Influence Electronic Word Of Mouth (E-Wom) To Purchase Intention Wardah Cosmetic Products With Brand Image As A Mediation Variable

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Abstract

The usage of electronic word of mouth in consumer communications today helped the emergence of purchase intention on certain products, especially in the field of cosmetics for women, brand image of existing products also helps increase consumer purchasing intentions. This research aims to find out whether electronic word of mouth has a significant effect on purchase intention for Wardah cosmetic products with brand image as a mediating variable using techniques of structural equation modeling with the help of analytical tools Smart PLS 4. The type of research used is quantitative research with a sample size of 120 respondents who meet the sample criteria and were taken using techniques of accidental sampling. This research data was obtained through a questionnaire in the form of google form which was distributed to students at the University of Muhammadiyah Malang. The research results show that electronic word of mouth positive and significant effect on purchase intention, electronic word of mouth positive and significant effect on brand image, brand image significant effect on purchase intention, and electronic word of mouth positive influence on purchase intention through brand image as a mediating variable.

Keywords— electronic word of mouth, brand image, purchase intention

Abstrak

Penggunaan *electronic word of mouth* dalam komunikasi konsumen pada zaman sekarang membantu munculnya *purchase intention* pada produk tertentu khususnya dalam bidang kosmetik bagi perempuan, *brand image* yang ada juga ikut membantu meningkatkan niat beli konsumen. Penelitian ini bertujuan untuk mengetahui apakah *electronic word of mouth* berpengaruh signifikan terhadap *purchase intention* produk kosmetik Wardah dengan *brand image* sebagai variabel mediasi dengan menggunakan teknik *structural equation modeling* dengan bantuan alat analisis *Smar*t PLS 4. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan jumlah sampel sebanyak 120 responden yang memenuhi kriteria sampel dan diambil dengan menggunakan teknik *accidental sampling*. Data penelitian ini diperoleh melalui kuesioner dalam bentuk *google form* yang disebarkan kepada mahasiswi Universitas Muhammadiyah Malang. Hasil penelitian menunjukan bahwa *electronic word of mouth* berpengaruh positif dan signifikan terhadap *purchase intention*, *electronic word of mouth* berpengaruh positif dan signifikan terhadap *brand image*, *brand image* berpengaruh signifikan terhadap *purchase intention*, dan *electronic word of mouth* berpengaruh positif terhadap *purchase intention* melalui *brand image* sebagai variabel mediasi.

Kata kunci: Elektonik, Mulut ke mulut, Citra Merek, Niat Membeli

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INTRODUCTION

Appearance is an important thing for everyone. Your appearance starts from within by maintaining and caring for your skin to increase your self-confidence. Skin care products or cosmetics are used with the aim of improving appearance, apart from that, cosmetics also have other benefits, namely as a moisturizer, brightener, overcoming premature aging of the skin, and can protect the skin from sunlight which can harm the skin because it can cause skin cancer. Nowadays, the use of cosmetics is not only for women, but cosmetics can also be used by men Nadesul (2008), said that a person will never be far from using cosmetics because cosmetics can improve physical appearance to make them look more attractive and are used as maintenance.

Existing companies currently compete to obtain positive values that are instilled in the minds of consumers after using the products produced by these companies. Purchase intention is a learning process and thought process in forming a person's perception of owning the goods to be purchased Edeline & Praptiningsih, (2022). Purchase intention has a tendency to pay attention to and act on an object such as an individual, situation or activity accompanied by a feeling of happiness. Intention to purchase is very important in determining the level of consumer purchase of a product. The growth of a person's interest and intention to buy a product can be influenced by various things. One of the influencing factors is purchase intention like electronic word of mouth and brand image.

Wardah cosmetic products are made by PT Paragon Technology and Innovation (PTI), which is a company engaged in the production of cosmetics, this company oversees the brands Putri, Wardah, Make Over, Emina, and Innovative Xalon (IX). Wardah is one of the cosmetics that carries "halal" cosmetics. Wardah believes that a positive image can increase Indonesian women's confidence in creating work. Cosmetics have become an important part of women's beauty activities. So more and more cosmetic shops are popping up in big cities, including Malang City. The development of cosmetic shops in Malang City in the beauty sector has experienced an increase in the quality of products and services.

There are several cosmetic shops in Malang City that have their own advantages, such as offering safe and reliable organic products, offering products from well-known brands, and offering free beauty consultation services, discounts, and attractive promotions (Rekomended.com/November 2023). The development of cosmetic shops in Malang City is due to increasing consumer needs, especially for women with the status of beauty products and cosmetics in Malang City, and causes product demand to increase in the cosmetics market share. In facing increasingly tight business competition between competitors in the cosmetics sector, Wardah plays a role in maintaining stability e-wom to consumers in the market position, by playing an active role in offering and informing about Wardah products that were born in the main company. The main company plays a role in producing quality, varied, and superior products so that the positive brand image and products built by the company so far are not lost in the minds of the public.

The development of sales of Wardah cosmetic products in Malang City can be seen to have experienced an intense or rapid decline in the last few years. So the development of purchase intentions or the best brands chosen by consumers of Wardah cosmetic products has decreased from 2019 to 2023. In this way, this research will discuss the influence of electronic word of mouth (e-wom) on purchase

intention through brand image as a mediation to find out how Wardah cosmetic products will carry out strategies aimed at increasing product purchase intentions.

The influence of electronic word of mouth (e-wom) on purchase intention through brand image as mediation can be supported by research proposed by   Rakhma et al., (2019) that electronic word of mouth (e-wom), brand awareness, and brand image have positive and significant effect on purchase intention and is also supported by the results of research conducted by Residona (2019) which states that electronic word of mouth (e-wom), brand awareness have a significant effect on purchase intention. However, there are different results in the research presented by Tamonsang & Putri (2023). Electronic word of mouth (e-wom) does not have a significant influence

on purchase intention, but still has a relatively small contribution.

LITERATURE REVIEW

Theory planned behavior (TPB) is a theory of planned behavior that focuses on a person's intention to carry out certain behaviors. The factors that motivate a person to behave are intentions which can be used as an indication to measure how much effort a person makes to try to carry out a behavior (Ajzen, 2005). A person will tend to give a positive or negative response to an object, person, or event. This can show a person's attitude towards a behavior.

In supporting a person's behavioral intentions, social recognition factors are needed which are subjective norm variables (Luthans,et.al., 2001). According to (Ajzen, 2005), subjective norms are the basis for a person's beliefs that provide benefits to a particular object, which is called normative beliefs. The influence of normative beliefs is a belief in understanding and disputes between family, work relationships, friends, and other social influences that will influence a person's intention to carry out a behavior. Purchase behavior is customer behavior that sometimes does not stick to just one brand, but still has a connection to that brand (Schiffman & Wisenblit, 2015). So this kind of customer behavior can still provide benefits for the brand. Purchase behavior It is also defined as customer behavior in purchasing a particular brand, before finally making a decision with a close relationship to fulfill the needs or desires of each customer.

Purchase intention is a condition where consumers have the intention to purchase a product or service that has the highest level of expectations (Semuel & Setiawan, 2018). High expectations for the product must be taken into account by the company to influence consumers, so that in the end their product will be chosen by consumers. According to Ishaq & Prayoga (2017), purchase intention is a purchasing decision made by someone intensely accompanied by various considerations in using products and services. Purchasing a product by a customer cannot be realized if there is no intention to buy by the potential customer. Therefore, in order to make customers buy products, they must explore various factors that can trigger purchase intentions from potential customers. In this research, the influencing factors of purchase intention use e-wom and brand image where these two things are related to each other. Through e-wom, people can provide information more widely through social media.

Influencing factors on purchase intention According to Nuseir (2019) states that e-wom has a significant impact on influencing purchase intention, due to advances in technology and the use of the internet which encourages e-WOM as a driver of purchasing intentions. Meanwhile, according to Changet al., (2015) brand image can also influence consumer purchasing intentions by the way a product company has a strong image in influencing consumers' memories of making objects brand company with brand competitors so that it will encourage improvement purchase intention to potential buyers of the company's products.

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Electronic word of mouth (e-wom) In improving marketing or influencing the brand image of a product, it has positive and negative impacts. The negative impact of brand image is due to the uncertainty of the expectations and reality of what consumers want about the product. Electronic word of mouth Through certain products consumers can comment both good and bad on products displayed via the internet. The increasing number of Internet users means that companies need media to promote their products via the internet that is easily accessible to consumers (Edeline & Praptiningsih, 2022).

Hamdani & Maulani (2018) stated that electronic word of mouth is the right and easy choice for companies to promote the company's business through facilities in the form of social media such as Instagram, Tiktok, Facebook, Twitter, and website or forums Messenger. Electronic word of mouth forms a strong consequence of purchase intention when compared to traditional communications, such as newspapers, editorial recommendations, and radio advertisements. Electronic word of mouth has an important role in determining the consequences of consumer attitudes and behavior (Jalilvand & Samiei, 2012).

Setiadi (2013) stated that brand image is a representation of the overall perception of a product or service brand. Attitudes in the form of beliefs and preferences towards a brand are influenced by the image of the brand which is interconnected. Brand image An effective product reflects three things, namely building product character and delivering value proposition, conveying the character of the product uniquely so that it is different from its competitors, and providing emotional strength rather than rational strength (Kotler & Keller, 2012).

According to (Schiffman & Wisenblit, 2015) influencing factors of brand image are consumer perceptions as follows: Quality or qualities related to the quality of the products or services offered by the company; Prices are related to how much or how much money consumers spend to buy the desired product or service, which will affect the brand image in the long term; The use or benefit of the product or service provided is to fulfill a function so that it will be utilized optimally by consumers.; Trustworthiness and reliability relate to consumers' opinions about a product or service that consumers use or are interested in; Services related to the company's duties in serving consumers; Risks related to the size of the consequences or profits and losses that consumers may experience.

With these factors, brand image can be said to be an important foundation in determining consumer perceptions of a product. Apart from that, brands are also useful to protect against products or services that imitate the original for manufacturers and competitors. Brand image owned by a company will create a relatively long impression so that it will be formed in the minds of consumers when thinking about related products. In this research, there is an independent variable, namely electronic word of mouth, the dependent variable is purchase intention, and the mediating variable is brand image. The framework of thought in this research is as follows:
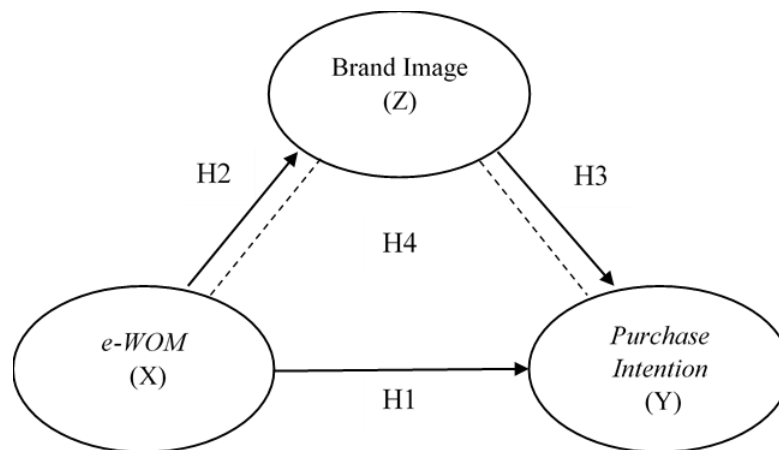
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Figure 1. Research Framework

RESEARCH METHODS

This type of research uses quantitative. According to Sugiyono (2020), a quantitative method is data that has the form of numbers or quantitative data that is added up. This research involves cosmetic product objects, especially products from Wardah, and their users, namely women, especially students at the University of Muhammadiyah Malang. Where this research was conducted in the area around the Malang area, especially at the Muhammadiyah University of Malang. The population in this research is consumers of Wardah products in Malang City. According to Sugiyono (2020) the sample is part of the population which is the source of data in research, where the population is part of the number of characteristics possessed by the population.

According to Sugiyono (2020), the sampling technique is a sampling technique to determine the sample to be used. The sampling technique used in this research uses accidental sampling in determining data sources. According to theory Fraenkel & Wallen (2012) recommend a minimum sample size for descriptive research of 100 people. So, based on this theory the sample used by researchers was 120 respondents. In this research, the data collection technique used was a questionnaire, according to Sugiyono (2020) A questionnaire is a data collection technique that is carried out by giving a set of written statements or questions to the respondent to be answered directly by the respondent. Collecting data online from respondents through a questionnaire in the form Google form.

The scale used for variables in this research is an ordinal scale. This research uses a Likert scale which is designed to examine how strongly the subject agrees or disagrees with a statement on a 5-point scale Sugiyono (2020). This research uses a questionnaire where the existing data is measured using an approach Structural Equation Model (SEM) based partial Least Square (PLS). Partial Least Square (PLS) is an equation model of Structural Equation Model (SEM) which is component or variant-based. Whereas the Structural Equation Model (SEM) is a statistical study that tests various sets of relatively difficult relationships and is measured simultaneously.

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RESULTS AND DISCUSSION

The results of the scale range analysis regarding electronic word of mouth among potential consumers of Wardah cosmetic products are fully explained in the following table:

Table 1. Variable Scale Range Electronic word-of-mouth

Item	STS	TS	N	S	SS	Scale Range	Explanation
X1	0	0	7	59	54	538	Very good
X2	0	0	3	62	55	537	Very good
X3	0	0	6	65	49	539	Very good
X4	0	0	5	53	62	534	Very good
X5	0	0	2	61	57	535	Very good
		Average				536,6	Very good

Source: *Primary data processed (2023)*

The results above explain that the respondents' responses related to electronic word of mouth from the overall average obtained a scale range score of 536.6 which is included in the very good category and the smallest value is seen at 534 in the third indicator which is included in the very good category, but respondents still considers that potential consumers of Wardah cosmetic products still feel worried if they do not read online reviews before making a purchase. The results of the scale range analysis regarding the brand image of potential consumers of Wardah cosmetic products are fully explained in the following table:

Table 2. Variable Scale Range Brand Image

Item	STS	TS	N	S	SS	Scale Range	Explanation
Z1	0	0	7	57	56	529	Very interesting
Z2	0	0	3	62	55	532	Very interesting
Z3	0	1	5	63	51	524	Very interesting
		Average				528,3	Very interesting

Source: *Primary data processed (2023)*

The results above explain that the respondents' responses related to brand image from the overall average obtained a scale range score of 528.3 which is included in the very attractive category and the smallest value is seen at 524 in the third indicator which is included in the very attractive category, but potential consumers of cosmetic products Wardah still thinks that the brand has not demonstrated its uniqueness.

Table 3. Variable Scale Range Purchase Intention

Item	STS	TS	N	S	SS	Scale Range	Explanation
Y1	0	0	9	60	51	522	Very intentional
Y2	0	0	6	54	60	534	Very intentional
Y3	0	0	4	54	62	538	Very intentional
Y4	0	0	5	59	56	531	Very intentional
		Average				531,2	Very intentional

Source: *Primary data processed (2023)*

The results above explain that the respondents' responses related to purchase intention from the overall average obtained a scale range score of 531.2 which is included in the very intention category and the smallest value seen is 522 in the first indicator which is included in the very intention category, but respondents still think that Potential consumers of Wardah cosmetic products still do not pay

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attention to the existence of the product and its quality.

The evaluation of the measurement model was tested using several indicators, including: convergent validity, discriminant validity, and reliability. The measurement model was calculated using SEM PLS 4 Algorithm as follows:

Table 4. Test Convergent Validity

Variable	Item	Loading Factor	AVE	Information
Electronic word of mouth (X)	X1	0.908	0.809	Valid
	X2	0.893		Valid
	X3	0.910		Valid
	X4	0.915		Valid
	X5	0.870		Valid
Brand Image (Z)	Z1	0.900	0.762	Valid
	Z2	0.860		Valid
	Z3	0.859		Valid
Purchase Intention (Y)	Y1	0.854	0.745	Valid
	Y2	0.852		Valid
	Y3	0.892		Valid
	Y4	0.854		Valid

Source: *Primary data processed (2023)*

Based on the results above, it is known that the value loading factor The resulting indicator is > 0.7 and the AVE value is > 0.5. In this way, these indicators are declared valid as measures of the latent variable.

Table 5. Mark Fornell-Larcker Criterion

Variabel	Electronic word of mouth (X)	Purchase Intention (Y)	Brand Image (Z)
Electronic word of mouth (X)	0.899		
Purchase Intention (Y)	0.618	0.863	
Brand Image (Z)	0.522	0.729	0.873

Source: *Primary data processed (2023)*

Table 6. Mark Cross Loading

Item	Electronic word of mouth (X)	Purchase Intention (Y)	Brand Image (Z)
X1	0.908	0.558	0.447
X2	0.893	0.503	0.429
X3	0.910	0.610	0.526
X4	0.915	0.552	0.479
X5	0.870	0.546	0.458
Y1	0.498	0.854	0.697
Y2	0.511	0.852	0.580
Y3	0.579	0.892	0.605
Y4	0.545	0.854	0.628
Z1	0.569	0.705	0.900
Z2	0.412	0.627	0.860
Z3	0.354	0.558	0.859

Source: *Primary data processed (2023)*

Based on the results above, the value cross-loading each item has a value > 0.7, and also each item has the greatest value when connected to the latent variable compared to when connected to other latent variables. This shows that each variable in this research has been able to explain the latent variable and prove that discriminant validity all items are declared valid.

Table 7. Reliability test

Variable	Cronbach's Alpha	Composite Reliability (c)
Electronic Word of Mouth (X)	0.941	0.955
Purchase Intention (Y)	0.886	0.921
Brand Image (Z)	0.845	0.906

Source: *Primary data processed (2023)*

Based on Table 7 above, it can be seen that the Composite reliability value for all research variables is > 0.7 and Cronbach alpha > 0.7. These results indicate that each variable has met Composite reliability and Cronbach alpha so it can be concluded that all variables have a high level of reliability. So further analysis can be carried out by checking the goodness of fit of the model by evaluating the inner model.

After doing the test outer model then the next step is to test the inner model. Testing the inner model or model structure is carried out to see the relationship between constructs, significance values , and R-square from the research model.

Figure 2. Structural Model

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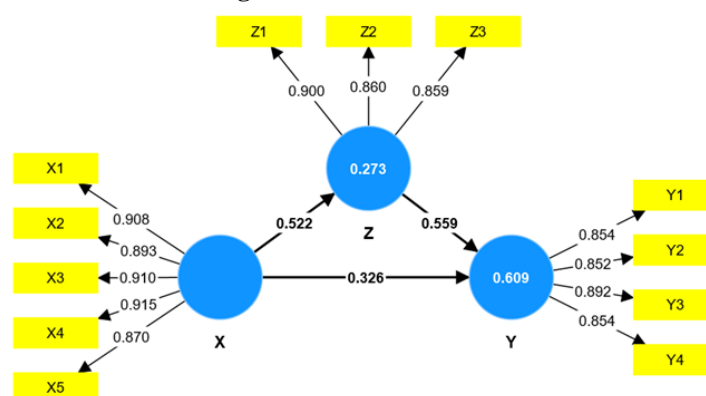
Tabel 8. R-square Test Result

Variable	R-Square	R-Square Adjusted
Purchase Intention (Y)	0.609	0.602
Brand Image (Z)	0.273	0.266

Source: *Primary data processed (2023)*

Based on table 8 above, it shows the value R-square of variable purchase intention of 0.609, this value means that the variable purchase intention 60.9% can be explained by independent variables and the remaining 39.1% can be explained by other variables not included in this study. Mark adjusted R-square of the variable brand image of 0.273, this value means that the variable brand image 27.3% can be explained by independent variables and the remaining 72.7% can be explained by other variables not included in this study.
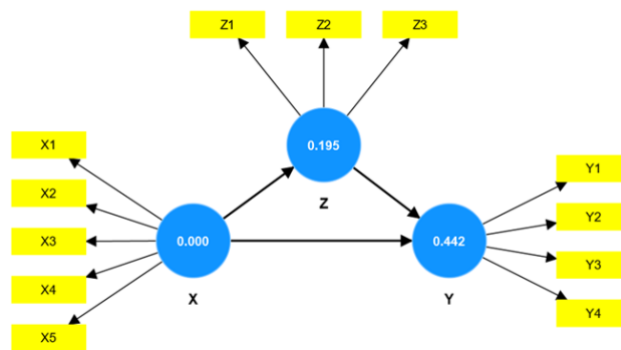
Figure 3. Predictive relevance

Table 9. Predictive relevance

Variable	Q² (=1-SSE/SSO)	Information
Purchase Intention (Y)	0.442	Has predictive relevance value
Brand Image (Z)	0.195	Has predictive relevance value

Source: *Primary data processed (2023)*

Based on the data presented in the table above, it can be seen that the value Q-square on the dependent variable > 0. By looking at this value, it can be concluded that this research has a good or good observation value because of the value Q-square > 0 (nol).
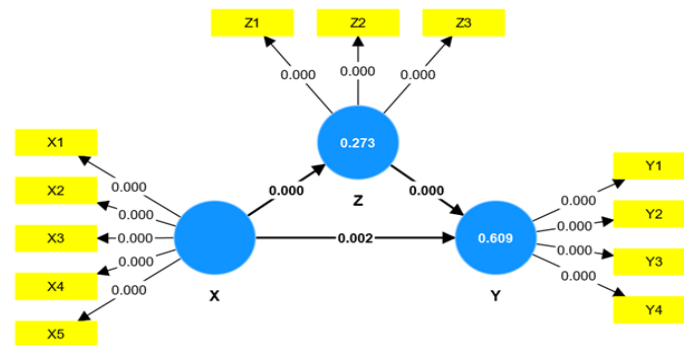
Figure 4. Hypothesis test

Table 10. Direct and indirect hypothesis testing

Variable	Original Sample (O)	T-Statistics (| O/STDEV |)	P Values
Electronic word of mouth -> Purchase Intention	0.326	3.094	0.002
Electronic word of mouth -> Brand Image	0.522	6.083	0.000
Brand Image -> Purchase Intention	0.559	6.456	0.000
Electronic word of mouth -> Brand Image -> Purchase Intention	0.292	4.865	0.000

Source: *Primary data processed (2023)*

In PLS, statistical testing of each hypothesized relationship is carried out using simulation. In this case, it is done using the method of bootstrapping to the sample. The results of testing the third hypothesis are influenced by electronic word of mouth to purchase intention shows a coefficient value of 0.326, p-values of $0.002 < 0.05$ (α), and t-statistics of $3.094 > 1.960$. These results show that electronic word of mouth influences purchase intention. So the first hypothesis is accepted which states that "electronic word of mouth has a positive and significant effect on purchase intention". The results of testing the second hypothesis are influenced by electronic word of mouth to brand image showing a coefficient value of 0.522, p-values of $0.000 < 0.05$ (α), and t-statistics of $6.083 > 1.960$.

These results show that electronic word of mouth influences on brand image. So the second hypothesis is accepted which states that "electronic word of mouth positive and significant effect on brand image". The results of testing the first hypothesis are influence brand image to purchase intention shows a coefficient value of 0.559, p-values of $0.000 < 0.05$ (α), and t-statistics of $6,456 > 1.960$. These results show that brand image influences purchase intention. So the third hypothesis is accepted which states that "brand image has a positive and significant effect on purchase intention". The results of testing the fourth hypothesis are influenced by

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electronic word of mouth to purchase intention mediated by brand image showing a coefficient value of 0.292, p-values of 0.000 < 0.05 (α), and t-statistics of 4.865 > 1.960. These results show that it is proven to be the real electronic word-of-mouth influence on purchase intention mediated by brand image. So the fourth hypothesis is accepted which states that "brand image able to mediate influence electronic word of mouth to purchase intention".

CONCLUSION

Based on the research and discussions conducted, several conclusions can be drawn. The electronic word of mouth (e-wom) variable has shown that potential consumers of Wardah cosmetic products receive good reviews, yet they remain cautious and tend to read online reviews before making a purchase. The purchase intention variable reveals that while consumers show interest in Wardah, they may still overlook the product's existence and quality. The brand image variable demonstrates that potential consumers find Wardah's brand appealing, but some feel it lacks uniqueness. Overall, e-wom significantly positively influences both purchase intention and brand image, as accurate and good information provided by e-wom helps enhance consumers' buying intentions and improves Wardah's brand image. Furthermore, brand image significantly affects purchase intention by presenting the product attractively to consumers, increasing their intent to buy. Brand image also mediates the effect of e-wom on purchase intention, meaning an appealing brand image can amplify the positive impact of e-wom on consumers' buying intentions.

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