The impact of electronic word of mouth on purchase intention: Exploring brand image and trust as mediating variables among Tiktok users in Padang city

Nurul Shalsadila Maulana[1*], Rahmiati[1]

[1] Departement of Management, Faculty of Economic and Business, Universitas Negeri Padang, Padang, Indonesia

ARTICLE INFO	ABSTRACT
	This study aims to analyze the impact of Electronic Word of Mouth on Purchase Intention, with Brand Image and Trust as mediating variables among TikTok users in Padang City. The study's population comprises all individuals in Padang City who are familiar with the TikTok application. The sample size for this study consists of 196 respondents. Data were collected through the distribution of online questionnaires and processed using SmartPLS software. The study's findings reveal several key insights: (1) Electronic Word of Mouth has a positive and significant effect on Purchase Intention. (2) Electronic Word of Mouth has a positive and significant effect on Brand Image. (3) Brand Image has a positive and significant effect on Purchase Intention. (4) Electronic Word of Mouth has a positive and significant effect on Purchase Intention, mediated by Brand Image. (5) Electronic Word of Mouth has a positive and significant effect on Trust. (6) Trust has a positive and significant effect on Purchase Intention. (7) Electronic Word of Mouth has a positive and significant effect on Purchase Intention, mediated by Trust.

* *Corresponding author: e-mail: nurul.shalsadilla@gmail.com*

INTRODUCTION

The rapid development of social media influenced by Web 2.0 provides tremendous potential to transform e-commerce from a product-oriented environment to a social-product and consumer-oriented one. Currently, the evolution of e-commerce in the digital economy has given rise to Social Commerce (S-Commerce) as a new paradigm. S-Commerce generally refers to online commerce applications that utilize social media and Web 2.0 technologies (Huang & Benyoucef, 2013). By combining the concepts of Web 2.0 technology, social media, and E-Commerce, companies can engage consumers to get feedback on the products and services they offer.

S-Commerce is created from the integration of e-commerce and e-marketing using Web 2.0 and social media. Such integration is supported by theories such as online collaboration and consumer behavior. This S-Commerce evolution has also changed the role of consumers, allowing them to actively participate in providing product recommendations and marketing of a product or service on social media. Among the various types of social media, TikTok is one used by Indonesian people.

TikTok is no longer just a medium for entertainment and social interaction but has also entered the business world by launching a feature called TikTok Shop. In line with its name, TikTok Shop is an

S-Commerce service within the TikTok application. Through this feature, customers can conduct buying and selling transactions on the TikTok application (Murhadi & Reski, 2022). The TikTok application is user-friendly due to its simple concept, making it easy for businesses to market their products. This encourages business people to create video content that attracts customer buying intention to shop on TikTok.

The Gross Merchandise Value (GMV) of the TikTok application in Indonesia is at 5%, while Shopee holds the first position with 36%, Tokopedia the second with 35%, Lazada the third with 10%, and Bukalapak also with 10%. From these data, it can be observed that purchase intention on TikTok is still low compared to other E-Commerce platforms. According to Kotler & Keller (2016), high purchase intention increases the chances of higher transactions and sales. The low consumer buying intention in the TikTok application is because people tend to use social media, including TikTok, only for interaction. According to (Kumar et al., 2015), the behavior of internet users in Indonesia is classified as unproductive, with the majority using social media only for basic communication, despite the lucrative market. Given these challenges, the TikTok application continues to strive to grow consumer buying intention.

According to Elpansyah et al., (2019), buying intention is influenced by several indicators: transactional intention, referential intention, preferential intention, and explorative intention. Every consumer who shops online exhibits different buying intention behavior, including consumers who shop on the TikTok application. Purchase intention is a crucial stage for consumers as it is when they consider or decide to choose a product or service. Consumer purchase intention can be influenced by various factors such as electronic word of mouth, brand image, and trust.

Electronic Word of Mouth (E-WOM) is a positive or negative statement put forward by consumers to the public about a product or service through social media (Hennig-Thurau et al., 2004). Generally, when a consumer considers using a product or service, they seek necessary information before deciding. TikTok continues to strive to grow positive electronic word of mouth to foster consumer buying intention at the TikTok Shop. However, negative consumer comments circulating on social media toward the TikTok Shop pose a significant challenge. These negative comments adversely affect consumer buying intention on TikTok. Recommendations or reviews given by consumers in a sharing review platform or community can influence consumer buying intention (Jalilvand & Samiei, 2012). Electronic word of mouth, as a product or service review, can impact potential customers by growing intention to make a purchase (Brand et al., 2019).

Besides electronic word of mouth, buying intention can be influenced by brand image. Research conducted by (Kusuma & Wijaya, 2022) shows that a product with a good brand image increases consumer buying intention. Brand image is the consumer's impression of a product or service (Bastian, 2014). If a company has a positive brand image, consumer buying intention for its goods or services will increase. Brand image plays a vital role in corporate image, indirectly influencing consumer behavior, namely buying intention (Malik, 2013). Despite TikTok's negative image in the past, the company continues to work on building a positive image in society. However, negative comments about TikTok still circulate on social media, impacting its brand image.

Negative stigma related to the TikTok application persists in society. Various negative comments can affect TikTok's brand image, despite the potential influence of brand image on consumer buying intention. According to Samuel & Lianto (2014), a product with a positive brand image provides more value in the eyes of consumers, fostering buying intention. Conversely, a product with a negative brand image decreases consumer buying intention. In addition to brand image, purchase intention can be influenced by consumer trust. A study by Liu et al., (2019) shows that a high sense of trust in a product can influence consumer purchase intention.

Trust is the belief or expectation of consumers, both individuals and groups, in conducting transactions with the aim of fulfilling consumption intentions and expectations (Hendro & Keni, 2020). Trust influences the attractiveness of a product on consumer buying intention. Trust in a company's product or service can influence a consumer's decision to make a purchase. Many companies work to increase consumer confidence to attract buying intention, including the TikTok application. However,

at its inception, TikTok faced challenges as it was initially blocked by the Ministry of Communication and Information, reducing consumer confidence. According to Hendro & Keni (2020), if consumers already have a high level of trust in a company's products, the company can expect higher buying intention.

Online buying and selling services through the TikTok Shop have impacted daily activities. Anyone can now purchase goods without constraints of time, geographical conditions, remote locations, or security. However, the existence of the TikTok Shop faces challenges that need to be addressed and developed for TikTok to become a reliable application for online shopping.

LITERATURE REVIEW

Purchase intention

Purchase Intention is defined by (Shilpa et al., 2016) as an individual's intention or opportunity to buy a product. According to Kotler & Keller (2016) purchase intention arises after evaluating alternatives to create preferences from all available brands. Purchase intention is used to measure how much intention or possible tendency to buy in the future (Putro & Haryanto, 2015). According to Kinnear & James (1973) purchase intention is consumer behavior to act before making a purchase decision. According to Philip & Kotler (2016) Purchase Intention is consumer behavior caused by stimuli from external factors and the characteristics of each individual.

According to Philip & Kotler (2016) Purchase Intention can be influenced by several factors:
  a. Other people's attitudes
  b. Unanticipated situations

According to Elpansyah et al., (2019) purchase intention can be identified through several indicators, namely:
  a. Transactional Intention
  b. Referential Intention
  c. Preferential Intention
  d. Explorative Intention

Electronic word of mouth

According to Hennig-Thurau et al., (2004) Electronic word of mouth (EWOM) is a positive or negative review from consumers of a product via the internet network. According to Hennig-Thurau et al., (2004) electronic word of mouth (EWOM) is the exchange of information from consumer experiences related to products, services, or brands to other consumers via the internet network.

According to Prasad et al., (2019) in measuring the effect of electronic word of mouth using the following indicators:
  a. Talking about the good things of the product online
  b. Recommending products
  c. Product reviews
  d. Behavior after seeing product reviews

Brand image

Brand Image is the impression that exists in the minds of consumers of products or services Fadzri Kusuma & Wijaya (2022). Brand Image consists of a person's beliefs, expectations, and impressions about a brand. Brand Image can affect consumers' overall perceptions of the service and quality of a product. According to Sasmita & Suki (2015) Brand Image is related to the use of brands by consumers to reflect their consumption in self-expression and the symbolic meaning of their status. Brand Image itself in consumer perceptions that are deliberately created by marketers to differentiate it from its competitors (Kotler & Keller, 2016).

According to (Kotler & Keller, 2016) Brand Image indicators can be seen based on:
  a. Favorability of brand association

    b.   Strength of brand association
    c.   Uniqueness of brand associations

Trust

Trust is a psychological component connected by two constructs of cognitive and effective trust. Consumers have cognitive trust when they have a good sense component in achieving trust goals or, effective trust when they are influenced by strong positive feelings of trust (Kyauk & Chaipoopirutana, 2014). Lack of consumer trust is considered a major barrier that can reduce e-commerce adoption (Mah et al., 2014).

The trust indicator in this study adopts from research previously conducted by Kim & Park (2013):
    a.   Trustworthy
    b.   Keeping Promises
    c.   Thinking about customer needs

Electronic word of mouth on purchase intention

Research conducted by Prasad et al., (2019) shows that electronic word of mouth has a positive and significant effect on buying intention. The results of this study can show that positive electronic word of mouth can influence consumer buying intention. As a result, the hypotheses are:
H1: Electronic word of mouth have a positive and significant impact on Purchase Intention

Electronic word of mouth on brand image

A study conducted by Kusuma & Wijaya (2022) shows that electronic word of mouth has a positive and significant effect on Brand Image. Research conducted by Al Qaimari et al., (2021) shows that electronic word of mouth has a positive and significant effect on Brand Image. This study shows that if EWOM provides a positive assessment, then the brand image of a product will be good or improve. As a result, the hypotheses are:
H2: Electronic word of mouth have a positive and significant impact on Brand Image

Brand image on purchase intention

Research conducted by Dash et al., (2021) shows that Brand Image has a positive effect on purchase intention. The results of this study indicate that Brand Image has a very important role because it can influence consumer behavior, namely purchase intention. As a result, the hypotheses are:
H3: Brand Image have a positive and significant impact on Purchase Intention

Electronic word of mouth on purchase intention mediation by brand image

A study conducted by Kusuma & Wijaya (2022) shows that electronic word of mouth (EWOM) has a positive effect on purchase intention mediated by Brand Image. This study shows that the existence of positive EWOM from consumers on a product will have a good impact on the product's brand image, and in turn will have an impact on consumer buying intention which also increases. As a result, the hypotheses are:
H4: Electronic word of mouth have a positive and significant impact on Purchase Intention mediation by Brand Image

Electronic word of mouth on trust

A study conducted by Alfian et al., (2019) shows that electronic word of mouth (e-WOM) has a positive and significant effect on brand trust. This influence is based on electronic word of mouth (EWOM) activities that can increase brand trust. Through online conversations such as reviews. As a result, the hypotheses are:
H5: Electronic word of mouth have a positive and significant impact on Trust

Trust on purchase intention

A study conducted by Liu et al. (2019) shows that trust has a positive and significant effect on trust. The sense of trust itself arises because of the value of consumer socialization in a country of origin so that consumers act as individuals based on the cultural values of the country of origin so that they can influence consumer purchasing intention. As a result, the hypotheses are:

H6: Trust have a positive and significant impact on Purchase Intention

Electronic word of mouth on purchase intention mediated by trust

A study conducted by Kunja et al., (2022) shows that trust can mediate the effect of electronic word of mouth on consumer purchase intention. this study shows that positive electronic word of mouth can strengthen consumer trust in a company and increase consumer purchase intention.

H6: Electronic word of mouth have a positive and significant impact on Purchase Intention mediation by trust.
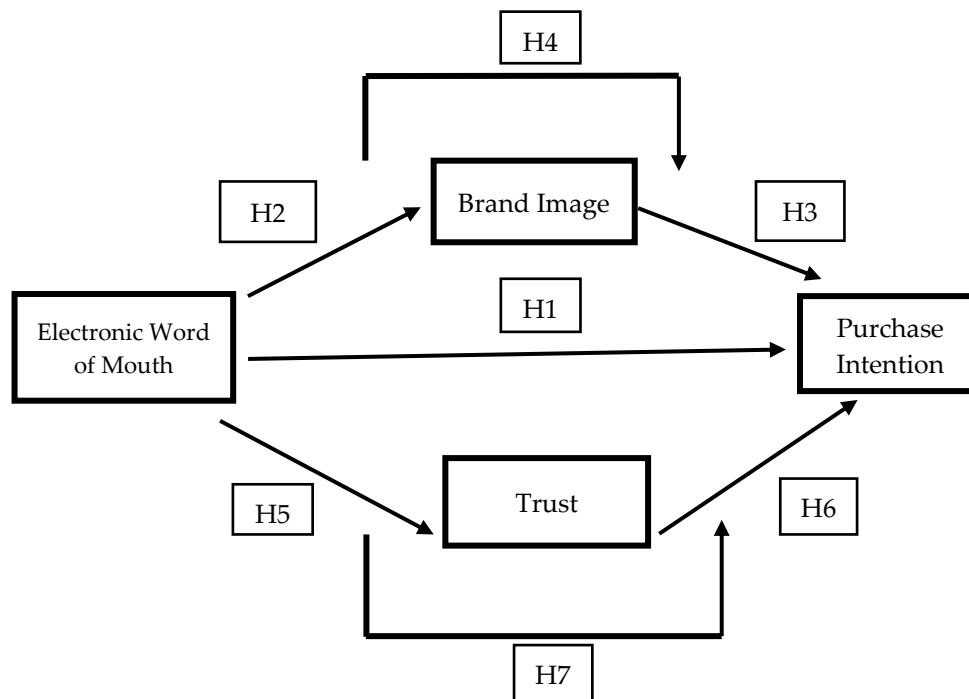

Figure 1. Conceptual Framework

METHOD

The type of research applied is quantitative research. Quantitative data is a data model that is measured or calculated directly with information as measured by numbers (Sugiyono, 2016). The primary data source in this study is data obtained from questionnaires filled out by research samples from predetermined populations. The total sample used in this study was 140 samples. This research uses non-probability sampling technique. The style of data collection used in this study was in the form of a questionnaire which was measured using a Likert Scale. Data analysis used in this research is SmartPLS 4.0 software.

The data that has been collected through the questionnaire will be analyzed using the Structural Equation Modeling (SEM) method with the Partial Least Square path modeling (PLS) type. Furthermore, the data will be analyzed using SmartPLS 3. PLS software which can simultaneously test the measurement model and variant-based testing model.

According to Ghozali and Latan (2015) in the book Hamid & Anwar (2019) the purpose of PLS-SEM is to develop theory or build theory (predictive orientation). PLS is used to explain whether there

is a relationship between latent variables (predictions). PLS is a powerful analytical method because it does not assume the data must be of a certain scale of measurement, the number of samples is small. The data analysis mode in this study is divided into two, namely descriptive analysis and inferential analysis.

RESULT AND DISCUSSION

This study employs multivariate analysis in conjunction with structural equation modeling (SEM). SEM is a technique used to analyze unobserved variables (variables that cannot be measured) and calculate measurement errors. The SEM approach is used in this study and is based on Partial Least Squares (SEM-PLS). This method is used with small sample sizes. The SEM-PLS method is a type of causal modeling that aims to maximize the criteria for the variation of the Iatent variable that can be explained by the predictor. The SmartPLS software was used for the analysis.

The validity and reliability of the instrument being tested were assessed during the test of the test measurement model (outer model). The validity test is performed to demonstrate the extent to which the measuring instrument is capable of measuring what is desired. The purpose of the validity test is to measure the quality of the instrument and demonstrate the instrument's validity, as well as how well a concept can be defined by the measure (Hair et al. 2018). The validity test is based on convergent validity, which requires that the factor loading be greater than 0.7 and the average extracted variance (AVE) be greater than 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 1. Outer Loading

	CM (Z1)	EWOM (X)	KP (Z2)	MB (Y)
CM_1	0.728			
CM_2	0.775			
CM_3	0.888			
CM_4	0.781			
CM_5	0.852			
EWOM_1		0.843		
EWOM_2		0.890		
EWOM_3		0.903		
EWOM_4		0.874		
EWOM_5		0.866		
KP_1			0.726	
KP_2			0.766	
KP_3			0.730	
KP_4			0.853	
KP_5			0.912	
KP_6			0.719	
MB_1				0.749
MB_2				0.780
MB_3				0.833
MB_4				0.779
MB_5				0.842

Source: Primary Data 2023

According to Table 1, 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 2. Output AVE

	Average Variance Extracted (AVE)
CM (Z1)	0.651
EWOM (X)	0.766
KP (Z2)	0.621
MB (Y)	0.636

Source: Primary Data 2023

According to Table 2, if the AVE value of all variables is greater than 0.5, the convergent validity is said to be valid.

Table 3. Cross Loading Value

	CM (Z1)	**EWOM (X)**	**KP (Z2)**	**MB (Y)**
CM_1	**0.728**	0.617	0.690	0.718
CM_2	**0.776**	0.745	0.765	0.772
CM_3	**0.888**	0.808	0.879	0.841
CM_4	**0.781**	0.645	0.675	0.649
CM_5	**0.852**	0.768	0.767	0.755
EWOM_1	0.833	**0.843**	0.802	0.788
EWOM_2	0.825	**0.890**	0.838	0.831
EWOM_3	0.759	**0.903**	0.815	0.798
EWOM_4	0.744	**0.874**	0.777	0.826
EWOM_5	0.743	**0.866**	0.748	0.763
KP_1	0.749	0.651	**0.750**	0.726
KP_2	0.775	0.745	**0.766**	0.772
KP_3	0.616	0.590	**0.730**	0.619
KP_4	0.775	0.780	**0.853**	0.836
KP_5	0.875	0.832	**0.912**	0.869
KP_6	0.625	0.677	**0.719**	0.626
MB_1	0.743	0.649	0.718	**0.749**
MB_2	0.762	0.730	0.757	**0.780**
MB_3	0.795	0.754	0.817	**0.833**
MB_4	0.634	0.757	0.664	**0.779**
MB_5	0.765	0.763	0.836	**0.842**

Source : Primary Data 2023

Table 3 shows that the variable's score (correlation) to the indicator is higher than the variable's score (correlation) to other indicators. It can be concluded that all of the indicators tested in the study have discriminant validity.

Table 4. Cronbach Alpha dan Composite Reliability

	Cronbach's Alpha	*Composite Reliability*
CM (Z1)	0.864	0.903
EWOM (X)	0.923	0.942
KP (Z2)	0.875	0.907
MB (Y)	0.856	0.897

Source : Primary Data 2023

According to Table 4, the variable has good reliability or is capable of measuring its construct. A variable is said to be quite reliable if its Cronbach alpha value is greater than 0.6 and its composite reliability is greater than 0.7 (Wetrs et al. 1974, cited in (Sofyani & Umy, n.d.).

Table 5. R Square

	R Square	R Square Adjusted	Criteria
CM (Z1)	0.798	0.797	Strong
KP (Z2)	0.830	0.829	Strong
MB (Y)	0.929	0.927	Strong

Source: Primary Data 2023

Based on Table 5 shows that the value of R Square of the brand image variable is 0.798, this value states that the brand image variable can be explained by the electronic word of mouth variable by 79.8% while the remaining 20.2% is explained by other variables not included in this study. The R Square value of the trust variable is 0.830, this value states that the trust variable can be explained by the electronic word of mouth variable by 83% and the remaining 17% is explained by other variables not contained in this study. In addition, the R square of the purchase intention variable is 0.929, this value states that the purchase intention variable can be explained by the electronic word of mouth, brand image, and trust variables by 92.9% and the remaining 7.1% is explained by other variables not contained in this study.

Table 6. Q Square

	Q Square	Criteria
CM (Z1)	0.386	Relevance
EWOM (X)	0.503	Relevance
KP (Z2)	0.391	Relevance
MB (Y)	0.353	Relevance

Source: Primary Data 2023

Based on Table 6, it can be seen that the Q square value for the brand image, EWOM, trust and purchase intention variables is greater than 0, namely 0.386, 0.503, 0.391, and 0.353. This means that the model has good predictive relevance.

Table 7. Path Coefficient

	Original Sample	T Statistics	P Values
EWOM (X) -> MB (Y)	0.232	4.254	0.000
EWOM (X) -> CM (Z1)	0.894	43.44	0.000
CM (Z1) -> MB (Y)	0.206	3.713	0.000
EWOM (X) -> KP (Z2)	0.911	52.21	0.000
KP (Z2) -> MB (Y)	0.550	9.301	0.000

Source: Primary Data 2023

It is concluded from Table 7 and the results of statistical analysis using PLS that:
1. Electronic word of mouth has a significant positive impact on Purchase Intention
   Table 8 shows the T statistic value of 4.254 or> 1.96, the P value of 0.000 or <0.05 and the original sample value of 0.206. The research results identify that the first hypothesis is accepted, namely Electronic Word of Mouth has a positive and significant effect on Purchase Intention.
2. Electronic Word of Mouth has a positive and significant effect on Brand Image

In Table 8, Electronic Word of Mouth has a positive and significant effect on Brand Image because the value obtained from hypothesis testing contained in Table 18 shows a T statistic value of 43.44 or> 1.96, a P Value of 0.000 or <0.05 and an original sample value of 0.894. The research results identify that the second hypothesis is accepted, namely Electronic Word of Mouth has a positive and significant effect on Brand Image.

3. Brand Image has a positive and significant effect on Purchase Intention

In Table 8, Brand Image has a positive and significant effect on Purchase Intention because the value obtained from hypothesis testing contained in Table 18 shows a T statistic value of 3.713 or> 1.96, a P Value of 0.000 or <0.05 and an original sample value of 0.206. The research results identify that the third hypothesis is accepted, namely Brand Image has a positive and significant effect on Purchase Intention.

4. Electronic word of mouth has a positive and significant effect on Trust

In Table 8, Electronic word of mouth has a positive and significant effect on Trust because the value obtained from hypothesis testing contained in Table 18 shows a T statistic value of 52.21 or> 1.96, a P Value of 0.000 or <0.05 and an original sample value of 0.911. The research results identify that the fifth hypothesis is accepted, namely, Electronic Word of Mouth has a positive and significant effect on Trust.

5. Trust has a positive and significant effect on consumer buying intention

In Table 8, Trust has a positive and significant effect on consumer Purchase Intention because the value obtained from hypothesis testing contained in Table 18 shows a T statistic value of 9.301 or> 1.96, a P Value of 0.000 or <0.05 and an original sample value of 0.550. The research results identify that the sixth hypothesis is accepted, namely Trust has a positive and significant effect on Purchase Intention.

Table 8. Indirect Effect

	Original Sample	T Statistics	P Values
EWOM (X) -> CM (Z1) -> MB (Y)	0.184	3.849	0.000
EWOM (X) -> KP (Z2) -> MB (Y)	0.501	9.549	0.000

Source: Primary Data 2023

It is concluded from Table 8 and the results of statistical analysis using PLS that:

1. Electronic word of mouth has a positive and significant effect on Purchase Intention mediation by Brand Image.

In Table 19, Electronic word of mouth has a positive and significant effect on Purchase Intention mediated by Brand Image because the value obtained from hypothesis testing contained in Table 19 shows a T statistic value of 3.849 or> 1.96, a P Value of 0.000 or <0.05 and an original sample value of 0.184. The research results identify that the fourth hypothesis is accepted, namely Electronic Word of Mouth has a positive and significant effect on Purchase Intention mediated by Brand Image.

2. Electronic word of mouth has a positive and significant effect on Purchase Intention mediation by Trust.

In Table 19, Electronic word of mouth has a positive and significant effect on Purchase Intention mediated by Trust because the value obtained from hypothesis testing contained in Table 19 shows a T statistic value of 9.549 or> 1.96, a P Value of 0.000 or <0.05 and an original sample value of 0.501. The research results identify that the seventh hypothesis is accepted, namely Electronic Word of Mouth has a positive and significant effect on Purchase Intention mediated by Trust.

Electronic word of mouth has a significant positive impact on purchase intention

The results showed that the Electronic Word of Mouth variable had a positive and significant effect on Purchase Intention. Electronic word of mouth is a form of encouragement for someone to collectively obtain information about a desired product and can encourage buying intention, the more positive electronic word of mouth about the company, the greater the consumer's buying intention. In today's digital era, consumers tend to seek information and recommendations from other users before making a purchase decision. When consumers find positive eWOM about a product or service, this can create a strong persuasive effect. Positive EWOM also has the power to create a viral effect, where favorable reviews can quickly spread through various social media platforms and increase consumer intention at large.

Previous research that supports the results of this study is research conducted by (Kunja et al., 2022) which states that there is a positive and significant effect of electronic word of mouth on purchase intention because companies can benefit in the form of consumer buying intention with the positive influence of electronic word of mouth. Research conducted by Gvili & Levy (2023) also shows that electronic word of mouth has a positive and significant effect on purchase intention. In this study, it is explained that consumers or social media users who are involved in various eWOM and product recommendations with others are more likely to have a high purchase intention for the product.

Electronic word of mouth has a positive and significant effect on brand image

The results showed that the Electronic Word of Mouth variable had a positive and significant effect on brand image. EWOM can be used as a means to improve brand image, because through EWOM consumers can exchange information about a product and ultimately affect its image. Through Electronic Word of Mouth, consumers can exchange information about a product, and this information can have a direct impact on the product's image. Consumers often look for reviews and recommendations from other users before making a purchase decision. If they find positive eWOM that gives a favorable assessment of the product, this can influence their perception of the product and form a positive brand image. Positive reviews from other users reflect consumers' satisfaction with the product, its quality, and their experience. When consumers see many positive reviews, they tend to form a favorable perception of the brand and product. As a result, the brand and product image becomes more positive in the eyes of consumers. However, on the contrary, negative reviews can damage the product image and reduce consumer intention. Therefore, it is important for companies to carefully monitor and respond to eWOM, ensure there are positive reviews that strengthen their product image, and make improvements if there are any problems expressed by consumers. By effectively utilizing positive eWOM, companies can strengthen their brand image and increase consumer purchase intention.

Previous research that supports the results of this study is research conducted by Farzin & Fattahi (2018) which shows that Electronic Word of Mouth has a positive and significant effect on brand image. EWOM has a positive influence on brand image and consumer purchasing intentions. When consumers see a lot of positive eWOM about a product or brand, they tend to form a positive image of the product. The results of this study are also supported by research conducted by Agmeka et al. (2019) which states that there is a positive and significant effect of electronic word of mouth on brand image. A product can get a positive or negative image depending on consumer judgment. If consumers give a positive assessment of a product, then the product gets a good image. Conversely, if consumers give a negative assessment of a product, then the product gets a bad image.

Brand image has a positive and significant effect on purchase intention

The results showed that the brand image variable had a positive and significant effect on purchase intention. Brand image has an important role in the company's image because it can influence consumer behavior, namely buying intention. A positive brand image reflects the good reputation, reliable quality, and value associated with the brand. This makes consumers feel confident and confident that the products or services offered by the brand will meet or even exceed their expectations. When

consumers see the brand as one that prioritizes quality and innovation, they tend to be more intentioned in purchasing the products or services offered by the brand. They feel confident that the product will provide benefits and fulfill their needs well. Conversely, if the brand image is negative or dubious, consumers may hesitate to purchase the product, even if it has attractive features or price. Companies should focus on the consistency of the promised value, meeting consumer expectations, and providing a positive experience. Effective marketing and communication efforts are also important in shaping consumers' perceptions of the brand. Through the right strategy, companies can create a positive brand image that can influence consumer buying intention and generate competitive advantage.

Previous research that supports the results of this study is research conducted by Dehghani & Tumer (2015) which states that there is a positive and significant effect of brand image variables on buying intention. a product has a good brand image, then consumer buying intention in the product will also simultaneously increase. This is because consumers will purchase goods that are already known and will reduce doubts about the brand. Research conducted by Liao et al., (2022) also found that there is a positive and significant effect of brand image variables on purchase intention. In this study, it is stated that a good image of a company will increase consumer buying intention in Mobile Phohe in Taiwan. The results of this study can be related to the research results in Table 18, where if the image of the TikTok application is good where the community will increase consumer buying intention in the TikTok application.

Electronic word of mouth effect on purchase intention mediated by brand image
The results showed that the electronic word of mouth variable had a positive and significant effect on purchase intention mediated by brand image. The existence of positive EWOM from consumers on a product will have a good impact on the product's brand image, and will ultimately have an impact on consumer buying intention which also increases. Positive EWOM creates a positive impression of the brand in the minds of consumers, which in turn forms a positive brand image. Consumers reading positive EWOM tend to form the perception that the brand has good quality, a positive reputation, or desirable value. A positive brand image, as a result, influences consumers' purchase intention by forming preferences and inclinations to choose products or services related to the brand. Companies should pay attention and respond well to reviews and recommendations from consumers through digital platforms. Building a positive brand image through consistent value delivery and satisfying customer experiences is key in influencing consumer perceptions. In addition, managing and utilizing positive EWOM, such as inviting consumers to share their experiences, can help strengthen brand image and increase consumer purchase intention.

Previous research that supports the results of this study is research conducted by Kusuma & Wijaya (2022) which states that there is a positive and significant effect of Electronic word of mouth variables on buying intention mediated by brand image. This study explains that buying intention can be increased by the presence of positive EWOM for a product, which in turn fosters a positive image of the product and can increase consumer buying intention. The results of this study are also supported by research conducted by Farzin & Fattahi (2018) which shows that Electronic Word of Mouth has a positive and significant effect on buying intention mediated by brand image.

Electronic word of mouth has a positive and significant effect on trust
The results showed that the electronic word of mouth variable had a positive and significant effect on trust. Positive electronic word of mouth from consumers circulating on social media affects consumers' trust in a company over an uncertainty. When consumers see or hear positive recommendations from others about a product or brand through digital platforms, they tend to feel a boost of trust in the product. Positive EWOM reflects other people's positive experiences with the product or brand, which are perceived as tangible proof of quality, performance or promised benefits. Positive EWOM provides strong social confirmation, which reinforces consumers' perception that the product or brand is trustworthy and delivers the expected value. In situations where information about products is

abundant and consumers are faced with many choices, positive EWOM can be a decisive factor in building consumer trust.

Positive EWOM also has the power to reduce consumer perceived risk. In buying a new product or trying an unfamiliar brand, consumers often face uncertainty and risk. However, positive EWOM can help reduce this uncertainty by providing evidence that the product or brand has provided positive experiences to others. In today's digital age, positive EWOM is becoming increasingly important due to consumers' easy access to information and connectivity. Consumers can quickly search for reviews or recommendations from others before they decide to buy a product. Therefore, companies must understand the power of positive EWOM and actively manage their reputation on digital platforms. By providing positive experiences and encouraging consumers to share their experiences online, companies can leverage positive EWOM to build consumer trust.

Previous research that supports the results of this study, namely research conducted by (Abubakar et al., 2017) states that there is a positive and significant effect of electronic word of mouth variables on trust. This study explains that positive electronic word of mouth can increase consumer confidence in a company or product. This positive electronic word of mouth can remove the bad expectations and uncertainty that consumers feel about a product, thereby increasing consumer confidence. The results of this study are also supported by research conducted by Gvili & Levy (2023) and Alfian et al., (2019) there is a positive and significant effect of electronic word of mouth variables on trust. Consumers tend to give high weight to reviews and recommendations from fellow consumers, because they consider them an independent and trustworthy source of information. Positive EWOM provides strong social confirmation, which reinforces consumer perceptions that the product or brand is trustworthy and provides the expected value. In situations where information about products is abundant and consumers are faced with many choices, positive EWOM can be a decisive factor in building consumer trust.

Trust has a positive and significant effect on consumer buying intention
The results showed that the trust variable had a positive and significant effect on buying intention. High consumer confidence in a company or product causes a positive effect so that it increases consumer buying intention. When consumers feel confident and trust in a brand or product, they tend to be more intentioned and motivated to buy the product. Consumer trust in the brand reflects their belief in the quality, reliability and ability of the brand to meet their expectations and needs, thereby increasing consumer buying intention. In order to increase consumer buying intention, companies must pay attention to building and maintaining consumer trust. By providing positive experiences, utilizing social influence, building brand credibility, and communicating transparently, companies can strengthen consumer trust and generate higher purchase intention.

Previous research that supports the results of this study, namely research conducted by Ventre & Kolbe (2020) this study explains that trust has a positive and significant effect on purchase intention where trust is a key element in the decision-making process in the event of uncertainty, high trust will generate consumer buying intention in a product. The results of this study are also supported by research conducted by Zhao et al., (2020) trust variables have a positive and significant effect on purchase intention.

Electronic word of mouth effect on purchase intention mediated by trust
The results showed that the electronic word of mouth variable had a positive and significant effect on purchase intention mediated by trust. The existence of positive EWOM from consumers on a product will have a good impact on consumer confidence in the product, and will ultimately have an impact on consumer buying intention which also increases. EWOM includes reviews, recommendations, and comments communicated through digital platforms such as social media, blogs, or online discussion forums. Consumers tend to give high weight to the information and opinions they obtain through EWOM, as EWOM is considered a trustworthy source of information. Consumer trust plays an important role in linking the influence of EWOM with purchase intention. When consumers have a

high level of trust in the brand or product discussed through EWOM, they tend to be more motivated and intentioned in purchasing the product. Trust reflects consumers' belief in the quality, reliability and benefits offered by a brand or product. Consumers who have high trust tend to view the brand as a reliable choice and provide the expected value. This trust gives consumers confidence that the product or brand will meet their expectations and provide the promised benefits. As a result, consumer buying intention becomes higher.

Previous research that supports the results of this study is research conducted by Rao et al., (2021) which states that there is a positive and significant effect of electronic word of mouth variables on purchase intention mediated by trust. This study explains that buying intention can be increased by positive EWOM for a product, which in turn fosters trust in the product and can increase consumer buying intention. The results of this study are also supported by research conducted by Alfian et al., (2019) which shows that electronic Word of Mouth has a positive and significant effect on buying intention mediated by trust.

CONCLUSION

Electronic Word of Mouth directly has a significant positive effect on Purchase Intention. Electronic Word of Mouth has a significant positive effect on Brand Image. Brand Image has a significant positive effect on buying intention. Electronic Word of Mouth has a positive and significant effect on buying intention mediated by Brand Image. Electronic Word of Mouth has a significant positive effect on Trust. Trust has a significant positive effect on purchase intention. Electronic Word of Mouth has a positive and significant effect on purchase intention mediated by trust. Of the variables studied, Brand Image is the most influential variable, this is evidenced in the data processing carried out by the author with a total of 196 valid respondents.

REFERENCES

Abubakar, A. M., Ilkan, M., Meshall Al-Tal, R., & Eluwole, K. K. (2017). eWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management*, *31*, 220–227.

Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, *161*, 851–858.

Al Qaimari, R., Al Hassan, M., Al Dmour, H., & Aloqaily, A. (2021). The effect of the electronic word of mouth on purchase intention via the brand image as a mediating factor: an empirical study. *International Journal of Networking and Virtual Organisations*, *24*(2), 182.

Alfian, Z., Utami, S., Manajemen, M. J., Ekonomi, F., Bisnis, D., Syiah Kuala, U., & Dosen,). (2019). Pengaruh E-Wom Terhadap Keinginan Untuk Membeli Dengan Kepercayaan Merek Sebagai Variabel Mediasi Pada Pengguna Aplikasi Steam di Banda Aceh. In *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen* (Vol. 4, Issue 1).

Ashur, M. (2016). Pengaruh Dukungan Sosial, Persepsi Risiko dan Interaksi Sosialterhadap Kepercayaan dan Niat Pembelian Konsumen Pada Media S-Commerce. Jurnal Bisnis Dan Manajemen, Vol. 3 No.1.

Bastian, D. A. (2014). Analisa Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand Loyalty) ADES PT. Ades Alfindo Putra Setia. In Jurnal Manajemen Pemasaran Petra (Vol. 2, Issue 1).

Brand, P., Agatha, C., Tumbel, A., Soepeno, D., & Ekonomi dan Bisnis Jurusan Manajemen, F. (2019). Pengaruh Brand Image dan Electronic Word of Mouth Terhadap Minat Beli Konsumen Oriflame di Manado The Effect Of Brand Image and Electronic Word of Mouth On Intention to Buy Oriflame Consumers In Manado. Jurnal EMBA, 7(1), 131–140.

Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, *122*, 608–620.

Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, *49*, 597–600.

Elpansyah, C., Nurdin, S., & Rahayu, Y. S. (2019). Pengaruh Word Of Mouth Terhadap Minat Beli Melalui Citra Perusahaan dan Kepercayaan Sebagai Variabel Intervening Pada Jasa Umroh PT Indojava Mulia Wisata. In *Jurnal Sain Manajemen* (Vol. 1, Issue 1).

Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research*, *15*(2), 161–183.

Gvili, Y., & Levy, S. (2023b). I Share, Therefore I Trust: A moderated mediation model of the influence of eWOM engagement on social commerce. *Journal of Business Research*, *166*, 114131.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, *18*(1), 38–52.

Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications*, *12*(4), 246–259.

Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International Journal of Information Management*, *33*(2), 318–332.

Kinnear, T. C., & James, R. T. (1973). The Effect of Ecological Concern on Brand Perceptions. *Journal of Marketing Research 10.2 (1973): 191-197*.

Kotler, P., & Keller, K. L. (2016). *Marketing management*.

Kunja, S. R., Kumar, A., & Rao, B. (2022). Mediating role of hedonic and utilitarian brand attitude between eWOM and purchase intentions: a context of brand fan pages in Facebook. *Young Consumers*, *23*(1), 1–15.

Kusuma, A. F., & Wijaya, T. (2022). Pengaruh Electronic Word of Mouth Terhadap Minat Beli: Peran Mediasi Citra Merek. *Jurnal Fokus Manajemen Bisnis*, *12*(1), 30–42.

Kyauk, S. T. K., & Chaipoopirutana, S. (2014, August 13). *Factors Influencing Repurchase Intention: A Case Study of Xyz.Com Online Shopping Website in Myanmar*.

Liao, S. H., Hu, D. C., & Chou, H. L. (2022). Consumer Perceived Service Quality and Purchase Intention: Two Moderated Mediation Models Investigation. *SAGE Open*, *12*(4).

Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*, *31*(2), 378–397. https://doi.org/10.1108/APJML-05-2018-0170

Mah, D. N. yin, Hills, P., & Tao, J. (2014). Risk perception, trust and public engagement in nuclear decision-making in Hong Kong. *Energy Policy*, *73*, 368–390.

Malik, M. E., Ghafor, M. M., Iqbal, H. K., Ali, Q., & Hunbal, H. (2013). Impact of Brand Image and Advertisement on Consumer Buying Behavior. *World Applied Sciences Journal*.

Murhadi, W. R., & Reski, E. C. (2022). Pengaruh E-Service Quality, Kesadaran Merek, Kepercayaan, Word Of Mouth, Dan Kepuasan Terhadap Loyalitas Pelanggan Pada Tiktokshop (Studi Pada Pelanggan Tiktokshop). *JURNAL ILMIAH BISNIS DAN EKONOMI ASIA*.

Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence and Planning*, *37*(4), 372–385.

Putro, H., & Haryanto, B. (2015). Factors Affecting Purchase Intention of Online Shopping in Zalora Indonesia. *British Journal of Economics, Management & Trade*, *9*(1), 1–12.

Rao, K. S., Rao, B., & Acharyulu, G. V. R. K. (2021). Examining ePWOM-purchase intention link in Facebook brand fan pages: Trust beliefs, value co-creation and brand image as mediators. *IIMB Management Review*, *33*(4), 309–321.

Sasmita, J., & Suki, N. M. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail and Distribution Management*, *43*(3), 276–292.

Shilpa Sankpal, Bindiya Dua, P. R., Radha Tomar, Bhuvanesh Sharma, Sanjay Sharma, Dhanunjay Gonuguntla, & Vaibhav Shrivastava. (2016). *A Systematic Guide From Research To Manuscript*.

Ventre, I., & Kolbe, D. (2020). The Impact of Perceived Usefulness of Online Reviews, Trust and Perceived Risk on Online Purchase Intention in Emerging Markets: A Mexican Perspective. *Journal of International Consumer Marketing*, *32*(4), 287–299.

Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, *41*.