

Influence of Electronic Word of Mouth on Consumer Purchase Intentions: A Brand Image Perspective

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Abstract– This research is intended to test the influence of electronic word of mouth (E-WOM) on online purchase intention through brand image. The population in the research is potential luxury crime consumers with an unknown population size. This type of research is quantitative research which is included in the category of non-experimental research or survey with a correlational approach. The sample used in this research was 96 respondents who were distributed using offline and online questionnaires which were then processed using SPSS software to test the validity and reliability of the instrument, as well as SmartPLS software to carry out data analysis. The analysis used in this research is the outer model and inner model. The aim of this research is to determine the influence of E-WOM on online purchase intention, the influence of E-WOM on brand image, the influence of brand image on online purchasing interest, and finally the influence of E-WOM on online purchase intention through brand image. The research results show that E-WOM has an influence on online purchase intention by 65.6%, E-WOM has an influence on brand image by 24%, brand image has an influence on online purchase intention by 24%, and E-WOM has an influence on online purchase intention through brand image by 6.8%. These findings confirm that electronic word of mouth plays a pivotal role in shaping consumer behavior and brand perception, making it a key strategic factor in enhancing online purchasing intention.

Keywords: Brand Image, Electronic Word of Mouth, On line Purchase Intention.

I. INTRODUCTION

Nowadays, with technology continuing to develop, patterns life And behavior consumer has experience change, Wrong the only one namely in terms of shopping which has become all online. Before making a purchase, of course it starts with buying interest, there are several internal factors or external factors that can cause buying interest to arise [1]. Consumer behavior that has changed to all online in making purchases, before that will appear interest in online shopping first. Online buying interest is defined as a situation when consumers are interested and intend to make transactions online. Consumer buying interest will shop online Keep going experience improvement.

In this era of globalization, business competition is increasingly tight and open, which shows that existence the development that significant to share market moment this. Wrong one the industry that experience development which significant is cosmetic industry. Cosmetics is wrong one form in existence self and become part of the lifestyle of women today which continues to experience developments from time to time [2]. On moment this, cosmetics become trend alone and has an important role in supporting appearance.

Judging from the increasing trend of needs public will product cosmetics from year to year, not only grow in market domestic, government optimistic that industry cosmetics in country can grow and develop in the world market [3] . The development of trends and the needs of the skin of the Indonesian people who live in a tropical climate are one of the factors of the increasing interest in buying cosmetic products in Indonesia. In addition, Indonesian people are now increasingly aware of their appearance, so that cosmetics and self-care have become part of their lifestyle and trends [4] .

High purchases can be influenced by consumer buying interest. If buying interest is low, it will affect consumer purchasing decisions. Before making a purchase, consumers will search for and collect information related to the product they are going to buy first. Therefore, the company provides a place that can be used by consumers to submit reviews related to the product. for sale, the place can be in the form of a comments column, direct message or discussion forum [5] at this time, product information can be searched easily, consumers more often searching through electronic media such as viewing reviews or comments related to the product. Reviews



uploaded by consumers are one of the main forms of Electronic Word of Mouth (E-WOM) [6] .

The public can easily provide reviews regarding a product. they upload in a way on line Also they Can get recommendation from users other related a product, Good through media social, website or on e-commerce [7] . This convenience is because people have access to access the internet via smartphones. Based on We Are Social data in 2022, it is known that the total population of Indonesia is 277.7 million and among them are as user active Internet as much as 204.7 million or 74% from total population in Indonesia [8] . The scope of electronics referred to in the research This is user Internet. Internet used user For many things, such as communicating via social media, searching for information and even shopping.

Room scope on study is E-WOM positive which intended on brand cosmetics Luxcrime. Interest buy consumer will influenced by review or reviews from other consumers. Reviews shared can be in the form of photos, videos or writings that will later be uploaded via the internet and distributed online. Information Which communicated by E-WOM consists of from statement personal experiences, evaluations, discussions and user recommendations, such as information related to products, services, brands and others [9] . Satisfaction with product Which used will cause the more the amount positive comments, and will the more Good Also sales performance the product [10] .

In addition to helping companies to generate sustainable profits, brand image is also considered by consumers to have an effect on increasing product sales and consumer interest in buying a product. Likewise, Luxcrime continues to develop its brand image and has a brand image as a cosmetic that has good quality and has been registered with the Food and Drug Supervisory Agency (BPOM).

The better the consumer reviews or comments on the internet, the better it will be. Interest buy Which tall. There is Lots review positive which given by consumers to Luxcrime but based on the results of the populix survey [11] Luxcrime occupy ranking final from nine brand cosmetics the most Lots used with percentage 10%, can interpreted that interest Purchase of Luxcrime products is still low compared to other brands .

Consumer perception of a product is based on brand image, where the higher the brand image, the better the quality and value of the product. Consumer perception of a product's brand image is so strong that it can drive interest buy product with image the brand

that high [12]. All consumer consumption experiences and perceived service quality are sources of brand image. Brand image consists of beliefs, perceptions, feelings and attitudes regarding the psychological structure of consumers, and consumers prefer brands or products through brand image [8] . Brand image will affect consumer assessments or perceptions of expected brand alternatives. Brand image can meet consumer needs and can also provide better and more guaranteed satisfaction.

While existing studies have explored the general impact of E-WOM on consumer behavior, there is a growing need to examine the mediating role of brand image in this relationship. Previous research has established that E-WOM influences trust and decision-making [13], and that it affects brand perception [14]. However, few studies have specifically investigated how brand image acts as a pathway between E-WOM and online purchase intention, particularly in sectors like luxury or niche consumer markets. This leaves a gap in understanding the mechanism through which E-WOM builds or undermines brand equity and ultimately impacts buying behavior especially in an age where digital reputation can shift rapidly. Additionally, many prior studies have focused on developed markets, leaving developing or transitional economies underrepresented.

II. LITERATURE REVIEW

2.1 Definition Purchase Interest On line

Online purchasing interest can be defined as the purchasing interest in a product or service based on an assessment that is biased by the consumer's overall assessment [13] . Interest buy or purchase intention has become very important thing for the development of digital marketing and online sales. Purchase interest is defined as a complex process that is usually related to behavior, perception And attitude [14] . Interest buy is post-behavior that occurs after the overall product attribute evaluation process and uses emotions to guide decision making [15] . Another opinion states that purchase interest is an individual's anticipated or planned behavior for the future, and it can be imagined that these thoughts and attitudes will lead to action.

Purchase interest is a measure of a person's intention to make a purchase, and interest buy relate with behavior purchase somebody. Interest buy which is growing during process purchase will cause a motivation Which will continue recorded in mind public And become activity Which very strong and



when consumers have to fulfill their needs, it will move what is already embedded in the consumer's mind [16].

There is Lots factor Which can influence interest buy on line. Different influencing factors affect online and offline buying interest in different ways and degrees. An important factor that distinguishes online consumers from offline consumers is that online consumers are usually very powerful, demanding and utilitarian, in addition to the lack of free time and lifestyle of consumers can affect online buying interest. [17]. Online purchasing interest can be influenced by goal-oriented and exploratory search behavior, the search behavior in question can be in the form of window shopping, transferring product information to consumers and providing entertainment and pleasure.

The development of online purchase interest among consumers is strongly supported by behavioral intention theories, primarily the Theory of Planned Behavior (TPB) [20] [21], which explains that intention is a function of attitudes, subjective norms, and perceived behavioral control. In digital contexts, this theory is often extended to include trust and technological perceptions. TPB by integrating it with the Technology Acceptance Model (TAM) to examine online consumer behavior, showing that trust and perceived risk are critical components in forming online purchase intentions [22]. A contextual model that incorporates cultural and environmental factors such as website usability, product information, and platform trustworthiness, specifically tailored to the Malaysian e-commerce landscape. Together, these theoretical models and empirical findings create a comprehensive framework for analyzing the factors that shape consumers' intentions to make purchases online [23].

2.2 Electronic Word of Mouth (E- WOM)

Electronic Word of Mouth (E-WOM) is any effort made by previous customers, potential customers or existing customers to display positive or negative reviews of a product or service online [18]. Another opinion states that E-WOM is a collection of channels used to communicate with people who send negative or positive feedback about a product. or service from a brand (Ahmad et al., 2019). Review Which given by consumers very important, Because Lots consumer other influenced by comments and reviews of a product, whether positive or negative, when forming purchasing interest.

Electronic Word of Mouth is statement positive or negative or good or bad comments about a

product or even a company that are available to many people and institutions via the internet made by potential, actual or former consumers. The information shared can be in the form of personal experience statements, evaluations, discussions and user recommendations related to products, brand services and companies. E-WOM can be said to be a dynamic and ongoing information exchange process [19].

Electronic Word of Mouth (E-WOM) has become a powerful tool in shaping consumer behavior due to its digital reach and the ability for users to quickly share experiences and opinions across online platforms [13]. Unlike traditional word of mouth, E-WOM offers a broader impact because of its accessibility, permanence, and the potential to influence a large number of potential consumers [14]. Studies have shown that consumers place a high level of trust in online reviews, especially when they are perceived as authentic and unbiased, which makes E-WOM a crucial factor in shaping brand image and driving purchase intentions [26]. Therefore, E-WOM is now recognized not only as a communication tool but also as a strategic marketing component that can directly influence how consumers perceive a brand and decide to purchase.

Thus, E-WOM is a process of exchanging information related to a product, service or company in the form of positive or negative statements uploaded via the internet by potential, actual or former customers. E-WOM occurs in various places. based on Internet, like in social media, website and application shopping on line. Because it is done online, E-WOM can occur at any time and by anyone who has access to the internet. E-WOM is very important because it can influence consumer purchasing interest when consumers read reviews. And recommendation related a product or service.

2.3 Draft Image Brand

Image comes from two words, namely image and brand. Image is a belief, idea, picture and impression of a particular object. While a brand is a name, term, symbol, logo, design or combination of all that differentiates it from competitors so that it can be recognized and remembered. Brand image is a description related to consumer association and trust in an existing brand. [20]. It will be an asset if a brand has a good image, because image can impact strong on memory consumer will communication in various method. Besides That, image brand is matter Which important Because serves as a reference for determining customer trust, and plays a role in



consumer purchasing decision making. [21] .

Brand image is described as the perception of a brand that is reflected in association brand stored in memory consumer [14] . Brands have an image (brand image) and that can facilitate the description of the image, consumers do association brand. Association brand that is draft Which connected with memory about A brand. Association brand That real and strong. When a brand has a positive association in the minds of consumers, it can create... trust customer to a brand, even with the existence of a brand image can enable customer satisfaction with the product.

Brand image is a vital component in shaping consumer perceptions, as it reflects the associations and beliefs that consumers hold toward a brand [29]. A strong brand image enhances the perceived value of products or services, influences customer loyalty, and improves marketing effectiveness [29]. Keller (1993) emphasizes that customer-based brand equity is built through positive brand associations that increase consumer confidence and satisfaction. Additionally, managing the brand concept strategically whether it is functional, symbolic, or experiential can significantly impact consumer preference and market competitiveness [30]. These foundational perspectives underscore that brand image is more than just a perception; it is a strategic resource that contributes to long-term brand equity and business success.

III. RESEARCH METHODS

The research design in this study is categorized as non-experimental research or survey with type study correlational. With data collection, the correlational approach seeks to determine the existence and extent of strong two variable or more correlated [22] . Also to describe the relationship between one variable and many other variables, using the magnitude of the correlation coefficient and statistical significance.

Quantitative research is a method of examining direct and indirect relationships between variables to test certain theories [13] . In this research, we will test or analyze the factors that influence interest buy online , direct and no directly with E-WOM and brand image variables.

Study this will implemented in a way on line that is with using google form and distributing the questionnaire to the targeted respondents. Participants in this study were potential Luxcrime consumers. The

number of participants in this study is one object, namely people and/or individuals. The instrument in this study used a questionnaire designed to collect primary data. A questionnaire is a primary data collection tool that uses a survey method with the aim of obtaining responses from respondents.

This study will use the Structural Equation Modeling (SEM) method. Simply put, SEM is a multivariate statistical analysis method. SEM is a set of statistical techniques that allow testing of a relatively complex set of relationships that cannot be resolved by a regression equation. To process SEM data, you can use statistical software, one of which is Smart PLS (partial least squares). Smart PLS is data processing software for structural equation modeling (SEM) with the PLS method. In PLS SEM, there are two stages of evaluation of the measurement model used, namely the measurement model (outer model) and model structural (inner model).

IV. RESULT AND DISCUSSION

Result

Based on from the results of data processing carried out using SmartPLS software. Study This have a purpose to analyze the influence of Electronic Word of Mouth (E-WOM) on online purchasing interest through brand image with Luxcrime as unit deep analysis study this. PT. Luxury Beautiful Indonesia or Luxcrime is an Indonesian cosmetics company inspired by the beauty of Indonesian women, so Luxcrime is here to provide products. quality with objective for increase beauty and the elegance of Indonesian women.

Table 1. Test Validity E- WOM Convergence

Variables	Indicator	Loading Factor	AVE	Information
E-WOM (X)	EWOM1	0.854	0.760	Valid
	EWOM2	0.925		Valid
	EWOM3	0.838		Valid
	EWOM4	0.869		Valid

Source: SmartPLS, 2024.



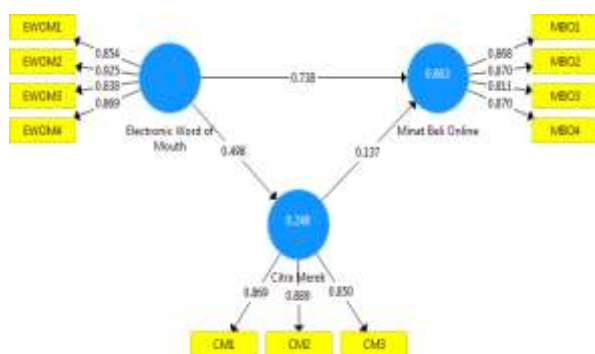


Figure 1. Outer Loading E-WOM

Source: SmartPLS, 2024.

Based on table 3, it can be concluded that that loading value factor to all over indicator on variable E-WOM valid, Because in accordance with provision that mark loading factor $>0,70$, and the loading factor value of all EWOM indicators has a value of more than 0.70, namely EWOM1 (intensity) of 0.854, EWOM2 (valence of opinion) of 0.925, EWOM3 (intensity) of 0.854, EWOM4 (valence of opinion) of 0.925, EWOM5 (intensity) of 0.925, EWOM6 (intensity) of 0.925 (content) 0.838 And EWOM4 (advice seeking) as big as 0.869, so can be concluded that all indicator EWOM stated valid.

Table 2. R Square Interest Buy On line

	R Square	R Square Adjusted
Interest Buy on line (Y)	0.663	0.656

Source: SmartPLS, 2024.

Based on on table 2 about R- square can obtained that R- square on interest buy on line as big as 0.663 with mark R- square adjusted 0.656. R-square adjusted explains the variation of the online buying interest construct that can be explained by the variation of the E-WOM construct and brand image by 65.6%. So the model or its influence including on category moderate Because variation interest online shopping is explained by the variation of other constructs by 34.4%.

Table 3. Mark Cross Image Loading Brand

Indica tor	Image Brand (Z)	EWO M (X)	Interest Buy On line (Y)
CM1	0.869	0.429	0.417
CM2	0.889	0.426	0.442
CM3	0.850	0.442	0.454

Source: SmartPLS, 2024.

Next, testing the discriminant validity, all indicators in the brand image variable are declared valid. By looking at the cross loading value for each variable must >0.70 or with criteria that Items measurement correlate more strong or tall with variable which measured and correlated more low with other variables. Based on Table 4.20, it can be concluded that all brand image measurement items correlate higher with the same variables being measured and correlate low with other variables. This shows that two variables that should not be related, in fact are not related. The cross loading value of brand image >0.70 when measured with variable which the same measured, also correlated low when measured by the variables E-WOM and online purchasing interest. So it can be concluded that the three brand image indicators are valid.

Table 4. Test Hypothesis

	Origin al sampl e	Samp le mean	STD EV	T Statisti cs	P Valu es	R- Square
E-WOM → Image Brand→ Purchase Interest On line	0.068	0.087	0.066	1,032	0.30 3	0.068 (0.498*0.137)

Source: SmartPLS, 2024

Based on calculation with using bootstrap, Where results The coefficient test of E-WOM estimation on online buying interest through brand image is 0.087 and the standard deviation is 0.066, and the t statistics is 1.032 <1.96 and the p value is 0.312 >0.05 also has an R square value of 0.068 which means that the influence is weak or equal to the magnitude of the influence of 6.8% which is smaller than the direct influence of E-WOM on online buying interest which is 66.3%. So it can be concluded that matter This show Hey accepted And Ha rejected. Because mark t statistic <1.96 , the R square value is weak and the p value is greater than 0.05. This means that Ho is accepted. And Ha rejected or E-WOM No influential to interest buy online via image brand. Variables mediator or image brand No mediate the influence of exogenous variables (E-WOM) on

endogenous variables (online purchasing interest) or can concluded that variable own influence direct.

Results study this is appropriate with findings on study other Which done by [32] which states that the brand image variable as a mediator cannot mediate the relationship between E-WOM and purchase intention. This is because the indirect influence value of E-WOM on purchase intention through brand image has a smaller value of 0.126 compared to the direct influence of E-WOM on purchase intention, which is 0.233. However, this is not in line with research conducted by [7] which states that brand image can significantly mediate the influence of E-WOM towards online buying interest, because In this study, the results obtained were that the calculated t value > t table, namely $3.17 > 1.96$.

Thus, the influence of E-WOM on online purchase intention through brand image as an intervening variable is statistically significant, but smaller compared to the direct effect of E-WOM on online purchase intention. This suggests that respondents are more influenced by the perceived utility of the product rather than its brand identity. Many consumers today are benefit-oriented and less brand-conscious, meaning they prioritize functional value over brand prestige. As such, when they encounter positive comments and reviews online, especially from other consumers, this information strongly impacts their decision-making process. This phenomenon aligns with the Information Adoption Model (IAM), which posits that individuals are more likely to adopt behavior based on the perceived credibility and usefulness of online information [33]. In this context, E-WOM acts as a persuasive informational cue that drives consumer intention, particularly among those who make rational decisions based on peer reviews rather than emotional brand attachments.

V. CONCLUSION AND SUGGESTION

Based on the research results and discussions in this study, the researcher can draw conclusions regarding the analysis of the influence of E-WOM on online purchasing interest through brand image. It is known that E-WOM has a direct influence on online buying interest. The better the E-WOM you have, the better it can be. Confirmed will increase interest buy on line candidate consumer. Likewise, negative E-WOM can affect the online buying interest of potential consumers. Then, E-WOM also has a direct effect on brand image. This means that the form of E-WOM written by potential, actual or former

customers and uploaded on the internet can affect brand image. The better the E-WOM written, the better the brand image will be. Furthermore, brand image does not directly affect online buying interest.

When test coefficient track, show that influence Which given weak or small so that image brand No have an impact on significant to interest buy online. And Which Lastly, E-WOM does not have an impact on interest buy through brand image indirectly. This means that brand image does not mediate the influence of E-WOM on online purchasing interest or it can be concluded that the variable has a direct influence.

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