reviews or what is currently better known as eWOM.

The eWOM message is a very important message for consumers when they want to get information regarding the quality of a product or service, and will be an important reference in the decision-making process. From this message, it will cause a brand image for consumers. A positive brand image will be remembered more often by consumers if it is spoken positively,

on the contrary it becomes less remembered if it is spoken negatively by word of mouth [5]. The eWOM reference largely determines the brand trust [25]. Based on relationships that are reflected in the variables of brand image, brand trust, eWOM, and interests. The conceptual framework of the study is presented in Figure 2.

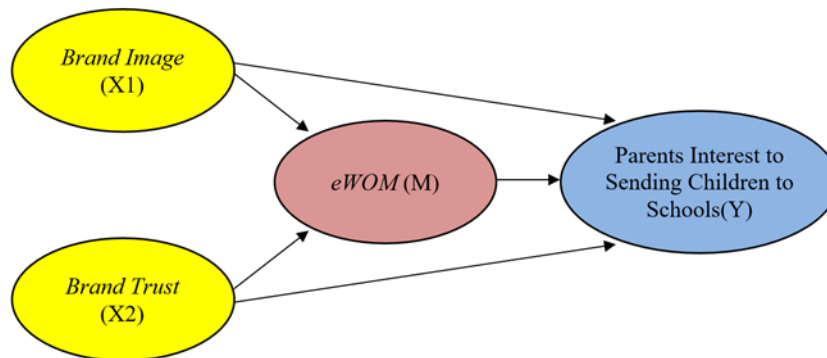


Figure 2. Framework

2.7. Hypothesis

Based on the literature review and framework, research hypotheses can be compiled as follows:

- H1 : It is suspected that there is a positive and significant influence of brand image on the electronic word of mouth.
- H2 : It is suspected that there is a positive and significant influence of brand trust on the electronic word of mouth.
- H3 : It is suspected that there is a positive and significant influence of brand image on parents' interest to sending children to school.
- H4 : It is suspected that there is a positive and significant influence of brand trust on parents' interest to sending children to school.
- H5 : It is suspected that there is a positive and significant influence of electronic word of mouth on parents' interest to sending children to school.
- H6 : It is suspected that there is a positive and significant influence of brand image on parents' interest to sending children to school mediated by electronic word of mouth.
- H7 : It is suspected that there is a positive and significant influence of brand trust on parents' interest to sending children to school mediated by the word of mouth.

3. Method

This research uses a quantitative explanatory approach, where through quantitative analysis, proof of the relationship or relationship between research variables will be carried out. The locus of this study was at SD Bali Public School Denpasar, so that the population of this study was all parents of SD Bali Public School students who were recorded in the 2021/2022 Academic Year as many as 484 people. The number of samples used in this study is adjusted to the analysis method used, namely the Structural Equation Model (SEM). Chi Square testing the SEM model is very sensitive to the number of samples, so this research sample will require referring to the criteria proposed by [26] i.e. with the Maximum Likelihood Estimation (MLE) technique. A good number of samples according to MLE ranges from 100-200 samples. Therefore, the expected number of samples is at least 100 samples and a maximum of 200 samples. Therefore, in accordance with the minimum sample criteria according to MLE, in this study used a sample of 100 people from parents of students of SD Bali Public School Denpasar.

Data collection is carried out through questionnaire instruments that have been tested for validity and reliability. The collected data were tabulated and analyzed with descriptive and inferential analysis techniques through SEM-PLS analysis. The tool used for SEM-PLS analysis is SmartPLS.

4. Results and Discussion

4.1. Characteristics of Respondents

The research data was obtained from the results of a questionnaire that had been distributed to the study respondents totaling 100 parents of students of SD Bali Public School Denpasar. The characteristics of respondents in this study are in terms of gender, age, and education which can be presented in Table 1.

Table 1. Characteristics of Respondents

Information	Number (of people)	Percentage (Percent)
Gender		
Man	44	44,0
Woman	56	56,0
Total	100	100
Age		
< 30 Years	26	26,0
31-35 Years	28	28,0
36-40 Years	20	20,0
> 40 Years	26	26,0
Total	100	100
Education		
Junior High	20	20,0
School/Equivalent	31	31,0
High School/Vocational	25	25,0
School/Equivalent	24	24,0
Diploma	100	100
Bachelor		
Total		

4.2. Description of Research Variables

Descriptive analysis was carried out to determine the picture of respondents' perceptions of the statements given in the research instrument about the variables under study. The analysis was carried out by calculating the *mean* based on respondents' responses to each variable. The higher the average value obtained, the better the respondent's response to the indicator or variable.

Quantitative assessment uses an interval scale by integrating the average score according to the assessment category [27], so that the classification of scores is very bad (1.00 – 1.80), not good (1.81 – 2.60), not good (2.61 – 3.40), good (3.41 – 4.20), and very good (4.21 – 5.00). According to this classification, the results of data analysis for each variable are presented in Table 2.

Table 2. Results of Research Variable Description Analysis

Variable	Statement/ Indicator	Respondents' Answers					Average Score	Information
		5	4	3	2	1		
Brand image	Transactional interest	12	81	2	1	4	3,96	Good
	Reference interests	5	84	5	4	2	3,86	Good
	Preferential interests	16	73	4	1	6	3,92	Good
	Exploratory interests	15	70	8	3	4	3,89	Good
	Number of Scores						15,63	
	Average						3,91	Good
Brand Trust	<i>Intensity</i>	11	75	6	5	3	3,86	Good
	<i>Valence of Opinion</i>	10	75	8	2	5	3,83	Good
	<i>Content</i>	23	57	10	5	5	3,88	Good
	Number of Scores						11,57	
	Average						3,86	Good
Electronic Word of Mouth	Brand association advantages	9	73	9	3	6	3,76	Good
	The power of brand associations	14	75	6	3	2	3,96	Good
	Peculiarities of brand associations	6	81	8	4	1	3,87	Good
	Number of Scores						15,63	
	Average						3,91	Good
Interest to sending children to school	<i>Brand Reliability</i>	9	73	9	3	6	3,76	Good
	<i>Brand Intention</i>	14	75	6	3	2	3,96	Good
	Number of Scores						15,63	
	Average						3,91	Good

4.3. Outer Model Evaluation

Convergent validity is a criterion in measuring the validity of indicators that are reflective. This evaluation is carried out through an examination of the *outer loading* coefficient of each indicator against its latent variables. An indicator is said to be valid, if the *outer loading* coefficient is greater than 0.60 but for analysis whose theory is not clear then *outer loading* 0.50 is recommended [28], as well as significant at the *p-value level* < 0.05 or *I-statistic* 1.96. The result of the *outer loading* calculation of the indicator of each variable has an *outer loading* value of > 0.60 , and a *p-value* of 0.000 which is significant at the level of 0.05.

Reflective indicators also need to be tested for *discriminant validity* by *cross loading*. An indicator is declared valid if it has the highest *loading factor* to the intended construct compared to the *loading factor* to another construct. and declared valid.

A measurement can be said to be *reliable*, if the *composite reliability* and *cronbach's alpha* have a value greater than 0.70. *Composite validity* and *cronbach's alpha* are measurements of reliability between blocks of indicators in a research model. Nilai *composite reliability* and *Cronbach Alpha* all constructs have shown values greater than 0.70 so that they meet the reliability requirements based on the *composite reliability criteria*.

4.4. Measurement of Inner Model

Structural model evaluation (*Structural Model / Inner Model*) is a measurement to evaluate the level of accuracy of the model in the overall research which is formed through several variables along with its indicators. In the evaluation of this structural model, it will be carried out through several approaches including: 1) *R-Square* (R^2), 2) *Q-Square Predictive Relevance* (Q^2) and 3) *Goodness of Fit* (*GoF*).

4.4.1. *R-Square* (R^2), can show how much variation of the dependent variable is caused by the independent variable. *R-Square* (R^2) can also indicate the strength of a research model. The results of structural model evaluation through *R-Square* (R^2) of this study are shown in Table 3.

Table 3. Results of R-Square Analysis

Construct	R-Square	R-Square Adjusted
Parental interests (Y)	0,755	0,747
eWOM (M)	0,578	0,569

Table 3 shows that the *R-square* value of parental interest is 0.755; based on Chin's criteria [28], the model includes strong model criteria, the meaning of which is that variations in *brand image*, *brand trust*, and *electronic word of mouth* are able to explain the variation in parental interest by 75.5 percent, the remaining 24.5 percent is explained by variations in other variables. While the *electronic word of mouth* variable has an *R-square* value of 0.578 or includes a strong model, meaning that the variation in *brand image* and *brand trust* is able to explain the *electronic word of mouth*, which is 57.8 percent, the remaining 43.2 percent is explained by other construct variations outside the model.

4.4.2. *Q-Square* (Q^2), is a measure of how well the observations made provide results on the research model. The criteria for strong weak models measured based on *Q-Square Predictive Relevance* (Q^2) according to [28] are as follows: 0.35 (strong model), 0.15 (moderate model), and 0.02 (weak model). The formula *Q-Square* is: $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$. The criteria for strong weak models measured based on *Q-Square Predictive Relevance* (Q^2) according to Lathan and [28] are as follows: 0.35 (strong model), 0.15 (moderate model), and 0.02 (weak model).

The magnitude of the *Q-Square* value in this study is as follows

$$\begin{aligned}
 Q^2 &= 1 - (1 - R_1^2)(1 - R_2^2) \\
 &= 1 - (1 - 0.755)(1 - 0.578) \\
 &= 1 - (0.245)(0.422) \\
 &= 1 - 0.103 \\
 &= 0.897
 \end{aligned}$$

The results of the Q^2 calculation show a value of 0.897 (89.7%) can be explained through the relationship between the variables *brand image*, *brand trust*, *electronic word of mouth*, and parental interest, while the remaining 10.3% is another factor outside the research model. Based on these calculations, the global model of estimate results is included in the strong criteria.

4.4.3. *Goodness of Fit* (*GoF*) is a measurement of the accuracy of the model as a whole (global), because it is considered a single measurement of the outer model measurement and the inner model measurement. Measurement values based on *Goodness of Fit* (*GoF*) have a range of values between 0 (zero) to 1 (one).

The criteria for the strength of the model based on the measurement of *Goodness of Fit* (*GoF*) according to [28], are as follows: 0.36 (*GoF* large), 0.25 (*GoF* medium), and 0.10 (*GoF*

small). The formulations for measuring the strength of the weak model based on Goodness of Fit (GoF), are:

$$\begin{aligned} \text{GoF} &= \sqrt{(\sqrt{\text{AVE}} \times \text{R}^2)} \\ &= \sqrt{[(0.635 + 0.796 + 0.658 + 0.699)/4] \times [(0.755 + 0.578)/2]} \\ &= \sqrt{[2,788/4] \times [1,333/2]} \\ &= \sqrt{0.697 \times 0.667} = \sqrt{0.465} = 0.682 \end{aligned}$$

Based on the test results, it shows Goodness of Fit (GoF) value of 0.682, referring to the criteria for the strong weak measurement model through Goodness of Fit (GoF) according to [28] model. This research is classified as a strong (large) model.

4.5. Results of Hypotheses Testing

To measure the relationship between variables or models predicted with a t-test and to explain the hypothesis can be seen from the significance value of the comparison of the t-table value with the t-calculated value at a significant level $\alpha = 0.05$ (alpha 95%). The decision-making criteria on the t test are that H0 is accepted if: P-value ≥ 0.05 and H1 is accepted if: P-value ≤ 0.05 .

Based on the results of data processing carried out with the *SmartPLS 3.0 tools*. Table 4 shown the relationship between variables.

Table 4. Path Analysis (Direct and Indirect Effect) and Statistical Testing

Constructs	Path Coefficient	T Statistics	P Values	Information
<i>Brand Image</i> (X1) -> <i>eWOM</i> (M)	0,402	2,742	0,006	Significant
<i>Brand Trust</i> (X2) -> <i>eWOM</i> (M)	0,429	2,920	0,004	Significant
<i>Brand Image</i> (X1) -> Parents' Interest (Y)	0,289	2,469	0,014	Significant
<i>Brand Trust</i> (X2) -> Parental Interest (Y)	0,385	2,177	0,030	Significant
<i>eWOM</i> (M) -> Parental Interest (Y)	0,282	2,746	0,006	Significant
<i>Brand Image</i> (X1) -> <i>eWOM</i> (M) -> Parents Interest (Y)	0,113	2,016	0,044	Significant
<i>Brand Trust</i> (X2) -> <i>eWOM</i> (M) -> Parents Interest (Y)	0,121	2,026	0,043	Significant

Given that all paths in this study (both direct and indirect) showed significant results, the entire hypothesis of this study was accepted.

4.6. Discussion

The results of the analysis show that the brand image has a positive and significant effect on the electronic word of mouth at SD Bali Public School Denpasar. *The brand image* of SD Bali Public School Denpasar will be remembered more often by parents of students and the public if it is spoken positively, on the contrary, it becomes less remembered if it is spoken negatively by word of mouth. This research is in line with the results of research conducted by [29] [30] which states that brand image has a positive and significant effect on consumer interest.

Brand trust has a positive and significant effect on *the electronic word of mouth* at SD Bali Public School Denpasar. The trust of parents of students to SD Bali Public School Denpasar can greatly determine the wishes and intensity of parents writing and reviewing their experiences on social media about SD Bali Public School Denpasar, reviews of the students' parents which can develop into information that can be used as a reference for the community

or parents to send their children to school at SD Bali Public School Denpasar. This research is in line with the results of research conducted by [31] and research conducted by [32] which states that *brand trust* has a positive and significant effect on *electronic word of mouth*.

The results also showed that brand image has a positive and significant effect on the interest of parents of students to send their children to SD Bali Public School Denpasar. The brand image of SD Bali Public School Denpasar is one of the key factors considered by parents to send their children to SD Bali Public School Denpasar. When the image of SD Bali Public School Denpasar is increasingly positive such as a comfortable environment, competent teaching staff in their fields of knowledge, and the learning methods offered are getting better, then it will be the basis for evaluation for parents of students because every parent will want to provide the best for their child's education, which has an impact on the high low interest of parents to send their children to school at SD Bali Public School Denpasar. This research is in line with the results of research conducted by [33][34] which states that *brand image* has a positive and significant effect on consumer interest, the better the *brand image*, the higher the consumer interest in using products/services.

Brand trust has a positive and significant effect on the interest of parents of students to send their children to SD Bali Public School Denpasar. Trust in the brand (*brand trust*) or parental trust in SD Bali Public School Denpasar greatly affects the interest of parents to send their children to school at SD Bali Public School Denpasar because parents basically have a more vigilant attitude towards what will be given to their children, especially in terms of education. This research is in line with the results of research conducted by [5] which states that *brand trust* has a positive and significant effect on consumer interest.

Electronic word of mouth has a positive and significant effect on parents' interest to sending children to SD Bali Public School Denpasar. *Electronic word of mouth* in this case is the main informal communication channel for parents and the community regarding SD Bali Public School Denpasar which can influence the short-term and long-term decisions of parents to send their children to SD Bali Public School Denpasar. This research is in line with the results of research conducted by [5][35] [36] and [37] which stated that electronic word of mouth has a positive and significant effect on consumers' buying interest.

The test results prove that *electronic word of mouth* positively and significantly mediates the influence of *brand image* on parents' interest to sending children to SD Bali Public School Denpasar. The positive image of SD Bali Public School Denpasar will make parents want to share their positive experiences, considering that currently more people have used social media, so these experiences are widely shared through reviews or reviews on social media both personally owned by parents and social media of SD Bali Public School Denpasar. Good or positive reviews about the image of SD Bali Public School Denpasar will give rise to an *electronic word of mouth* that is getting higher and faster spread to parents of students and the public. This can indirectly affect parents' interest to sending their children to school at SD Bali Public School Denpasar. This research is in line with the results of research conducted by [33][34][38], which stated that having a positive impression of a *brand* will foster individual interest in a product or service.

The results of the analysis showed that *electronic word of mouth* positively and significantly mediated the influence of *brand trust* on parents' interest to sending children to school at SD Bali Public School Denpasar. Parents of students who have high trust in SD Bali Public School Denpasar certainly want to share their experiences with others, one of which is through social media which is currently *trending*. Through this social media, parents of students will share information about SD Bali Public School Denpasar both positive and negative. The

information conveyed from parents of students who have experienced sending their children to school at SD Bali Public School Denpasar is certainly valid information for other parents and the public about the advantages of SD Bali Public School Denpasar. So that this will also arouse public trust and increase parents' interest to sending their children to school at SD Bali Public School Denpasar. This research is in line with the results of research conducted by [33][34][38] which stated that having a positive trust in a brand will foster individual interest in a product or service.

5. Conclusion

Based on the results of data analysis and discussion, it can be concluded that brand image and brand trust have a positive and significant effect on the electronic word of mouth at SD Bali Public School Denpasar. This means that the better the brand image and brand trust owned by SD Bali Public School Denpasar, the higher the intensity of the electronic word of mouth at SD Bali Public School Denpasar.

Furthermore, the results of the analysis also showed that brand image, brand trust, and electronic word of mouth had a positive and significant effect on parents' interest to sending their children to school at SD Bali Public School Denpasar. This means that the higher the brand image, brand trust, and the intensity of the electronic word of mouth about SD Bali Public School Denpasar, the higher the interest of parents to send their children to SD Bali Public School Denpasar.

Brand image and brand trust have a positive and significant effect on parents' interest to sending children to school mediated by *electronic word of mouth* at SD Bali Public School Denpasar. This means that the higher the *electronic word of mouth*, the more influence or relationship between *brand trust* and brand image on the interest of parents of students to send their children to school at SD Bali Public School Denpasar.

As a recommendation, it is recommended that SD Bali Public School Denpasar can provide training and seminars to young fresh graduates about an effective teaching system so that the skills of young teachers are improved in creating an effective teaching and learning process. In addition, it is also recommended to provide understanding to parents of students that young teachers and *fresh graduates* can still create an effective learning atmosphere, and can even apply new learning methods that are more effective than existing methods. Researchers are further encouraged to use or conduct research in other schools, be it elementary, middle, or high schools with private or public status so that the results of the study can provide a clearer picture of parents' interest to sending their children to certain schools

References

- [1] M. ALI: *Education Research, Procedure and Strategic*, Bandung, Angkasa Publisher, 2009.
- [2] M. K. KHAN, K. MEHMOOD: How Website Quality Affects Online Impulse Buying: Moderating Effects of Sales Promotion and Credit Card Use *Asia Pacific Journal of Marketing and Logistics*, 30(1), 2018, 725–748.
- [3] SORAYA: 2015. Factors Which is Influence Community Interest in Jakarta to Access Media Jakarta Smart City *Jurnal Komunikasi*, 6(1), 2015, 10-23.
- [4] D. I. HAWKINS, D. L. MOTHERSBAUGH: *Consumer Behavior: Building Marketing Strategy* (11th ed.), New York, McGraw-Hill, 2010.
- [5] H. SAMUEL, A. S. LIANTO: The Effect of eWOM, Brand Image, and Smartphone Buying Interest at Surabaya *Jurnal Universitas Kristen Petra Surabaya*, 8(2), 2014.

- [6] P. KOTLER, K. L. Keller: *Marketing Management*, Edition 12 Jilid 1. & 2, Jakarta, PT. Indeks, 2016.
- [7] P. Y. WIJAYA, I. G. P. KAWIANA, I. G. A. WIMBA, I. M. ASTRAMA, N. P. S. HARTATI: Strengthening Product Branding of Madu YBS SMEs Through Website *Jurnal Sewaka Bhakti*, 8(1), 2022, 17-28.
- [8] F. TJIPTONO: *Service, Quality & Satisfaction* 3rd Edition, Yogyakarta, Andi Publisher, 2014.
- [9] G. T. LAU, S. H. LEE: 1999. Consumers' Trust in a Brand and the Link to Brand Loyalty *Journal of Market Focused Management*, 4(1), 1999, 341-370.
- [10] M. RIZAN: The Effect of Brand Image and Brand Trust on Brand Loyalty of Teh Botol Sosro, Survey of Teh Botol Sosro Consumers at Food Court ITC Cempaka Mas, Jakarta Timur *Jurnal Riset Manajemen Sains Indonesia*, 3(1), 2012, 1-17.
- [11] N. NAVARONE, S. EVANITA: The Effect of Service Quality and Brand Trust on Repurchase Intention Through Customer Satisfaction as Mediating of Smartphone Samsung Product of Student at Padang City. *Jurnal Kajian Manajemen dan Wirausaha*, 1(2), 2019, 50–62.
- [12] D. A. BASTIAN: Analysis The Effect of Brand image and Brand Trust (Electronic word of mouth) on Brand Loyalty of ADES PT. Ades Alfindo Putra Setia *Jurnal Manajemen Pemasaran Petra*, 2(1), 2014, 1-9.
- [13] Z. PIRLYMPOU: A Critical Study: How Gender Determines Consumer Preferences *East-West Journal of Economics and Business*, 20(2), 2017, 29–37.
- [14] C. D. Sheldon: *Behavioral Psychology 3: Theories of Character and Behavior*, Yogyakarta, Kanisius Publisher, 2014.
- [15] D. SUNYOTO: *Principles of Marketing Management (Concept, Strategic, and Cases)*, Third Edition, Jakarta, CAPS Publisher, 2018.
- [16] H. SIMAMORA: *Guidance of Consumer Behavior*, Jakarta, Gramedia, 2013.
- [17] A. S. MARDIANI: The Effect of Brand Ambassador on Consumer's Buying Interest of Bandung Kunafe Cake *e-Proceeding of Management*, 5(2), 2018, 2577-2583.
- [18] MASHUDI: The Effect of Consumer Motivation, Quality Perception and Consumer Trust on Buying Interest of Bebek Sinjay Bngkalan Cullinary Tourism, *Master Theses*, Universitas Islam Negeri Maulana Malik Ibrahim Malang, 2020.
- [19] W. P. ARUM, A. H. ASMI: Improving Shopee's Product Buying Interest Through Celebrity Endorser *Jurnal Bisnis Terapan*, 4(1), 2017, 37-46.
- [20] T. HENNIG, K. P. GWINNER, D. D. GREMIER: Electronic Word-of Mouth Via Consumers-Opinion Platforms: What Motives Consumers to Articulate Themselves On the Internet *Journal of Interactive Marketing*, 18(1), 2004.
- [21] F. R. JIMENEZ, N. A. MENDOZA: Too Popular to Ignore: The influence of Online Reviews on Purchase Intentions of Search and Experience Products *Journal of Interactive Marketing*, 27(3), 2013, 226-235.
- [22] P. KOTTLER, K. L. Keller: *Marketing Management*, Pearson International Edition, 2012.
- [23] K. L. KELLER: *Strategic Brand Management; Building, Measuring, and Managing Brand Equity*. Fourth Edition Harlow, English: Pearson Education Inc., 2013.
- [24] K. PANDIANGAN, M. MASIYONO, Y. D. ATMOGO: Factors that Influence Brand Equity: Brand Trust, Brand Image, Perceived Quality & Brand Loyalty *Jurnal Ilmu Manajemen Terapan*, 2(4), 2021, 471–484.
- [25] J. JANSEN, M. ZHANG, K. SOBEL, A. CHOWDURY: Twitter Power: Tweets As

- Electronic Word Of Mouth. *Journal of The American Society For Information Science and Technology*, 60(11), 2009, 2169-2188.
- [26] J. F. HAIR: *Multivariate Data Analysis A Global Perspective*, Seventh Edition, Pearson, 2010.
- [27] SUGIYONO: *Research Method: Quantitative, Qualitative, and R&D*. Bandung, Alfabeta, 2017.
- [28] I. GHOZALI: *Application of Multivariate Analysis with SPSS Programme*, 7th Edition, Semarang, Badan Penerbit Universitas Diponegoro, 2017.
- [29] Z. N. ERIZA: The Role of Brand Image as Mediator and Risk Perception on the Relation Between Electronic Word of Mouth (e-WOM) and Buying Interest (Study of Cosmetic Consumer at Solo Raya). *Komuniti*, IX(1), 2017, 14-26.
- [30] I. B. G. A. SUYOGA, I W. SANTIKA: The Role of Brand Image in Mediating The Effect of Electronic Word of Mouth On Buying Interest *E-Jurnal Manajemen Unud*, 7(6), 2018, 3230-3257
- [31] A. PEREZ: Corporate social responsibility and customer loyalty: exploring the role of identification, satisfaction and type of company *Journal of Services Marketing*, 29(1), 2019, 15-25.
- [32] E. MACHADO, RODHIAH: The Effect of Self-Expression and Brand Trust on Electronic-Word of Mouth with Brand Love as Mediating of Vans Consumer at Jakarta *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 5(1), 2021, 49-58.
- [33] S. HATANE, A. S. LIANTOR: Analysis e-WOM, Brand Image, Brand Trust and Buying Interest of Smartphone Product at Surabaya *Jurnal Manajemen Pemasaran*, 8(2), 2014, 47- 54.
- [34] FOSTER, M. D. JOHANSYAH: The Effect of Product Quality and Price on Buying Interest with Risk as Intervening Variables (Study on Lazada.com Site Users) *International Journal of Innovation, Creativity and Change*, 9(12), 2019, 66-78.
- [35] A. LAKSMI, F. OKTAFANI: The Effect of Electronic Word of Mouth (eWOM) on Buying Interests of Instagram Followers of Warunk Upnormal *Jurnal Computech & Bisnis*, 10(2), 2016, 78-88.
- [36] RAKHMAWATI, M. NIZAR, K. MURTADLO: The Role Pengaruh Electronic Word of Mouth (E-WOM) and Viral Marketing on Visiting Interest and Visiting Decision (Study of Outdoor Café Consumer at Malang City) *Jurnal Sketsa Bisnis*, 6(1), 2019, 13-21.
- [37] P.Y. WIJAYA, N. N. R. SUASIH: The Role of Local Celebrity Endorsement of Advertisement at Social Media Sosial on Cullinary Product Buying at Bali Province when Stay Home Era Caused of Covid-19 Pandemic. *Jurnal Bisnis Strategi*, 29(2), 2020, 119-133. <https://doi.org/10.14710/jbs.29.2.119-133>
- [38] A. R. RUSMIATI, R. REZA, S. ACHMAD, E. SYAODIH, M. NURTANTO, A. SULTAN, A. RIANA, S. TAMBUNAN: The Perceptions of Primary School Teachers of Online Learning during the COVID-19 pandemic Period: A Case Study in Indonesia. *Journal of Ethnic and Cultural Studies*, 7(2), 2020, 90–109.