

CHAPTER II

LITERATURE REVIEW

2.1. Literature Review

2.1.1. E-WOM

Electronic word of mouth widely known as E-WOM refers to the dissemination of opinions, experiences, and judgments regarding a product, service, or brand through digital channels. According to Ismagilova et al. (2017), E-WOM is the continuous and dynamic transmission of information regarding a good, service, or entity, circulating among consumers who have made, are making, or plan to make a purchase through various online networks. This phenomenon is gradually occupying a strategic position as a determinant of consumer behavior, as online reviews, comments on social platforms, and discussion forums dominate as early signals leading to purchase decisions. Nurapriani et al. (2024) approach E-WOM as a form of digital communication, in which consumers document their experiences, judgments, and objective information about a product or service they have tried. Key dimensions in this communication transaction include the rate of dissemination, the valence of affect, whether the influence is favorable or unfavorable and the substance of the text presented. E-WOM contributes to the formation of consumer affect toward a brand, and the valence of comments spread on social platforms has the potential to reconfigure the brand image and modulate future purchase intentions.

Nowadays, word of mouth (WOM) encompasses interpersonal communication about services, products, or brands, both verbally and in writing.

Empirical evidence shows that this socially driven WOM shapes consumer perceptions and then drives purchasing decisions. Handoko and Melinda (2021) define WOM as consumers' evaluative expressions of perceived quality and experiential dimensions of a product. The proliferation of social networking platforms has accelerated this process, giving rise to electronic word of mouth. Consumers then document and disseminate opinions in digital formats, characterized by hashtags and mentions. Fazri and Evanita (2025) concluded that active E-WOM on social media enhances the perceived credibility of a product or service and increases the probability of conversion. Their findings confirm that this effect is positive, although statistical significance has not yet been established. Sylvia and Ramli (2023) delve deeper, emphasizing E-WOM as a central strategy in the digital marketing ecosystem, where consistent narratives and reviews build consumer trust and revise purchasing patterns. This practice provides various opportunities for enterprises and digital influencers to work simultaneously to expand their base and attract loyalists, because honest testimonials presented through storytelling methods have a powerful effect on audience intentions.

Furthermore, word of mouth has largely migrated to the digital space, dramatically expanding its reach. E-WOM, or electronic word of mouth, encompasses content created by netizens often friends or acquaintances about products or services they have directly used. The inclusive space of social media allows people to share assessments, regardless of whether they are complimentary or critical, tied to a specific consumption moment. Hasan and Erika (2023) describe E-WOM as informal, retrospective communication about brands or offerings that

have been passed over, its intensity has grown significantly over the past fifteen years. Concurrently, Indriana et al. (2022) show that E-WOM tends to drive changes in consumers' attitudes and purchase intentions, thanks to the speed with which evaluative information is shared and captured. Through this mode, the friction that often accompanies information searches is reduced, as comments from previous consumers are curated within an interconnected social footprint.

2.1.2. Brand Image

Brand image is formed from a complex web of ideas and feelings that individuals associate with a brand, which is continually updated through actual experiences, formal communications, and personalized interactions. Aaker (1991) emphasized that this whole cannot be viewed simply as a set of functional attributes, it encompasses the interpreted meanings and emotional reactions a brand can evoke. The influence of such an image on people's assessment of a company, the level of trust they place in it, and the amount of emotional investment they form cannot be ignored. Kotler and Keller (2021) clarified that brand image exists as a mental snapshot in the minds of consumers, sculpted from distinct features, linked ideas and a reputation that is steadily and coherently shaped over time. Within a marketplace saturated with alternatives, a strong brand image becomes a decisive factor for nurturing lasting customer loyalty.

A strong brand image acts like a protective barrier when the market is oversaturated. Research by Putra et al. (2020) reveals that customers' beliefs about a brand often forecast future purchase behavior with surprising accuracy. Brands that project and uphold a respectful identity attract new shoppers and convert them

into repeat customers, creating the loyalty that fuels sustainable profit growth. The expansion of electronic word of mouth (E-WOM) introduces a fresh, powerful tool for shaping how brands are viewed. When the online chatter is positive, a brand's allure multiplies in a self-reinforcing loop; when negativity spreads, however, the damage can be just as fast, driven by whatever stories catch the public's imagination. A stream of five star ratings, for example, boosts a brand's credibility and nudges bystanders toward the checkout button. Sudaryanto et al. (2025) showed that brand image alone is the vital channel that converts E-WOM into the magnet of a time limited discount, propelling purchase intent for Avoskin goods. The study concludes that a well regarded image, bolstered by digital commentary, can shift consumer attitudes and tip the final decision toward a buy. Given the context, it is critical to examine how electronic word of mouth relates to brand image, particularly to clarify how their combined effect guides purchase choices in the fragrance segment.

2.1.3. Purchase Intention

Within consumer behavior research, purchase intention is defined as the strength of a person's tendency to buy a product, providing a benchmark for predicting the subsequent buying action. Ajzen (2020) clarifies that intention reflects a person's preparedness to translate consideration into conduct and is, for that reason, regarded as the closest antecedent to actual purchasing. In this understanding, an individual's desire to acquire a particular item reflects the investment of energy and attention they are prepared to devote to that item. Hasan and Erika (2023) further this line of thought by emphasizing that purchase intention

reflects an individual's readiness to engage in an exchange ritual, and this readiness is formed through emotional and psychological components that collectively drive engagement in commercial interactions. It further serves as a delimiter between mere expectation and action, indicating that an individual's attention is prepared to be diverted to the transaction process. The phenomenon of purchase intention does not simply stem from a fleeting desire for an object, but is influenced by memories of previous use and expectations of perceived benefits. Past consumption events can modify an individual's beliefs, strengthen their confidence in the product, and, in turn, increase their motivation to continue with subsequent transactions. In numerous empirical studies, purchase intentions have repeatedly been shown to be a reliable predictor of the transition from product interest to purchase execution, given that the direction and strength of intentions consistently precede actual behavior.

Purchase intention begins with a desire or feeling of wanting a particular product based on personal preferences. This is followed by a period of research and information review before making a decision to purchase the product (Dmour et al., 2021). Mala et al. (2023) confirmed that brand image and product reviews can influence purchase intention, reinforcing the idea that external influences such as reviews and brand perception play a significant role in shaping customer decisions. Various factors, some related to marketers and others not, influence the decision-making process for purchasing something. What individuals think and do can be greatly influenced by a company's marketing, especially in this digital age when

there are so many influencers, articles, advertisements, and other means of promoting products.

Vithana and Fernando (2024) define purchase intention as a consumer's likelihood of acquiring a good or service in the future, considering its role as a predictor of consumer behavior. In today's digital world, people are more aware than ever of the importance of conducting online research before purchasing something. Today's consumers are increasingly exploring online reviews, social media platforms, and various other digital touchpoints, making the insights they gain increasingly decisive in their purchasing decisions. This growing reliance on digital information reinforces the position of electronic word of mouth (E-WOM), along with brand image, as fundamental drivers of consumption behavior. This study examines E-WOM influence on purchase intentions while zeroing in on brand image as a mediating factor. The author probes how digital conversations ultimately edge consumers toward hitting the buy button. Ismunarbowo and Firdausy (2024) show that favorable social media comments and reviews bump up the odds of conversion. The boost stems from the posts performing a double duty, they deliver actionable insights and function as social validation, together polishing the brand's appeal in the consumer's eyes.

2.2 Prior Research

Table 2. 1. Prior Research

No	Title/Author/ Year	Variable	Research methods	Results
1.	The Effect of the Electronic Word of Mouth on Purchase Intention via the Brand Image as a Mediating Factor: An Empirical Study. Dmour et al. (2021)	Variables: Independent Variable: Electronic Word of Mouth (E-WOM) Mediating Variable: Brand Image Dependent Variable: Purchase Intention Hypotheses: H1: E-WOM has a	A quantitative-based approach was used for data collection, employing a sample of 354 respondents who had experiences with the internet and social media. A questionnaire was designed, multiple	The data showed that electronic word-of-mouth, or E-WOM, significantly and favorably impacted both brand image and and purchase intention. In particular, E-WOM plays a full mediating role, which means that its impact on purchase intention is totally driven by brand image. The study demonstrated that an increase in E-WOM results in a more favorable brand

		significant impact on purchase intention. H2: E-WOM has a significant impact on brand image. H3 : Brand Image has a significant impact on purchase intention. H4: E-WOM has a fully indirect impact on purchase intention through brand image.	regression analysis was conducted to test the research model.	image, which enhances the chance of purchase intention. The regression models revealed substantial associations, as evidenced by high R-squared values, implying that E-WOM and brand image are important factors influencing consumer purchase decisions in Jordan's telecom sector. These findings emphasize the significance for telecommunications service providers to successfully manage their online word-of-mouth and brand image in order to increase consumer purchase intent.
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2.	The Role of Brand Image in Mediating Social Media Marketing and Electronic Word of Mouth Toward Purchase Intention of Emina Products in Padang Panjang City. Fazri and Evanita (2025)	Variables: Independent Variables: Social Media Marketing Electronic Word of Mouth (E-WOM) Mediating Variable: Brand Image Dependent Variable: Purchase Intention Hypotheses: H1: Social Media Marketing has a positive and significant effect on purchase intention.	The study employs a quantitative causal research approach to investigate the impact of social media marketing, E-WOM, and brand image on purchase intention among Emina product users in Padang Panjang. The primary data was acquired through surveys disseminated online to	The results of the study demonstrate that both independent variables have a considerable effect on the intervening variable, brand image, alongside high statistical support. Specifically, E-WOM has a good and noteworthy impact on brand image, as does discount framing. Furthermore, purchasing intention is significantly impacted by brand image. Direct impacts of E-WOM and discount framing on buy intention are also considerable, demonstrating that these variables can independently influence a customer's choice to buy. Overall, all
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		H2: Social Media Marketing has a considerable effect on electronic word of mouth (E-WOM). H3: E-WOM has a positive and significant effect on purchase intention. H4: Social Media Marketing has a positive and significant influence on brand image. H5: E-WOM has a positive and significant effect on brand image. H6: Brand image has a positive and significant effect on purchase intention.	140 respondents who met particular criteria: Padang Panjang inhabitants aged 12-28 years old, familiar with Emina through social media however have not purchased the product. The sample technique used was purposeful non-probability sampling. The data was analyzed using Structural	hypotheses are supported, illustrating the significance of these variables in affecting consumer purchasing behavior for Avoskin products.
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		H7: Through brand image, social media marketing significantly and favorably affects purchase intention.	Equation Modeling (SEM) using Partial Least Squares (PLS).	
3.	The Influence of Electronic Word of Mouth (E-WOM) and Discount Framing on Purchase Intention of Avoskin Products with Brand Image as a Mediation Variable. Sudaryanto et al. (2025)	Variables: Independent Variables: Electronic Word of Mouth (E-WOM) Discount Framing Mediating Variable: Brand Image Dependent Variable: Purchase Intention Hypotheses:	This study takes a quantitative approach, employing purposive sampling to collect data from respondents in Indonesia who are familiar with and interested in purchasing Avoskin products. The sample	The data shows that the mediating variable, brand image, is significantly impacted by both independent factors, discount framing and E-WOM with high statistical support. Specifically, E-WOM has considerably affect brand image, as does discount framing. Additionally, brand image has a substantial impact on purchasing intention. Direct impacts of E-WOM and discount framing on

		H1: E-WOM positively affects the brand image of Avoskin products. H2: Discount framing positively affects the brand image of Avoskin products. H3: Brand image affects the purchase intention of Avoskin products. H4: E-WOM affects the purchase intention of Avoskin products. H5: Discount framing affects the purchase intention of Avoskin products.	size is 315 respondents, which exceeds the minimum of 190 based on the indicators multiplied by 10. Data was collected using questionnaires provided via Google Forms. The data analysis method utilized is Structural Equation Modeling-Partial Least Squares	purchase intention are also considerable, demonstrating that these variables can independently influence customer purchasing decisions. Mediation research indicates that brand image intervene the effect of independent variables on purchase intention, implying that boosting brand image can boost the influence of online reviews and discount presentation on customer purchasing interest. Overall, all hypotheses are supported, illustrating the significance of these variables in
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		H6: E-WOM affects the purchase intention of Avoskin products mediated by brand image.	(SEM-PLS) with SmartPLS version 4.0.	affecting consumer purchasing behavior for Avoskin products.
4.	The Strategic Role of Brand Image in Linking Celebrity Endorsers and E-WOM with Local Skincare Purchase Intention for People in Jabodetabek. Nurapriani et al. (2024)	Variables: Independent Variables: Celebrity Endorser (CE) Electronic Word of Mouth (E-WOM) Mediating Variable: Brand Image Dependent Variable: Purchase Intention (PI) Hypotheses: H1: The purchase intention of Jabodetabek residents towards local	This study takes a quantitative method. Structured questionnaires were used to collect responses from 250 respondents, who were then categorized by gender, with the majority being female. The data was analyzed	The research results show that every hypothesis was validated. E-WOM and celebrity endorsements both considerably impacted the intervening variable and purchase intention as evidenced by CR values larger than 1.96 and p-values less than 0.05. Furthermore, the mediation analysis revealed that brand image strongly mediates the association between the two independent variables (celebrity

		skincare products is positively and significantly influenced by celebrity endorsers. H2: The purchase intention of Jabodetabek residents towards local skincare products is positively and significantly influenced by E-WOM. H3: The image of local skincare brands among the Jabodetabek community is heavily influenced by celebrity endorsements. H4: The image of local skincare brands among the Jabodetabek	using Structural Equation Modeling (SEM) with AMOS version 24 software, which is ideal for testing complex interactions between variables, including direct and indirect effects. The analysis included assessing model fit, determining the significance of correlations using	endorsers and E-WOM) and purchase intention, as proven by t statistics values >1.96 and p-values < 0.05. These findings imply that good impressions of celebrity endorsers and E-WOM improve brand image, increasing customers' buy intentions for local skincare items in Jabodetabek.
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		community is heavily influenced by E-WOM. H5: People's intention to purchase local skincare products in Jabodetabek is positively and significantly impacted by brand image. H6: Through brand image of local skincare for people in Jabodetabek, celebrity endorsers is positively and significantly impact purchase intentions. H7: Through brand image of local skincare for people in Jabodetabek, E-	critical ratio (CR) and p-values, and testing the mediating impact with the Sobel test. To assure measurement accuracy, constructs were tested for validity and reliability, with a threshold of ≥ 0.70.	
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		WOM is positively and significantly impact purchase intentions.		
5.	Impact of E-Word of Mouth (E-WOM) on Consumers' Purchase Intention for Cosmetic Products: The Mediating Role of Brand Image (With Reference to Facebook Users). Vithana and Fernando (2024)	Variables: Independent Variables: Electronic Word of Mouth (E-WOM), which includes sub-dimensions such as E-WOM Quality, E-WOM Quantity, and E-WOM Credibility. Mediating Variable: Brand Image Dependent Variable: Purchase Intention Hypotheses:	The study used quantitative methods to investigate the links between E-WOM, Brand Image, and Purchase Intention. A self-administered questionnaire was distributed to 384 Facebook users categorized as	The information revealed that the independent variables has a strong positive impact on purchase intention, with an original sample of 0.560 and $p=0.000$, indicating a high level of significance. Furthermore, independent variable has a significant effect on brand image (coefficient 0.575, $p=0.000$), which in turn has a significant impact on purchase intention (coefficient 0.380, $p=0.000$). Furthermore, the study found

		H1: There is a significant impact of E-WOM on consumer's purchase intention. H2: There is a significant impact of E-WOM on Brand Image. H3: Purchase intention is greatly influenced by brand image. H4: Brand image mediates the relationship between E-WOM and purchase intention.	Generation Z who live in Sri Lanka's Western province. The respondents were picked at random to ensure a representative and unbiased sample. Data was analyzed using Smart PLS software.	that brand image functions as a partial mediator between independent variables and buy intention, implying that independent variables effects purchase intention both directly and indirectly. The model revealed high reliability, validity, and predictive relevance, confirming the hypothesized correlations and stressing the importance of E-WOM and brand image in affecting cosmetics purchase decisions among Generation Z Facebook users.
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6.	Pengaruh E-WOM dan Perceived Quality terhadap Purchase Intention Rokok Elektrik dengan Brand Image sebagai Variabel Mediasi di Jakarta Barat. Ismunarbowo and Firdausy (2024)	Variables: Independent Variables: Electronic word of mouth (E-WOM) Perceived Quality Mediating Variable: Brand Image Dependent Variable: Purchase Intention Hypotheses: H1a: E-WOM has a significant effect on people's intentions to buy. H1b: Perceived Quality has a significant effect on people's intentions to buy.	Method: Quantitative study with a correlational, descriptive design. 110 respondents in West Jakarta who are between the ages of 19 and 40 and are aware of electronic cigarettes were selected by purposive sampling. Structured questionnaires are used to collect data.	The study's findings reveal that E-WOM significantly and favorably affects brand image and purchase intention, suggesting that online reviews and social media conversations regarding e-cigarettes have a big impact on customers' impressions. This is consistent with previous research that highlights the significance of electronic word-of-mouth in influencing the attitudes and actions of consumers. Remarkably, perceived quality had no discernible effect on brand image or intention to buy, indicating that, in the
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		H2: There is a significant influence of E-WOM on Brand image. H3: There is a significant influence of Brand image on Purchase intention. H4: The substantial impact that E-WOM has on purchase intention is mediated by brand image.	Analysis: SmartPLS v3.0 for Structural Equation Modeling Partial Least Squares (SEM-PLS). Authenticity and dependability: Standard validity and reliability tests were used to determine acceptability, and an external model assessment was	case of West Jakartan electric cigarette users, brand perception and online reviews may have a greater influence on purchasing decisions than perceived product quality. Furthermore, it was discovered that brand image acted as a mediator in the relationship between E-WOM and purchase intention, indicating that favorable online sentiment enhances the business's reputation, which in turn raises customers' propensity to buy. These findings suggest that in order to effectively influence customer purchasing behavior in this market,
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			conducted. Findings	marketing initiatives should place a higher priority on controlling brand reputation and fostering good online reviews than they should on perceived quality alone.
7.	The Influence of E-WOM on Purchase Intention with Brand Image as a Mediator Variable. Sylvia and Ramli	Variables: Independent Variable: Electronic Word Of Mouth (E-WOM)	Population: Customers are aware that Jabodetabek offers skincare goods. 110 responders make	Research shows that positive online reviews can improve consumers' perceptions of a brand and increase their likelihood of purchasing that product. E-WOM, or electronic word-of-mouth, has

	(2024)	Mediating Variable: Brand Image Dependent Variable: Purchase Intention Hypotheses: H1: Brand image is positively impacted by E-WOM. H2: Purchase intention is positively impacted by E-WOM. H3: Purchase intention is positively impacted by brand image.	up the sample size. Method of Sampling: Purposive sampling Data collection: questionnaire-based survey SmartPLS is a tool for data analysis. Authenticity and Dependability Tests include Cronbach's Alpha and Reliability Rho_A (>0.6), AVE (>0.50), outer loading	a significant and positive impact on brand image and purchase intention. Furthermore, it has been demonstrated that brand image directly and significantly affects purchase intention, underscoring the significance of brand image in the decision-making process of consumers. E-WOM first affects brand image, which then affects purchasing behavior. In the case of skincare items, all investigated hypotheses were validated, showing that enhancing E-WOM tactics can successfully boost
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		H4: Through Brand Image, Purchase intention is positively impacted by E-WOM.	(>0.70), and composite reliability (>0.7). Testing for Structural Models: R-Square, T-values (>1.96), and significance level of 5%.	brand image and, in turn, boost customer purchase intentions.
8.	The Influence of E-WOM and Social Media Marketing on Purchase Intention for Local Skincare Products in Batam City Mediated by Brand Image.	Variables: Independent Variables: Perceived Quality Electronic word of mouth (E-WOM) Social Media Marketing Brand Awareness Brand Trust	Type of Research: Comparative (quantitative) studies on causality Method of Analysis: Modeling Structural Equations (SEM)	According to the study, consumers' intents to buy local skincare goods in Batam City are significantly positively impacted by perceived quality, E-WOM, social media marketing, and brand recognition. On the other hand, purchase intention was not much impacted by

	Hasan and Erika (2023)	Mediating Variable: Brand Image Dependent Variable: Purchase Intention Hypotheses: H1: Perceived Quality influences Purchase Intention H2: E-WOM influences Purchase Intention H3: Social Media Marketing influences Purchase Intention H4: Brand Awareness influences Purchase Intention	Information Gathering: Utilizing Google Forms to distribute surveys 305 responders make up the sample size (calculated using Hair's formula: $10 \times$ number of indicators). Tools for Data Analysis: 3.2.9 for SmartPLS Statistics 26 in IBM	brand trust. Furthermore, it was demonstrated that social media marketing indirectly increases purchase intention by improving brand image, as indicated by the substantial mediation (T-statistic = 2.102, p = 0.036). Conversely, brand image did not substantially mediate the impact of E-WOM on purchase intention, implying that although E-WOM directly influences buy intention, its pathway through brand image is not important. Overall, these findings show how important brand awareness, social media
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		H5: Brand Trust has no effect on Purchase Intention H6: E-WOM influences Brand Image H7: Social Media Marketing influences Brand Image H8: Brand Image influences Purchase Intention H9: Through Brand Image, E-WOM has no Impact on Purchase Intention H10: Through Brand Image, Social Media Marketing has favourable Impact on Purchase Intention	SPSS Validity and Measurement Tests: Average Variance Extracted ($AVE > 0.5$) is used to evaluate validity. Cronbach's Alpha and Composite Reliability are used to determine reliability (> 0.7).	marketing, and perceived quality are in influencing customer purchasing decisions. Brand image is a mediating factor, especially for social media marketing but not for E-WOM.
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9.	The Effect of Social Media Marketing and E-WOM on Purchase Intention Mediated by Brand Image and Brand Trust: Halal Product FNB MSMEs in Malang City. Mala et al. (2023)	Variables: Independent Variables: Social Media Marketing Electronic Word-of-Mouth (E-WOM) Mediating Variables: Brand Image Brand Trust Dependent Variable: Purchase Intention Hypothesis H1: Purchasing decisions are significantly and favorably impacted by social media marketing.	This study takes a quantitative and explanatory approach. The researchers focused on social media users, specifically Instagram followers of halal food alongside beverage MSMEs in Malang City, Indonesia, who had consumed the items at least three times before.	The study's results show that all of the presented hypotheses are supported. Specifically, social media marketing and E-WOM have a favorable and considerable impact on brand image and trust. These have a big impact on purchase intentions. Furthermore, the impact of social media marketing and electronic word-of-mouth (E-WOM) on purchasing decisions is significantly mediated by brand image and brand trust. The findings highlight the importance of social media involvement and word-of-mouth communication in
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		H2: Purchasing decisions are significantly and favorably impacted by E-WOM. H3: Brand image is positively and significantly impacted by social media marketing. H4: Brand trust is positively and significantly impacted by social media marketing. H5: Brand image is significantly and favorably impacted by E-WOM. H6: Brand trust is significantly and favorably impacted by E-WOM.	Purposive sampling was utilized, with 380 respondents drawn from a broader group of 34,653 Instagram followers. Data was collected via questionnaires disseminated via Google Forms with Likert scale replies. The questionnaire's validity and reliability were assessed using	affecting consumer views and purchasing behavior for halal MSME products in Malang City. The study's results are consistent with previous research, indicating the importance of brand image and trust as mediators in this context.
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		H7: Purchasing decisions are positively and significantly impacted by brand image. H8: Purchasing decisions are positively and significantly impacted by brand trust. H9: Through brand image, social media marketing significantly and favorably influences purchasing decisions. H10: Through brand trust, social media marketing significantly and favorably influences purchasing decisions.	Cronbach's alpha and item validity measures. Data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0, which allowed the researchers to evaluate the correlations between variables and test the hypotheses.	
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		H11: E-WOM Has a large and positive impact on purchasing decisions through brand image. H12: E-WOM has a large and positive impact on purchasing decisions through brand trust.		
10.	The Influence of Social Media Influencer and Electronic Word of Mouth Mediated by Brand Image on Purchase Intention at Eternamoore Beauty Clinic Makassar.	Variables: Independent Variables: Social Media Influencer (SMI) Electronic Word of Mouth (E-WOM) Mediating Variable: Brand Image (BI) Dependent Variable: Purchase Intention (PI)	This research employed a descriptive quantitative methodology and was conducted at Makassar's Eternamoore Beauty Clinic. Data was	The results of the study show that the Independent Variables has a significant influence on brand image. Specifically, social media influencers help brand image, but don't significantly change a person's likelihood of purchasing something. In contrast, online reviews

	Markiones et al. (2023) Hypotheses: H1: Brand image is positively impacted by social media influencers. H2: Brand image is significantly impacted by E-WOM. H3: Purchase intention is significantly impacted by brand image. H4: Purchase intention is significantly impacted by social media influencers. H5: Purchase intention is significantly impacted by E-WOM. H6: Through brand image, purchase intention is significantly impacted by social media influencers.	acquired using surveys given to the clinic's Instagram followers. The sample size was 117 respondents out of 130 prospective participants. The measurement used a Likert scale (1 for strongly disagreeing, 5 for strongly agreeing). To evaluate the assumptions, data was analyzed smartpls.	has a strong positive impact on both brand image and purchase intention. The research finds brand image mediates the association between SMI alongside purchase intention, as well as E-WOM and buy intention. These findings highlight how favorable online reviews and influencer connections improve brand impression and indirectly affect consumer purchasing decisions.
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11.	The Impact of E-WOM and Celebrity Endorser on Purchase Intention Mediated by Brand Image: A Study on Halal Cosmetic Products. Indriana et al. (2022)	Variables: Independent Variables: Electronic Word of Mouth (E-WOM) Celebrity Endorser Mediating Variable: Brand Image Dependent Variable: Purchase Intention Hypotheses: H1: Brand image is significantly and favorably impacted by E-WOM. H2: Brand image is significantly and favorably impacted by celebrity endorser.	This research adopts a causal research strategy based on a survey with a structured questionnaire. The technique is quantitative, with the goal of measuring and analyzing relationships between variables. The target audience consists of university students in Surakarta	The data show that E-WOM and celebrity endorsers both significantly and favorably affect brand image and buy intention. Specifically, E-WOM has a large effect on brand image (with a p-value of 0.000) and purchase intention (p-value 0.002), although celebrity endorsers also have a significant impact on brand image (p-value 0.032). Furthermore, brand perception mediates the association between E-WOM and buy intention; however, the mediation impact of brand image between celebrity endorsers and purchase intention was
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		H3: Purchase intention is significantly and favorably impacted by E-WOM. H4: Purchase intention is significantly and favorably impacted by celebrity endorser. H5: Through brand image, E-WOM significantly and favorably influences purchase intention. H6: Through brand image, celebrity endorser significantly and favorably influences on purchase intention.	who have made online purchases through Shopee, with a purposive sample size of 100 respondents. The SmartPLS 3.0 program was used for data analysis, which included Structural Equation Modeling (SEM) with Partial Least Squares (PLS).	not validated because the indirect effect was rejected using the t-statistic and p-value criterion. The R-squared values indicate that the models account for 55.8% of the variance in brand image and 72.9% of purchase intention, showing high model fit and significant explanatory power.
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12	The Role Of Brand Image In Mediating The Effect Of Electronic Word Of Mouth (E-WOM) And Social Media On Purchase Intention. Solihin and Ahyani (2022)	Variables: Independent Variables: Electronic Word of Mouth (E-WOM) Social Media Mediating Variable: Brand Image Dependent Variable: Purchase Intention Hypotheses: H1: Brand image is positively impacted by E-WOM. H2: Brand image is positively impacted by social media.	This study used a causal research strategy to investigate the correlations between variables. The demographic comprised of customers from South Tangerang who used Lazada at least once a month. A purposive sampling strategy was used to pick 150 respondents, with the	The study discovered that social media alongside E-WOM both significantly improve brand image, alongside P-values below 0.05 and T-statistics above 1.96, supporting hypotheses H1 and H2. Furthermore, brand image has a considerable impact on purchase intention (H3), as do E-WOM (H4) and social media (H5). Furthermore, brand image was found to play a mediating function for the interaction between E-WOM and buy intention (H6) and between social media and purchase intention (H7), implying that brand
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		H3: Purchase intention is positively impacted by brand image. H4: Purchase intention is positively impacted by E-WOM. H5: Purchase intention is positively impacted by social media. H6: Through brand image, purchase intention is positively impacted by E-WOM. H7: Through brand image, purchase intention is positively impacted by social media.	sample size calculated by the number of indicators in the questionnaire (30 indications multiplied by five). Questionnaires were used to collect data, and the analysis was done using Structural Equation Modeling (SEM) and the SMART PLS tool.	perceptions partially mediates these associations. The R-square values suggested that the models had a medium impact size, with the independent variables accounting for 58.8% of the variance in brand image and 53% in purchase intention.
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13.	The Effect Of Electronic Word Of Mouth On Purchase Intention Through Brand Image As Media In Tokopedia. Handoko and Melinda (2021)	Variables: Independent Variable: Electronic Word of Mouth (EWOM) Mediating Variable: Brand Image Dependent Variable: Purchase Intention (Buying Interest) Hypotheses: H1: EWOM has a significant effect on buying intention (Purchase Intention) H2: EWOM has a significant effect on Brand Image	The study took a quantitative research technique, conducting a survey with 313 respondents who had used Tokopedia. Purposive sampling was utilized to pick respondents aged 15 to 45 who had previously used Tokopedia. Data was collected via surveys given online via Google Forms to	The data confirm that E-WOM has a considerable positive effect on both brand reputation and intent to buy. The data revealed that E-WOM had a direct impact on Purchase Interest and an indirect influence through Brand Image as a mediating variable. The tests revealed significant t-statistics (higher than 1.96) and p-values less than 0.05, which supported all hypotheses. Furthermore, the model indicated that Brand Image mediates the influence of EWOM on customer buying interest, emphasizing the significance of
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		H3: Brand Image has a significant effect on buying interest (Purchase Intention) H4: Brand Image has a significant effect in mediating EWOM with Buying Interest (Purchase Intention)	respondents from five main cities in Indonesia. The variables were measured with an interval scale.	maintaining a favorable brand perceptions in order to effectively harness E-WOM.
14.	How Electronic Word Of Mouth (E-WOM) Affects Purchase Intention With Brand Image As A Mediation Variable : Case Of	Variables: Independent Variable: Electronic Word of Mouth (E-WOM) Mediating Variable: Brand Image Dependent Variable: Purchase Intention	The survey was done among active students at Universitas Syiah Kuala's Faculty of Economics and Business, which	The study discovered that purchase intention was significantly and favorably impacted by E-WOM, as well as a good impact on brand image. Furthermore, research has revealed that brand image has a major impact on purchase

	Xiaomi Smartphone In Student. Putra et al. (2020)	Hypotheses: H1: E-WOM effects the purchase intention significantly H2: E-WOM effects brand image significantly H3: Brand Image effects purchase intention significantly H4: Through brand image, E-WOM indirectly influences purchase intention.	numbered 2,995. A sample size of 100 respondents was calculated using statistical procedures appropriate for the demographic. Data was collected through the use of questionnaires distributed privately to respondents.	intention. The Sobel test demonstrated that brand image partially mediates the effect of E-WOMen on purchase intention, implying that E-WOMen influence purchase decisions both directly and indirectly by improving brand image. All four hypotheses were accepted, confirming the importance of online reviews and reputation in influencing students' purchasing behavior for Xiaomi smartphones.
15.	Factors affecting the intention to purchase	Variables: Independent Variable: E-WOM	This study employs a quantitative approach,	The research discovered that, with a p-value of less than 0.05, E-WOM

	halal cosmetics on Instagram: E-WOM and brand image. Wajdi et al. (2020)	Mediating Variable: Brand Image Dependent Variable: Purchase Intention Hypotheses: H1: Purchase intention is positively impacted by E-WOM. H2: Brand image is positively impacted by E-WOM. H3: Purchase intention is positively impacted by brand image.	with primary data obtained via questionnaires distributed both online and offline using purposive sampling. The respondents consisted of 93 active Instagram users, the majority of whom were college students. The questionnaire uses a Likert scale to assess the variables.	significantly and favorably influences purchase intention. Furthermore, E-WOM improves brand image, which in turn increases purchase intention. The F-test confirms the simultaneous substantial influence of E-WOM and brand perceptions on buy intention, accounting for approximately 37.9% of the variance. All hypotheses are supported, demonstrating that both online reviews and brand perception influence consumers' buying decisions for halal cosmetics on Instagram.
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2.3 Conceptual Model and Hypothesis Development

2.3.1 Relationship Between E=WOM and Purchase Intention

This study methodically examines how electronic word of mouth (E-WOM) shapes potential customers' desires to convert into buyers. Dmour et al. (2021) documented a marked and positive relationship between E-WOM and purchase intention across varied contexts. Sudaryanto et al. (2025) upheld this finding, demonstrating that supportive feedback and peer recommendations substantially increase the likelihood of an intended purchase. Wajdi et al. (2020) affirmed the role of E-WOM as a crucial accelerant for behavioral intention to buy. Collectively, the findings suggest that the information disseminated through E-WOM is perceived by consumers as both relevant and credible, thereby propelling them toward the final decision to purchase.

Electronic word of mouth (E-WOM) has become a major navigator of consumer buying decisions. During spikes of online engagement like product rollouts, seasonal markdowns, or trending hashtags, consumers turn to reviews, comments, and star ratings, and the impact of these peer voices on the market becomes indisputable. Sylvia and Ramli (2023) show that E-WOM turns personal impressions into communal endorsements, increasing trust and dampening purchase hesitation. This influence deepens when users perceive the commentary as sincere peer voices are then seen as more credible than any paid advertisement. More recently, Nurapriani et al. (2024) found that the likelihood of completing a transaction jumps when E-WOM is positive and buyers feel both authenticity and a personal bond. Much of E-WOM's potency can be traced to the principle of social

proof, people are inclined to mirror the choices of others they consider similar. Consequently, embracing favorable E-WOM messages noticeably heightens the chances of converting interest into an actual purchase.

The ability of electronic word of mouth to sway consumer purchases highlights an essential area for businesses aiming to elevate their appeal. Fazri and Evanita (2025) contend that businesses can intentionally foster positive E-WOM by first inviting satisfied customers to generate and share content and then by incentivizing them to broadcast their good experiences further. This can increase the likelihood of people trusting the company and purchasing from it. While a strong brand image might serve as a buffer, enhancing the benefits of E-WOM, it is actual positive feedback that ultimately drives consumers to make a purchase. Hasan and Erika (2023) stated that E-WOM's direct correlation with purchase intention is still very important, with positive online reviews having a greater impact than traditional promotional approaches. In this context, The overall effect of E-WOM on consumer decision making is influenced by brand image, but genuine online opinions are frequently the deciding element in altering purchasing behavior. Therefore, the hypothesis proposed in this study is as follows:

H1: E-WOM has a significant impact on purchase intention.

2.3.2 Relationship Between E-WOM and Brand Image

Electronic word of mouth was also discovered to have an impact on brand image. Solihin and Ahyani (2022) stated that E-WOM has a significant influence on brand image. E-WOM has emerged as one of the most significant aspects of a brand's image building. Handoko and Melinda's (2021) research supported the

hypothesis. The findings indicate that E-WOM exerts a strong effect on brand image. Online reviews referred to as E-WOM, increasingly shapes how future customers form their opinions. Analyses have confirmed that delightful interactions boost brand image, reinforcing earlier research that tracks how consumer attitudes evolve. Research indicates that positive elements of a customer experience influence not only evaluations of a particular product or service but also shape perceptions of the entire brand.

Whether digital word of mouth helps or harms brand image really depends on how believable consumers think it is. Vithana and Fernando (2024) found that shoppers first weigh brand messages for how real and trustworthy they seem. When online reviews and shares feel sincere and dependable, they usually boost the brand's standing. Trust deepens when comments include concrete examples and come backed by third parties like verified buyers or reputable reviewers adding another layer of credibility. Wajdi et al. (2020) warn that a brand's standing is still at risk, a lone misleading comment or a sharp criticism even if it represents a small fraction often carries a disproportionate punch and can skew the overall impression. These findings, when read synthetically, affirm a twofold mandate for marketers: first, develop E-WOM that strengthens the brand image, second, establish mechanisms that prevent unreliable testimony, or false information, from damaging the organization's reputation. Therefore, the hypothesis proposed in this study is as follows:

H2: E-WOM has a significant impact on Brand Image.

2.3.3 Relationship between Brand Image and Purchase Intention

In their empirical study, Handoko and Melinda (2021) revealed that consumer perception of a brand serves as a powerful and beneficial driver of purchase intention. Brand communication deeply embedded in consumers' memories strengthens product recall. When buyers interact positively with a brand, their trust levels increase, which in turn increases the probability of repeat purchases. Furthermore, Indriana et al. (2022) clarified that brand image plays a key role in purchase intention, an image supported by consumer trust triggers a deeper desire to make a transaction. In other words, brand image has the potential to transform perceptions of purchases, encouraging consumers to shift to profitable options and enhance the transaction process.

The image of a brand whether a product or a service touches the cognitive and affective processes that guide consumers toward concrete purchasing intentions. According to Aaker (1991), a strategically designed brand image that incorporates attributes recognized as superior strengthens the emotional bond between consumers and the company, ultimately elevating the brand in consumers' choice order. When consumers associate a brand with attributes such as reliability, superior quality, and innovative capacity, their choice leans toward that brand over its competitors. Such emotional attachments become even more valuable in saturated markets, where product disparity demands a sharp differentiation strategy to maintain competitive advantage. Fazri and Evanita (2025) reinforce this view by asserting that a consistent brand image within consumers strengthens memory, builds philosophic trust in the brand, and reduces hesitation during the purchasing

process, something that is increasingly important in situations of choice. In this context, a positive brand image, more than just a differentiation tool, acts as a psychological driver that guides consumers' final decisions.

The perception of a brand's quality, largely shaped by its public image, remains a key determinant of consumer purchasing behavior. Markiones et al. (2023) found that a positive image generates trust, which, in a logical sequence, increases the consumer's probability of completing a transaction. Statements suggesting consistency and reliability of service serve as reassurance, reducing perceived risk during the trading process. In service driven industries, such as aesthetic medical clinics, a favorable brand image is interpreted as a symbol of integrity and quality. In this context, reputation and trust become key variables governing interactions. Based on these findings, Nurapriani et al. (2024) emphasized that a stable brand image does much more than suggest superior quality; it cultivates a consumer's lasting intention to buy by evidencing the brand's trustworthiness and worth. This cumulative impression fosters a greater feeling of assurance among buyers, making them more inclined to finalize a purchase during direct, in person encounters. Therefore, the hypothesis proposed in this study is as follows:

H3: Brand Image has a significant impact on Purchase Intention.

2.3.4 Brand Image Mediates the Effect of E-WOM on Purchase Intention

Ismunarbowo and Firdausy (2024) found that brand image acts as the connector between electronic word of mouth (E-WOM) and customers' intent to buy. Buyers pay keen attention to online scores and reviews to see how the brand

is viewed in the market. Their finding matches Dmour et al. (2021), who demonstrated that E-WOM alters purchase intention indirectly by first shaping brand image. Handoko and Melinda (2021) offer additional support, reporting that a solid brand image intensifies E-WOM and strengthens purchase intention. Together, these investigations reveal that favorable E-WOM can enhance a brand's overall image, raising the likelihood that curiosity will translate into completed purchases.

Mediation analysis demonstrates that consumer attitudes influenced by electronic word of mouth (E-WOM) do not convert to purchase intentions in a straight line. Instead, the relationship is mediated by the consumer's pre-existing brand image. When online reviews are favorable, they bolster perceptions of the brand's credibility, quality, and trustworthiness. This elevated brand image subsequently raises the probability of making the purchase (Sudaryanto et al., 2025). Sylvia and Ramli (2024) corroborate this by demonstrating that brand image operates both as a determinant and as a mediating factor between E-WOM and purchase intentions. Negative E-WOM, on the other hand, can damage brand image and weaken consumer interest, even if curiosity has already been sparked. Together, these results position brand image as a vital buffer against the fallout of negative E-WOM and highlight that the journey from endorsement to purchase intention is shaped decisively by consumer brand evaluations. Therefore, the hypotheses proposed in this study are as follows:

H4: Brand image mediates the influence of E-WOM on Purchase Intention.

2.4. Research Framework

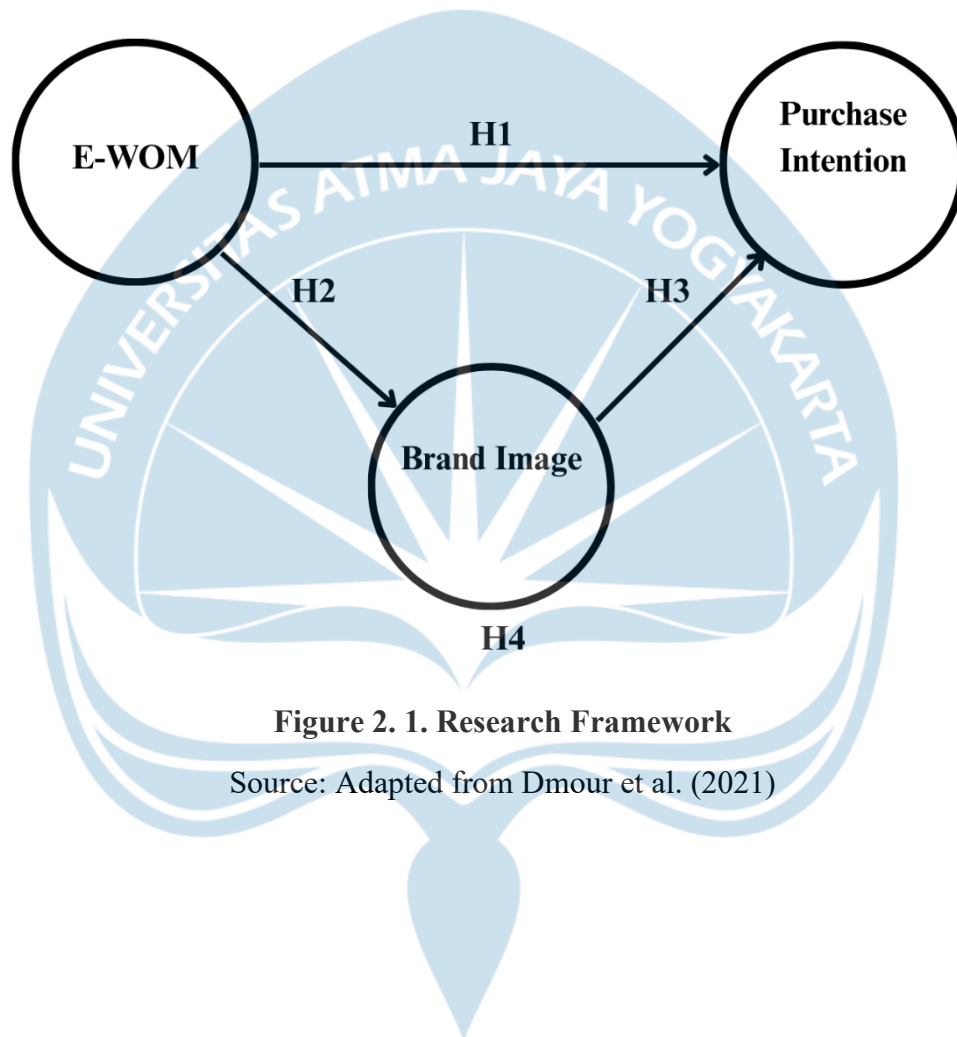


Figure 2. 1. Research Framework

Source: Adapted from Dmour et al. (2021)