

The Influence of E-WOM And Brand Image On Consumer Purchase Decisions for Pixy Cosmetic Products

Jihan Nabila¹, Rahmad Wijaya², Eka Kadharpa Utama Dewayani³

^{1,2,3}Management Departement, University Muhammadiyah Malang, Indonesia

Corresponding E-mail: jihannabila21@webmail.umm.ac.id

Abstract

This research was conducted to determine and analyze the influence of e-WOM and brand image on purchasing decisions. This research uses quantitative methods. The data collection technique in this research uses a questionnaire. A sample of 120 was carried out using purposive sampling. Multiple linear regression analysis technique. The research results found that e-WOM has a positive and significant effect on purchasing decisions and brand image has a positive and significant effect on purchasing decisions. E-wom and brand image have a simultaneous influence on purchasing decisions.

Keywords— E-WOM, Brand image, purchasing decisions

Abstrak

Penelitian ini dilakukan untuk mengetahui dan menganalisis pengaruh e-WOM dan citra merek terhadap keputusan pembelian. Penelitian ini menggunakan metode kuantitatif. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner. Sampel sebanyak 120 dilakukan dengan menggunakan purposive sampling. Teknik analisis regresi linier berganda. Hasil penelitian menemukan bahwa e-WOM berpengaruh positif dan signifikan terhadap keputusan pembelian dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. E-WOM dan citra merek memiliki pengaruh secara simultan terhadap keputusan pembelian.

Kata Kunci: E-WOM, Citra Merek, Keputusan Pembelian

INTRODUCTION

In the increasingly advanced digital era, companies must be ready to adapt quickly to technology so that their products are liked by customers, such as using social media to market. Social media provides a space for all parties to communicate and provide information about things that are not hindered by distance and time, besides that it is now widely used to share experiences and reviews of certain products.

Giving product reviews and sharing them is a marketing communication method which is commonly known as WOM/Word of mouth. WOM is a technique of conveying information about services or goods which is generally done face to face and whose reach is not too wide, namely only relatives or those they know, but now WOM communication has shifted its paradigm, therefore it can

Article info

Received (04/09/2024)

Revised (18/10/2024)

Accepted (25/11 /2024)

Corresponding_ author: jihannabila21@umm.ac.id

be applied in cyberspace with a wider scope and this known as E-WOM/Electronic Word of Mouth, which is a medium for marketing through the most effective and efficient communication because it does not require a large budget, is sufficient in area, and spreads information quickly.

The social media that is currently familiar and popular is Instagram, which supports activities such as in the case of beauty products to apply the e-WOM method. This strategy shows the interpretations and testimonies of several people after using the product via social media, with the hope of attracting customer trust to decide to purchase the product.

The Pixy cosmetic product was chosen as the research object because the product is familiar to a wide audience. This product is already familiar to the public. Apart from that, another reason is that the level of purchases of Pixy has decreased, especially in 2022, which is very significant and has resulted in a shift to other cosmetic products. This means that customers' interest in buying Pixy cosmetic products is decreasing.

Based on the results of observations, it shows that more than 60% of consumers know how to access the product, however, 40% of consumers do not see enough information about Pixy product variations and lack recommendations from other consumers.

Based on pre-research results, it show that more than 40% of consumers easily remember brands, but 60% of consumers lack trust in a brand, lack of conformity to expectations, and lack of repeat product purchases.

The problem of research is to determine the influence of E-WOM and brand image on consumer purchasing decisions, especially students. Due to this background matter, researchers are interested in further research on the title “The Influence of E-WOM and Brand Image on Consumer Purchasing Decisions for Pixy Cosmetic Products”.

LITERATURE REVIEW

Swastha (2013), states that a purchasing decision is a choice that may provide a solution to the choice objectively and on target so as not to harm each other. According to Schiffman and Kanuk (2004), a purchasing decision is an alternative decision from 2 options, which means a person has a choice of alternatives.

Electronic Word Mouth (E-WOM)

Kotler and Keller (2016), stated that marketing using the internet creates a word-of-mouth impact in the world of marketing. Marketing itself can influence consumers in developing products and services for other people.

Brand image is the impression of a company that consumers experience (Sahidillah Nurdin, 2021). Kloter (2002) states that brand image is the stages that consumers go through regarding a brand in hearing, reading, and seeing a product. Thinking about a good marketing system in an organization or company for brand image is very necessary because it creates positive things for the company and has a positive impact on the company.

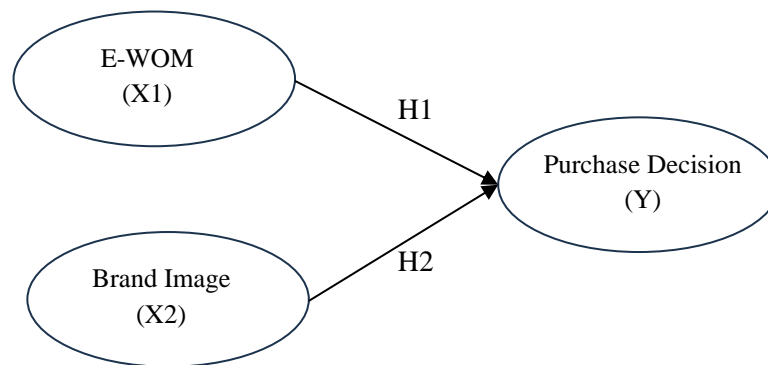


Figure 1. Frame of Mind

The hypothesis of the influence of E-WoM on purchasing decisions is supported by several previous studies, based on the results of research conducted by (Arie Liyono, 2020), (Fina & Rochiyati, 2021), (Annisa & Aprianti, 2020), stating that E-WoM has a positive and significant influence on purchasing decisions. H1: The better the E-WOM, the more confident the decision to purchase Pixy cosmetic products.

If Pixy's brand image is well formed, buyers can recommend the product to others, so this becomes a means to promote the company's products more effectively. The hypothesis of the influence of brand image on purchasing decisions is supported by several previous studies, based on the results of research conducted by (Lannita & Diana, 2022), (Arie Liyono, 2020), (Fina & Rochiyati, 2021), (Annisa & Aprianti, 2020), stating that brand image has a positive and significant effect on purchasing decisions. H2: The better the Brand Image, the more confident the decision to purchase Pixy cosmetic products.

E-WOM aims to provide information for buyers and users of a product which is reviewed in an actual and concrete manner. When buyers feel a good brand image, this automatically encourages them to make purchases on products with that brand. Thus, the better the brand image of a product, the higher the user's motivation to make a purchasing decision. The hypothesis of the influence of E-WoM and brand image on purchasing decisions is supported by several previous studies, based on the results of research conducted by (Nur Aiman & Albert, 2020), (Arie Liyono, 2020), (Uwais et al., 2020), (Fina & Rochiyati, 2021), (Annisa & Aprianti, 2020), states that E-WoM and brand image have a positive and significant effect on purchasing decisions. H3: The better the E-WOM and Brand Image, the more confident the decision to purchase Pixy cosmetic products.

RESEARCH METHOD

The type of data used in this research is quantitative. This research was conducted in Malang City. This location was chosen because there is a phenomenon that occurs in Malang City regarding E-WOM, Brand Image, and purchasing decisions. What is researched here uses Non-Probability Sampling which includes purposive sampling, namely a way of determining a sample that takes certain things into account. Secondary data was obtained from social media and the Top Brand Award. Primary data uses a questionnaire method. Primary data collection in this research was carried out by distributing questionnaires to parties related to the research, the data source was the respondents' opinions by the

research. The analysis test uses multiple linear regression analysis tests.

RESULT AND DISCUSSION

Table 1. Validity Test Results

Variable	Question	r count	r table	Results
EWOM	Information provided by my friend about Pixy products is useful for me X1.1	0,823	0,195	Valid
	Information that I get about the product Pixy of people trusted X1.2	0,768	0,195	Valid
	I was helped by there are recommendations related to Pixy products X1.3	0,815	0,195	Valid
	Frequent information I heard it's related Pixy X1.4	0,703	0,195	Valid
Brand Image	Pixy is a brand easy cosmetics pronounced X2.1	0,794	0,195	Valid
	Pixy has a reputation the good ones in the market cosmetics X2.2	0,661	0,195	Valid
	Products and packaging Pixy is easy to remember X2.3	0,820	0,195	Valid
	The Pixy logo is very elegant X2.4	0,812	0,195	Valid
Purchase Decision	I'm settled in Decide to buy Pixy product Y1	0,785	0,195	Valid
	I'm in fast decide to buy Pixy product Y2	0,726	0,195	Valid

Source: Primary data processed, 2024

Looking at the above, it is known that the sig. r value of the question item is <0.05 ($\alpha = 0.05$), meaning that each item of the variable is valid, thus the conclusion is that several items can be used to measure the variable being studied. This means that each question specified is valid and accurate in the research.

Table 2. Reliability Test Results

Variable	Reliability Coefficient	Results
E-Wom	0,783	Reliable
Brand Image	0,776	Reliable
Decision Purchase	0,806	Reliable

Source: Primary data processed, 2024

From the results above, it can be concluded that this research is reliable.

Table 3. Normality Test Results

		Unstandardized Residual
N		120
Normal Parameters(a,b)	Mean	.0000000
	Std. Deviation	1.37456639
Most Extreme Differences	Absolute	.058
	Positive	.054
	Negative	-.058
	Test Statistic	.058
	Asymp. Sig. (2-Tailed)e	.200d

Source: Primary data processed, 2024

The normality test results obtained a sig value. of 0.200, this result means that the data is normally distributed.

Table 4. Autocorrelation Test Results

D	DI	Du	4-dl	4-du	Description
2.162	1.668	1.736	2.332	2.264	Non Autocorrelation

Source: Primary data processed, 2024

From the results above, it can be concluded that the autocorrelation test in this study did not occur autocorrelation.

Table 5. Heteroscedasticity Test Results

Coeffitiens		
Model	Sig	Test Result
(Constant)		
E-WOM	.998	Non Heteroskedasticity
Brand Image	.119	Non Heteroskedasticity

Source: Primary data processed, 2024

From the data above it can be concluded that the α value ≥ 0.05 . The result is that E-WOM (X1) is 0.998 and Brand Image (X2) is 0.119, there is no heteroscedasticity.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Test Result
E-WOM	0,253	3,959	Non Multicollinearity
Brand Image	0,253	3,959	Non Multicollinearity

Source: Primary data processed, 2024

Based on the data above, the multicollinearity test can be interpreted as saying that multicollinearity does not occur.

Table 7. Regression Analysis Results

Independent Variable	Unstandardized coefficient		
	B.	Std. Error	Sig
(Constant)	0,516	0,715	0,472
E-wom	0,588	0,081	0,000
Brand Image	0,377	0,086	0,000

Source: Primary data processed, 2024

$$Y = 0.516 + 0.588 \text{ E-WOM} + 0.377 \text{ brand image}$$

The equation above explained $\alpha =$ Constant of 0.516, not significant 0.472, which means that if E-WOM and brand image are bad, consumers will be unsure about making purchasing decisions.

Table 8. Coefficient of Determination Results

R	R square	Adjusted R Square
0.901	0.812	0.809

Source: Primary data processed, 2024

The coefficient of determination is used to measure the magnitude of the influence and contribution of the independent and dependent variables. Through the analysis, the results obtained are adjusted R/coefficient of determination = 0.809. This means that 80.9% of purchasing decision variables are determined by independent variables, namely E-WOM (X1) and brand image (X2). Meanwhile, the remaining 19.1% is due to the influence of several other variables not examined in this research. Apart from that, a correlation coefficient was also obtained which shows the magnitude of the correlation between the independent variable (E-WOM) and brand image with the purchasing decision variable, where the R-value = 0.901, meaning that the correlation value proves that E-WOM (X1) and brand image (X2) are related. with purchasing decisions.

Table 9. T Test Results

Variable Influence	T value	T table	Description
E-WOM	7.280	1.977	Significant
Brand image	4.406	1.977	Significant

Source: Primary data processed, 2024

Based on the table, the following results are explained the E-WOM variable (X1), it is known that the calculated t value is 7,280, which shows that the calculated t value is greater than the t table (1,977), so it can be stated that there is a partially significant influence on the E-WOM variable (X1). on the dependent variable Purchase decision (Y). In the brand image variable (X2), it is known that the calculated t value is 4,406, which shows that the calculated t value is greater than the t table (1,977), so it can be stated that there is a partially significant influence on the brand image variable (X2) on the

variable dependent purchasing decision (Y).

Table 10. F Test Results

Variable Influence	F value	F table	Description
E-WOM and Brand Image on Buying Decision	253.120	3.06	Significant

Source: Primary data processed, 2024

Based on the known fact that the calculated F value is 253.120 which shows that the calculated F value is greater than the F table of 3.06, this H0 is rejected and H1 is accepted so it can be concluded that the dependent variable or it could be said that the variables Ewom (X1) and brand image (X2) the dependent variable purchasing decisions (Y) have a significant influence together.

The results show that E-WoM has a positive and significant influence on purchasing decisions. This means that if E-WoM has a positive impact, users become more confident in their decision to purchase Pixy products. Information shared by close acquaintances about Pixy products benefits users by helping them focus on aspects such as the product's suitability for their skin, available shades, and whether these match their skin tone. Friends can provide valuable input for purchasing decisions, and the information gathered becomes a consideration in determining whether Pixy is suitable and worth buying. If users find the information appealing, their confidence in purchasing decisions increases.

Information about Pixy products from trusted individuals influences users' consideration of Pixy products. Trusted individuals provide more accurate information based on their experience using Pixy products, making their recommendations more reliable. Users tend to trust these individuals when making purchasing decisions for Pixy products. If the feedback from these trusted sources is positive, users become even more confident in their decision to purchase. Recommendations related to Pixy products help users consider buying them. The more recommendations a product receives, the more likely users are to be interested in it. These recommendations can attract users and influence their purchasing decisions.

This study aligns with the theory of viral marketing, also known as electronic word of mouth (E-WoM), as described by Kotler and Keller (2016). Viral marketing utilizes the internet to create a word-of-mouth effect to support marketing efforts and objectives. Like a virus, viral marketing spreads rapidly, representing another form of word-of-mouth communication, moving from one click to another. It encourages users to share information about products and services developed by a company in the form of audio, video, or text online. This research is also supported by Yuliana & Apriatni (2020), who state that E-WoM positively influences purchasing decisions.

The results show that brand image has a positive and partial influence on purchasing decisions. This means that if brand image has a positive impact, users become more confident in their decision to purchase Pixy products. This finding is supported by Kotler's (2002) theory, which defines brand image as the set of beliefs held by buyers about a brand, formed after they hear, read, or see the brand of a product. This study is also consistent with the research conducted by Titana & Yanthi (2022), which states that brand image positively influences purchasing decisions.

This study demonstrates that E-WoM and brand image have a simultaneous influence on purchasing decisions. It can be concluded that the better the E-WoM and brand image, the more confident users are in their purchasing decisions. When deciding to purchase Pixy products, users tend to make their decisions with minimal deliberation, influenced by strong E-WoM and a positive brand

image.

The findings are supported by Swastha's (2013) theory, which states that purchasing decisions involve identifying all possible options to solve a problem, systematically and objectively evaluating these options, and determining the losses associated with each alternative. This study is consistent with research by Annisa & Aprianti (2020), which also found that E-WoM and brand image simultaneously influence purchasing decisions.

CONCLUSION

Based on the results of research and discussion conclusion in this research is E-WoM and brand image have a positive and significant influence on purchasing decisions for Pixy cosmetic products, both individually and simultaneously. The impact of E-WoM is evident in how user reviews about Pixy products can influence potential consumers' actions in making purchase decisions. Meanwhile, the brand image established by Pixy creates a positive perception that shapes users' mindsets, encouraging them to choose and buy these cosmetic products. The combination of credible E-WoM and a strong brand image effectively convinces users of the quality and advantages of Pixy products, ultimately driving purchasing decisions.

REFERENCES

- Afiah, N. N. (2019). The Influence of Product Knowledge, Celebrity Endorser and Electronic Talking on Purchasing Decisions with Price Discounts as a Moderating Variable among Wardah Cosmetics Consumers in Magelang. *Journal of Undergraduate Administration at Muhammadiyah University of Magelang*.
- Ahmad, T. U. N. R., Abu Hassan, L. F., Othman, A. K., & Razak, N. A. (2020). Electronic Word-of-Mouth (E-WOM), Brand Image and Consumer Purchase Intention on Healthcare Products. *Journal of Accounting Research, Organization and Economics*, 3(1), 73–83. <https://doi.org/10.24815/jaroe.v3i1.16823>
- Akbar, S. S., Violinda, Q., Setiawati, I., & Rizwan, M. (2021). The Influence of Product Quality, Product Design, Brand Image on Realme Smartphone Purchase Decisions. *Journal of Digital Marketing and Halal Industry*, 3(2), 121-132.
- Alexander, L. Biel (1992). “*Converting Image into Equity*” *Journal of Advertising. Research*. Chapter 5. California.
- Alma, Buchari. 2000. *Marketing Management and Services Marketing*. Revised Edition. Fourth Printing. Alfabeta Publishers. Bandung.
- Apriani, S., & Bahrin, K. (2021). The Influence of Brand Image, Product Quality on Purchase Decisions for Maybelline Mascara Cosmetics. *Journal of Human and Business Capital Management (JMMIB)*, 2(1), 14-25.
- Arsyalan, G. (2019). The Impact of Electronic Word of Mouth on Shopee's Purchasing Decision in Bandung. *e-Proceeding of Management*. 6(3)
- Ayuniah, P. (2018). Analysis of the Influence of Brand Image, Product Quality, Advertising, and Price on Purchasing Decisions for Wardah Cosmetic Products (Case Study of Management Students at the Faculty of Economics, Gunadarma University Who Study at the Depok Campus). *Scientific Journal of Business Economics*, 22(3).
- Ferrinadewi, E. 2008. *M Brands and Consumer Psychology*. Yogyakarta: Graha. Knowledge.

- Finanda, I. R. (2017). The influence of word of mouth and brand image on the decision to use a beauty salon among Miloff Beauty Bar consumers. *Widya Ekonomika E-Journal*, 1(1), 177756.
- Fitria, S E, 2016. Analysis of the Influence of Electronic Word of Mouth on the Purchasing Decision Process (Study on Go-Jek). Vol. 3, No. 1. Universitas Telkom: Bandung.
- Ghozali, I. (2011). *Multivariate Analysis Application with SPSS Program*. Diponegoro University Publishing Agency.
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). E-WOM: Word of Mouth Measurement Scale for E-Service Context, *Journal of Administrative Sciences*, Volume 27: 5-23.
- Himmah, A. R., & Prihatini, A. E. (2021). The Influence of Brand Image and Electronic Word of Mouth (E-WOM) on Purchasing Decisions (Study of Pixy Consumers in Semarang City). *Journal of Business Administration*, 10(2), 1153–1161. <https://doi.org/10.14710/jiab.2021.31359>
- Ismagilova, E. (2017) *Electronic Word of Mouth (e-WOM) in the Marketing Context: A state of the Art Analysis and Future Directions*. London: Springer
- Isnaini, A. (2005). *Marketing Models and Strategies*. Mataram: MTP Press Mataram.
- Istijanto. (2005). *Practical Applications of Marketing Research*. Jakarta: PT Gramedia Pustaka
- Kamil, N. A. I., & Albert, A. (2020). The effect of e-WOM and brand image towards Sushi Masa consumer purchasing decision. *Journal of Social Studies (JSS)*, 16(1), 19–34. <https://doi.org/10.21831/jss.v16i1.31020>
- Kotler, Philip & Armstrong, Garry. 2012. *Marketing Principles*, volume 2, 8th edition. Jakarta: Erlangga.
- Kotler, Philip & Kevin Lane Keller. 2009. *Marketing Management*. Edisi 13 Jilid 2. Jakarta: Erlangga.
- Kotler, Philip & Kevin Lane Keller. (2016). *Marketing Management* 16th edition. New Jersey: Pearson.
- Kotler, Philip. (2001). *Marketing management, millenium edition*. Prentice-Hall, Inc.
- Kotler, Philip. 2010. *Marketing Management*. Eleventh edition. volume one. Jakarta: Indeks.
- Liyono, A. (2022). The Influence of Brand Image, Electronic Word of Mouth (E-WOM) and Price on Purchase Decisions for Crystalline Gallon Drinking Water Products at Pt. Radiance of Eternal Love. *Jurnal Ekonomi Manajemen Dan Bisnis*, 3(1), 73–91. <https://doi.org/10.32815/jubis.v3i1.1089>
- Lupiyoadi, R. 2013. *Services Marketing Management*. Edition 3. Salemba Empat. Jakarta.
- Malhotra, N. 2004. *Applied Approach Marketing Research*. Jakarta: Gramedia.
- Monavia, A.R & Annissa, M. 2021. *Cosmetics Industry Grows 5.59 Percent, This is the Best-Selling Body Care Brand in August 2021*.
- Parasuraman, A, Valerie A Zeithaml, dan Leonard L Berry. 1988. 'A multiple item scale for measuring consumer perception on future research', *Journal of marketing*, 49.
- Pradana, D., Hudayah, S. & Rahmawati. 2017. The Influence of Product Quality Price and Brand Image on Motorcycle Purchasing Decisions. Vol. 14, no. 1. Mulawarman University: Samarinda.
- Prasetyo, B. P. W. (2020). *word of mouth dan brand image terhadap keputusan pembelian online pada platform Shopee dimoderasi oleh price discount: Studi pada konsumen Shopee*. <http://etheses.uin-malang.ac.id/24601/>
- Ramadhani, B. (2015). The Influence of Electronic Word of Mouth (e-WOM) on Purchasing Decisions in Surabaya (Study of Zalora and BerryBenka Online Stores). STIE PERBANAS SURABAYA.
- Nasib., Amelia, R., & Lestri, I. (2019). *Marketing Basics*. Yogyakarta: Cv Budi Utama.
- Schiffman, Leon G dan Leslie L Kanuk. (1997). "Consumer Behavior" ., Prentice Hall., New Jersey.

- Silvia, M., Astuti, W., & Rahmayani, D. (2021). Investment Streaks in the Pandemic Vortex: Reading the Gaps in National Economic Recovery in the New Normal Era. Tidar University Faculty of Economics National Seminar, September, 25–32.
- Singarimbun, Masridan Sofian Effendi (Editor). 2011. *Survey Research Methods*. Cet. IV; Jakarta: LP3ES.
- Sudirjo, F., & Permana, M.N. (2023). The Influence of e-WOM, Promotion, and Brand Image on Purchase Decisions for MS Glow Beauty Products in West Java Province. *West Science Journal of Business and Management*, Vol. 2, no. 02.
- Sugiyono. (2017). *Educational Research Methods (Quantitative, Qualitative and R&D Approaches)*. Alfabet.
- Sumarwan, 2012, *Consumer Behavior Theory and Its Application in Marketing*, Ghalia. Indonesia, Bogor.
- Sutisna. (2002). *Consumer Behavior and Marketing Communications*. Bandung: PT. Rosdakarya Teenager.
- Swastha, B. & Handoko. 2011. *Marketing Management-Behavioral Analysis*. Consumer. Yogyakarta: BPFE.
- Tjiptono, F. (2014). *Services Marketing (Principles, Applications, and Research)*. Yogyakarta: Andi.
- Top Brand Awards. Top Brand Index. Diakses pada 12 Mei 2023 pada pukul 09.45, dari <https://www.topbrand-award.com/top-brand-index/>