



The effect of electronic word of mouth, brand image and trust on online purchase intention through social media

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ABSTRACT

This study aims to analyze the effect of electronic word of mouth, brand image and trust on online purchase intention through social media for Solok City consumers. The population of this research is consumers who have shopped through media. The number of respondents in this research is 189. Data collected by distributing questionnaires online is processed using the SmartPLS software. The results of this study indicate that (1) eWOM has a significant effect and positive on Trust, (2) eWOM has a significant effect and positive on Brand Image, (3) Trust has a significant effect and positive on Online Purchase Intention, (4) Brand Image has a significant effect and positive on Online Purchase Intention, (5) eWOM has no significant effect on Online Purchase Intention, (6) Brand Image has a significant effect and positive on Trust, (7) eWOM has a significant effect and positive on Online Purchase Intention with Trust as mediation, (8) eWOM has a positive and significant effect on Online Purchase Intention with Brand Image as mediation, (9) Brand Image has a positive and significant effect on Online Purchase Intention with Trust as mediation.

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INTRODUCTION

Technological developments are developing rapidly, making interactions between people run quickly, making it easier to do activities and build new habits for the community. In addition, it can be seen from business people who take advantage of technological and information developments in running a business, both production and marketing, and globalization also creates competition for business people in order to achieve better performance. (Ditto & Pille, 1998).

Based on data from We Are Social, the number of internet users in the world reached 4.95 billion people in January 2022. This number increased by 3.99% compared to the previous year of 4.67 billion people. Based on the trend, internet users continue to experience growth every year. In the last decade, an increase in the number of internet users globally occurred in 2016, namely 12.5%. Internet users spend more time on social media platforms. This phenomenon makes them on this platform to increase their sales (Y. Q. Zhu & Chen, 2015). In most cases, online sellers have abandoned the conventional methods of promoting their company, retailers are focusing promotion to customers (Chu & Kim, 2011).

There is a special term to describe the phenomenon when shopping online on social media, namely social commerce. In short, social commerce is the use of social media for promotion, selling and buying directly on social media applications. The public's positive response to the existence of online shops on social media has created in users of online selling good. Ease accessing internet and processing payment

transactions at online stores on social media also contributes to perpetuating the online shopping style, online shopping transactions can be made by transferring a certain amount of money and there are even several shops that can use the cash on delivery transaction method or what is often referred to as COD.

This indicates that social media can provide direct sales and is able to attract more online shopping intentions than promotions through other online platforms. However, it is not certain that consumers will shop immediately after seeing a product on social media. This is because online shopping intentions can be influenced from various aspects such as word of mouth online communication, product image, customer trust, product prices, promotions, discounts, and others.

According to Dodds et al (1991) Consumer purchase intention is the possibility of a customer to buy a particular product or service. Meanwhile according to Ling et al (2010), Online purchase intention is a situation when a customer is willing and intends to be involved in an online purchase transaction. Basically, consumer purchase intention is a driving factor in making purchasing decisions for a product. Consumer purchase intention appears due to several factors. One of the factors that can influence the emergence of purchase intentions is Electronic word of mouth (eWOM). Based on the nature of humans who like to establish relationships through communication between one another, information about products or services through Word of Mouth is more likely to be trusted. Another aspect that plays an important role in purchasing products online is brand image (Aghekyan-Simonian et al., 2012). Consumer purchase intention can be higher if the brand image of an online shop on social media is well formed. The more positive reviews consumers have about brand image, this is what will later form a trust or customer trust so that it can increase online purchase intention. So this increases consumer confidence in making sustainable decisions (Pickett-Baker & Ozaki, 2008).

LITERATURE REVIEW

Online Purchase Intention

Online purchase intention is a plan from consumers to buy certain goods or brands. Purchase intention can be seen for example by asking whether it is possible to buy the product being promoted. Purchase intention a potential consumers shopping directly (Martinez & Kim, 2012) Online purchase intention is a determinant of consumer attitudes. Intention to buy will culminate in the purchasing decision-making process after a need or desire arises from the consumer.

According to Rahman (2020) ;Kim & Park (2005) ;Shukla (2011) there are 4 indicators of online purchase intention, namely:

1. Behavior change.
2. Repeat Orders.
3. Brand recommendation.
4. Transactional.

Electronic Word of Mouth

According to Koubova & Buchko (2017) electronic word of mouth is a consumer expression as an interaction carried out to establish a communication relationship between fellow consumers in order to notify the actual product condition of a product sold through digital media. The power of interpersonal influence through word of mouth is well recognized in the consumer literature (Arndt, 1967).

According to Rahman (2020) there are five indicators measuring the Electronic Word of Mouth variable:

1. Discussion.
2. Suggestion
3. Opinion.
4. Product reviews.
5. Product reviews.

Brand Image

Brand image is how consumers view the brand the abstract from what they think the brand really is not. Thus, the image refers to the more tangible aspects of the brand. Brand image is related to the extrinsic nature of a product or service, including the way the brand tries to meet psychological or social needs (Keller, 2001)

According to Rahman (2020); D.F.Davis et al (2009); Keller (2001) the following question items are used to measure research indicators in variables:

1. Values.
2. History.
3. Uniqueness.
4. Brand Famous.

Trust

Trust in one of the first parties who believe in the actions of the second party or other parties with the aim that the second party will take important actions for the first party, seen from the ability of the second party to see or control the first party (J. H. Davis et al., 2000). Managers must realize that beliefs about objects, attributes, and benefits reflect consumer perceptions, and therefore, generally a consumer's beliefs are different from other consumers. Trust has long been considered essential to organizational success (Ilbery, 1998)

According to Rahman (2020); B. Zhu et al (2018), there are 4 indicators forming economic:

1. Benevolence
2. Ability
3. Integrity.
4. Overall.

Conceptual framework and hypothesis

Electronic Word of Mouth and Trust

The results of research that has been carried out by (Ramadhani, 2021) that the relationship between electronic word of mouth and trust is positive and significant. Tsao & Hsieh (2012) highlighted that potential customers will pay attention to word of mouth comments when looking at internet sites for shopping and fail the transaction if the comments from the website are bad. Positive eWOM can affect consumer intentions because consumers cannot see goods directly when buying online so consumer trust depends on eWOM. As a result, the hypotheses are:

H1: eWOM has a positive and significant on Trust.

eWOM and Brand Image

Herr et al (1991) shows that there is a positive relationship caused by Electronic word of mouth with Brand image. A good brand image can remember if many consumers speak well, conversely it will be remembered it would be a bit if pronounced in a negative way. Not only that, the brand image is more peaked leads to perceived quality one lead to a decrease in perceived quality. So, the hypothesis is:

H2: eWOM has a positive and significant effect on Brand Image.

Trust and Online Purchase Intention

Mosunmola et al (2019) states that trust has a significant and positive effect on OPI. According to Yousafzai et al (2003) Trust is the foundation of business. Something will happen if the consumer believes that later the consumer will have. So, the hypothesis is:

H3: Trust has a significant positive effect on Online Purchase Intention.

Brand Image and Online Purchase Intention

Research conducted by Gregorski & Pavlath (1980), BI has a significant and positive effect on OPI. According Aaker & Keller (1990), If a brand already has positive image or is liked by many people, it can reduce the risk of buying. Bracuse many consumers consider the BI of a brand making decision. Therefore, BI is direct influence on purchase intention (Park et al., 1986). So, the hypothesis is:

H4: Brand Image has a significant positive effect on Online Purchase Intention.

Electronic Word of Mouth and Online Purchase Intention

Research conducted by Arndt (1967), shows that eWOM is significant positive effect on OPI. The more eWOM received, the greater the effect on consumer purchase intentions. So, the hypothesis is:

H5: eWOM has a positive and significant effect on Online Purchase Intention.

BI and Trust

Research conducted by Vázquez et al (2002) by building a brand image measurement scale can affect brand trust for consumers. On research Ambler & Kokkinaki (1997) Brand image has a positive and significant effect on trust. Trust in BI contributes to a better explanation to consumers. Manager & Limited (1999), also stated that brand characteristics that build brand image relatively more important in them influence on consumer trust in brands. So, the hypothesis is:

H6: BI has a positive and significant effect on Trust.

eWOM and Online Purchase Intention with Trust as Mediation

Research conducted Yap et al (2013) argues eWOM has to offer positively or negative information because consumers can advise or warn other products based on their experience. It was found that eWOM influences product purchasing decisions because it is mediated by the trust that has been obtained from previous consumers. eWOM stems the comments from people and more subscribers likely trust the information generated/published from marketing or commercial sources (Larner, 2015). Research conducted Daugherty & Hoffman (2014) sources from Facebook, Youtube and Twitter can create new opportunity to consumer engagement that allow them to become active a social media rather than passive consumers through eWOM. Therefore, consumer is interrelated by looking for reliable source with trust as mediation. As a result, the hypothesis is:

H7: eWOM has a positive and significant effect on Online Purchase Intention with Trust as mediation.

Electronic Word of Mouth and Online Purchase Intention with Brand Image as Mediation

(Cheung & Lee, 2012) argues that the growth of network media caused forms interactions between customers. More and more people are exploring online networks to share experiences and information about brand image. Customers rely on eWOM when seeking information about brand image before making a purchase decision. eWOM can positively influence increasing customer purchase intentions and brand image as mediation. So, the hypothesis is:

H8: eWOM has a positive and significant effect on Online Purchase Intentions with BI as a mediation.

Brand Image and Online Purchase Intention with Trust as Mediation

BI description of the products the mind of the public and how the market interprets the product attributes when making a purchasing decision (Chatterjee & Basu, 2020). According to research Armstrong et al., n.d. said communication BI competition for build a market for a brand because the trust of consumers depends on the image of the product. So, the hypothesis is:

H9: Brand Image has a significant positive effect on Online Purchase Intentions with Trust as a mediation.

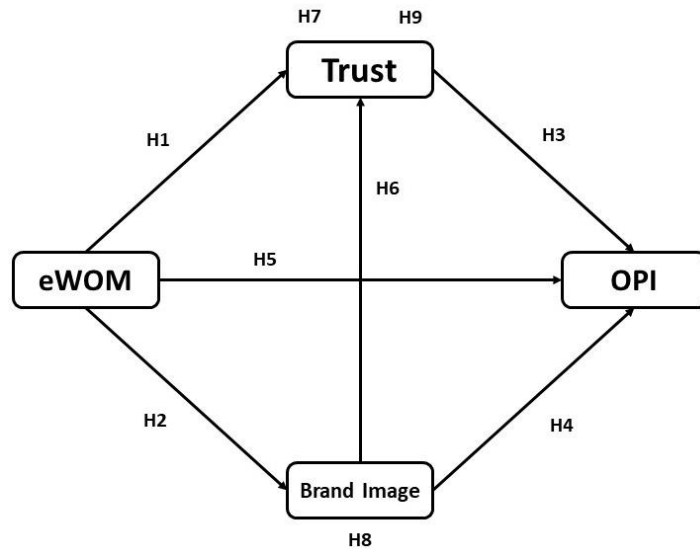


Figure 1. Conceptual Framework

METHOD

This is a quantitative descriptive study. Quantitative research method is research that is based on positivistic (concrete data), and the data is in the form of numbers that will be measured using statistics as a calculation test tool related to the problem to be studied to produce a conclusion. While the data source used in this study is the primary data source. Primary data is research data obtained directly from data sources that are collected specifically and directly related to the problem under study.

Primary data was gathered by research using questionnaires distributed at random online via a Google form. PLS was used to classify measurement model and test structure Measurement model in the data. Validation in the measurement model employs a validity measuring instrument known as convergent and discriminant validity. Following the validation check, Reliability will be assessed and carried out based on structure model measuring r squared. The most effective technique to determine the importance of variables is to calculate q squared, which demonstrates the strength and direction of the relationship between variables. There are four variables, three of which are independent variables (X1 = eWOM, X2 = BI, X3 = Trust), with two mediation variables (M1 = Brand Image, M2 = Trust), and one dependent variable (Y = Online Purchase Intention).

Table 1. Operational Variables

| Variable | Definition | Indicator |
|-------------------------------|---|--|
| Online purchase intention (Y) | Online Purchase intention is a cognitive plan or consumer desire for a particular item or brand. Purchase intention can be measured by asking about the possibility of buying digitally advertised products. Purchase intention is the stage of the respondent's tendency to act before actually making a purchase. | 1. Behavior change. 2. Repeat Orders. 3.Brand recommendation. 4. Transactional. |
| Electronic word of mouth (X1) | eWOM is a communication medium for sharing information about a product or service that has been consumed between consumers who initially did not know each other and met before which was delivered electronically. | 1. Discussion. 2. Suggestion 3. Opinion. 4. Product reviews. 5. Product reviews. |
| Brand Image (X2) | Brand image is how people think about the brand in the abstract from what they think the brand really is not. Thus, the image refers to the more tangible aspects of the brand. | 1. Value. 2. History. 3. Unique. 4. Brand Famous. |

| | | |
|-------------------|--|--|
| <i>Trust (X3)</i> | A feeling of confidence in a person to a party where consumers believe that the product has the value of the benefits that are expected. | 1. <i>Benevolence</i> 2. <i>Ability</i> 3. <i>Integrity.</i> 4. <i>Overall.</i> |
|-------------------|--|--|

DISCUSSION

The type of research used is quantitative research. According to Sekaran & Bougie (2014) quantitative research aims to determine the effect of the independent variable on the dependent variable. Sources of data used in this study is primary data sources. The SEM approach used in this study is based on Partial Least Squares (SEM-PLS). This method is used with a sample small size. SEM PLS method on type of that aims to maximize the variable variation criteria that can be explained by predictors. SmartPLS software was used for analysis.

The validity and reliability of the instrument being tested were evaluated during the test of the test measurement model (outer model). The validity test is performed to demonstrate how well the measuring tool measures the desired quantity. The validity test's purpose is to evaluate the instrument's quality and demonstrate its validity, as well as how well the measure can define a concept. Hair and colleagues (2018) The convergent validity test requires that the factor loading. is above 0.7 and the AVE is above 0.5. This study's validity test is the minimum value for construct validity test. Table 1 shows the results for the outer loading:

Table 2. Outer Loading

| Variabel | Online Purchase Intention (Y) | Electronic Word of Mouth (X1) | Brand Image (X2) | Trust (X3) |
|-----------------|--------------------------------------|--------------------------------------|-------------------------|-------------------|
| OPI 1 | 0.857 | | | |
| OPI 2 | 0.808 | | | |
| OPI 3 | 0.792 | | | |
| OPI 4 | 0.859 | | | |
| eWOM 1 | | 0.739 | | |
| eWOM 2 | | 0.825 | | |
| BI 1 | | | 0.849 | |
| BI 2 | | | 0.806 | |
| BI 3 | | | 0.897 | |
| BI 4 | | | 0.868 | |
| Trust 1 | | | | 0.806 |
| Trust 2 | | | | 0.790 |
| Trust 4 | | | | 0.871 |

Source: Primary Data 2022

According to Table 2, after removing indicators with values less than 0.7, the values of all indicators were greater than 0.7. Convergent validity value is correct.

Table 3. Outuput AVE

| | <i>Average Variance Extracted (AVE)</i> |
|-------|---|
| OPI | 0.688 |
| eWOM | 0.761 |
| BI | 0.732 |
| Trust | 0.711 |

Source: Primary Data 2022

Table 4. Cross Loading Value

| Variabel | Online Purchase Intention (Y) | Electronic Word of Mouth (X1) | Brand Image (X2) | Trust (X3) |
|----------|-------------------------------|-------------------------------|------------------|--------------|
| OPI 1 | 0.857 | 0.438 | 0.657 | 0.640 |
| OPI 2 | 0.809 | 0.405 | 0.598 | 0.654 |
| OPI 3 | 0.791 | 0.517 | 0.563 | 0.629 |
| OPI 4 | 0.858 | 0.563 | 0.697 | 0.658 |
| eWOM 1 | 0.481 | 0.867 | 0.530 | 0.550 |
| eWOM 2 | 0.532 | 0.877 | 0.581 | 0.508 |
| BI 1 | 0.627 | 0.563 | 0.848 | 0.643 |
| BI 2 | 0.599 | 0.461 | 0.807 | 0.584 |
| BI 3 | 0.660 | 0.553 | 0.897 | 0.679 |
| BI 4 | 0.709 | 0.593 | 0.868 | 0.722 |
| Trust 1 | 0.610 | 0.493 | 0.620 | 0.843 |
| Trust 2 | 0.635 | 0.522 | 0.630 | 0.815 |
| Trust 4 | 0.717 | 0.518 | 0.697 | 0.872 |

Source: Primary Data 2022

According to Table 4, there is a stronger association between the variable and the indicator than there is between the variable and other indicators. All the study's assessed indicators show discriminant validity

Table 5. Cronbach's Alpha dan Composite Reliability

| | Cronbach's Alpha | Composite Reliability |
|-------|------------------|-----------------------|
| OPI | 0.848 | 0.898 |
| eWOM | 0.868 | 0.864 |
| BI | 0.878 | 0.916 |
| Trust | 0.797 | 0.881 |

Source: Primary Data 2022

According to Table 5, The Table is either highly reliable or capable of measuring its construct. If a variable's Cronbach alpha value is greater than 0.6 and its composite reliability is greater than 0.7, it is said to be quite reliable. (Wetrs et al. 1974)

Table 6. R Square

| | <i>R Square</i> |
|------------------|-----------------|
| OPI (Y) | 0.672 |
| Brand Image (M1) | 0.406 |
| Trust (M2) | 0.617 |

Source: Primary Data 2022

According on Table 6, r-squared of online purchase intention is 0.672, this value indicates that the variable of online purchase intention can be explained by brand image and brand image variables with a confidence level of 67.2% while the rest 32.8% explained by other variables. which were not included in this study. Addition, r-squared values of the variables explained by other variables were not included in this study. Furthermore, the r-squared value of brand image and trust can explain the electronic word-of-mouth variable by 10.23%.

Table 7. Q Square

| | <i>q-square</i> |
|---------------------------|-----------------|
| Online Purchase Intention | 0.396 |
| Electronic Word of Mouth | |
| Brand Image | 0.396 |
| Trust | 0.356 |

Source: Primary Data 2022

According to Table 7, the values of q square for the variables of Online Purchase Intention, BI and confidence greater than 0, is 0.396, 0.396, and 0.356.

Table 8. Patch Coefficient

| | Original Sample (O) | T Statistics (O/STDEV) | P Values | Explanation |
|--------------------------------|----------------------------|---------------------------------|-----------------|--------------------|
| eWOM (X1) -> Trust (X3) | 0.193 | 2.852 | 0.004 | Received |
| eWOM (X1) -> Brand Image (X2) | 0.637 | 14.139 | 0.000 | Received |
| Trust (X3) -> OPI (Y) | 0.452 | 6.222 | 0.000 | Received |
| BI (X2) -> OPI (Y) | 0.364 | 5.034 | 0.000 | Received |
| eWOM (X1) -> OPI (Y) | 0.075 | 1.141 | 0.254 | Rejected |
| Brand Image (X2) -> Trust (X3) | 0.648 | 11.435 | 0.000 | Received |

Source: Primary Data 2022

Table 9. Indirect Effect

| | Original Sample | T Statistics | P Values | Explanation |
|--|------------------------|---------------------|-----------------|--------------------|
| eWOM (X1) -> Trust (M2) -> Online Purchase Intention (Y) | 0.087 | 2.479 | 0.013 | Received |
| eWOM (X1) -> Brand Image (M1) -> Online Purchase Intention (Y) | 0.232 | 4.615 | 0.000 | Received |
| Brand Image (X2) -> Trust (M2) -> Online Purchase Intention | 0.293 | 5.035 | 0.000 | Received |

Source: Primary Data 2022

DISCUSSION

The Effect of eWOM on Trust.

Result of showed that Electronic Word of Mouth had a positive and significant effect on Trust. The results of this study are in accordance with previous research conducted oleh Tsao & Hsieh (2012) Online stores can influence consumer intentions to buy online by increasing consumer confidence through strengthening transaction confidence in the form of online discussions. The authors suggest that online stores can risk in purchase intentions offline. Consumers have confidence in online shopping and perceive it as reliable or credible.

The Effect of eWOM on BI.

Result of showed that eWOM had significant and positive effect on BI. According to research findings, the more positive consumer reviews, the more positive the brand image of online stores on social media will be. A brand image that is well ingrained in the minds of consumers can make online stores on social media offer higher selling prices. Due to the perceived similarity in the form of goals, interests, or personal values of online stores on social media, it encourages consumers to consider online discussions on social media as a reference for instilling a good brand image so as to increase sales and attract consumers.

The Effect of Trust on Online Purchase Intention.

The results showed that Trust had a positive and significant effect on Online Purchase Intention. Mosunmola et al (2019) states that trust has a significant and positive effect on online purchase intention, the higher a consumer's trust, the higher the level of consumer purchase intention. According to Yousafzai et al (2003) Trust is the foundation of business. A business transaction between two or more parties will occur if each trusts the other.

The Effect of Brand Image on Online Purchase Intention.

According to research Gregorski & Pavlath (1980), BI has a positive and significant effect on online purchase intention. According to Aaker & Keller (1990), Brands with a positive or positive image are considered risk mitigants. For this reason, consumers often use the image of a product's brand as a reference point for making purchasing decisions and to indicate their willingness to purchase a product from a trusted brand. The results of the study show that brand image has a significant and positive effect on online purchase intention. A brand that has a positive or favorable image is considered to reduce purchase risk. This is why consumers often use the brand image of a product as a reference in making a purchase decision and also the intention to buy a product from a brand they trust. Therefore, Brand image has a direct influence on purchase intention.

The Effect of Electronic Word of Mouth on Online Purchase Intention.

The results of the study show that Electronic Word of Mouth has no significant effect on Online Purchase Intention. The results of this study are not in line with research conducted by Arndt (1967) which shows that eWOM has a significant and positive on online purchase intention. Based on the frequency distribution data of the eWOM variable in Table 12, it shows that the Respondent Achievement Level (TCR) is categorized as good. This means that even though respondents think that eWOM is information that is needed by consumers, it is not an aspect of achieving consumer shopping intentions. So, the electronic word of mouth variable is not a factor that influences Online Purchase Intention through social media.

The Effect of Brand Image on Trust.

The results showed that Brand Image had a positive and significant effect on Trust. According to research Vázquez et al (2002) by building a brand image measurement scale can affect trust for consumers. On research Ambler & Kokkinaki (1997) BI has a positive and significant effect on trust. Trust in BI contributes to a better explanation to consumers. Manager & Limited (1999), also stated that brand characteristics that build brand image are relatively more important in their influence on consumer trust in brands.

The Effect of eWOM on Online Purchase Intention with Trust as mediation.

Result of showed that eWOM had a significant and positive effect on Online Purchase Intention with Trust as a mediation. Result of the study show that eWOM has a significant and positive effect on Online Purchase Intention with Trust as mediation. this is proven by the results of research on hypothesis with the original sample of 0.087, a t statistics value of 2.479 and a p value of 0.013. According to Yap et al (2013) eWOM claims to provide positive or data negative because consumer may Suggest or warn others about a product based on your own experience. It was found that eWOM influences product purchasing decisions because it is mediated by the trust that has been obtained from previous consumers

The Effect of eWOM on Online Purchase Intention with BI as Mediation.

Result of showed that eWOM had a significant and positive effect on Online Purchase Intention with Brand Image as a mediation Result of the study show that eWOM has a significant and positive effect on Online Purchase Intention with Brand Image as mediation. This is evidenced by research with a value of the original sample of 0.232, a t statistics value of 4.615 and a p value of 0.000 with the growth of online resources then cause this their search for source of the brand image of groceries on online platforms resulting of emergence of eWOM. Cheung & Lee, (2012) the growth of media networks has led to new forms of customer-subscriber interaction.

The Effect of Brand Image on Online Purchase Intention with Trust as Mediation.

The results showed that Brand Image had a positive and significant effect on Online Purchase Intention with Trust as a mediation. This is evidenced by result of research on with the original sample of 0.293, a t statistics value of 5.035 and a p value of 0.000. Brand image refers to the depiction of a product in the minds of the public and how the market interprets its characteristics

when making a purchase decision (Chatterjee & Basu, 2020). According to Armstrong et al., n.d., said that a communication BI can protect it from competition build a market for a brand because the trust of consumers depends on the image of the product.

CONCLUSION

At the end of this thesis, the researcher will present some conclusions and recommendations based on the research findings and descriptions in previous chapters about the problems studied.

1. Results of the study show that eWOM has a significant and positive effect to trust. Prospective consumers using word-of-mouth online discussions through social media can help Solok City consumers to shop efficiently because consumers cannot see the goods directly so consumers trust the comments that exist when visiting social media. The existence of recommendations given by other consumers through social media makes consumers get useful and complete information for potential customers who want or have the intention to shop through social media.
2. Result of the research show the eWOM has a significant and positive effect on BI. The more positive consumer reviews, the more positive the brand image of online stores on social media will be. A brand image that is well ingrained in the minds of consumers can make online stores on social media offer higher selling prices.
3. Result of the study show that trust has a significant and positive effect on OPI a consumer's trust, the higher the level of consumer purchase intention. Trust has been considered as a catalyst in various transactions between sellers and buyers so that consumer satisfaction can be realized as expected so that online purchase intent occurs.
4. Result of the research show brand image has a significant and positive effect on online purchase intentions. Brands with positive image is consider to reduce purchase risk. Consumers often use product images as a reference for creation purchasing decisions and intention to bought product to trusted brands. BI has a direct influence purchase intention.
5. Result show that eWOM has not significant on Online Purchase Intention. Although respondents think eWOM is information that is needed by consumers, it is not an aspect of achieving consumer shopping intentions.
6. The results of the study show that building a scale to measure brand image can affect consumer trust. In this study, BI has a positive and significant effect on trust. Trust in BI contributes to a better explanation to consumers, and brand characteristics that help build brand image are relatively more important in influencing consumer trust in brands.
7. eWOM has a significant and trust effect on Online Purchase Intention with Trust as mediation. This evidenced result of research stating that Online Purchase Intention functions as a mediation between the other two concepts.
8. Result of the research show eWOM has a significant and positive effect on online purchase intentions mediated by BI for researching brand informed before making purchases from online platforms, leading to the rise of eWOM.
9. Results of the research show brand image has a significant and positive effect on online purchase intentions by mediating trust. Branding lead to the representation the mind of the public and how the trade means as the product's characteristic when making purchasing decisions.

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