

**THE EFFECTS OF ELECTRONIC WORD OF MOUTH (E-WOM) ON
PURCHASE INTENTION WITH BRAND IMAGE AS A MEDIATING
VARIABLE FOR PERFUME PRODUCTS BY ALCHEMIST
FRAGRANCE
THESIS**

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana
Manajemen (S1) in International Business Management Program Faculty of
Business and Economics Universitas Atma Jaya Yogyakarta



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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
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APPROVAL PAGE

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AUTHENTICITY ACKNOWLEDGEMENT

I, Nicholas Chainara Putra, hereby declare that I have complied and completed the thesis with the title:

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Declare that it is fully my work and does not contain the work of others except for some parts that require references with the proper procedures for writing scientific papers and are stated in the bibliography in this thesis.

Yogyakarta, 24 February 2025

Author,

A handwritten signature in black ink, appearing to be 'NCP' with stylized flourishes.

Nicholas Chainara Putra

PREFACE

The author appreciates God Almighty for helping me to complete this thesis in order to qualify for my undergraduate degree at Universitas Atma Jaya Yogyakarta. The proposed title for this thesis is **"The Effects of Electronic Word of Mouth (E-WOM) on Purchase Intention with Brand Image as a Mediating Variable for Perfume Products by Alchemist Fragrance"** and it was written with the intention of fulfilling the requirements for a Bachelor's degree (S1) in Management at the Faculty of Business and Economics, Atma Jaya University, Yogyakarta.

The author recognises that completing this thesis will require the assistance, direction, and prayers of many people. As a result, with all humility, the author conveys his deepest gratitude to:

1. God's love and blessings helped me complete my thesis from beginning to end.
2. I am grateful to my advisor, Vonezyo Yupanzara Dharomesz, S.E., M.B.A., for his patience and guidance during the thesis writing process. I'd want to express my heartfelt gratitude for his consistent support, guidance, helpful recommendations, and assistance from the beginning.
3. Father and mother who have always been unwavering supporters, offering prayers, compassion, and moral and monetary support throughout the author's education up to this stage.

The author admits that this thesis is far from ideal and sees opportunity for development. The author welcomes any criticism, recommendations, or feedback that may help to improve the work. The author hopes that this thesis has made an

important addition to the research field and will have a good impact on readers and other stakeholders.

Yogyakarta, 7th August 2025

Author,

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Nicholas Chainara Putra

MOTTO

Be Yourself; everyone else is already taken.

-Oscar Wilde-

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ABSTRACT

This study is motivated by the increasing public interest in fragrance products, especially perfume, which is marked by the significant growth of the fragrance industry's user since 2017. Along with this trend, many new cosmetic brands have emerged, creating increasingly fierce competition in the market. Therefore, this study aims to analyze how brand image can mediate the relationship between electronic word of mouth (E-WOM) and purchase intention towards Alchemist Fragrance brand. The research method used is quantitative with data collection through questionnaires, using purposive sampling techniques through Google Form with a 5-point Likert scale. The respondents in this study were 244 people that's familiar with Alchemist Fragrance brand, have exposure of online reviews on Alchemist Fragrance's perfume products on Shopee and Tokopedia, lastly, no past purchases of Alchemist Fragrance's perfume products. The data obtained were analyzed using SmartPLS 4.0.9.9. The results of the study indicate that E-WOM influences purchase intention, E-WOM influences brand image, brand image influences purchase intention, and brand image plays a mediating role in the relationship between E-WOM and purchase intention.

Keywords: E-WOM, Brand Image, and Purchase Intention