

INFLUENTIAL FACTORS OF PURCHASE INTENTION ON BRAND X LOCAL BEAUTY PRODUCTS

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ABSTRACT

The interest in beauty products has recently increased. This research aims to evaluate empirically regarding the impact of E-WOM, brand awareness, and brand image in creating buying interest when purchasing local beauty products in Jakarta. The sample size of this research was 156 respondents with purposive sampling technique. Data collected in this study used questionnaires distributed online through social media to those using brand X local beauty products in Jakarta. Data which have been collected was examined using PLS-SEM with the assistance of version 3 software of SmartPLS. The results showed that E-WOM has a positive and significant impact regarding brand awareness and brand image, while E-WOM and brand awareness do not have a significant influence on purchase intention. In addition, brand image has a positive and significant influence on purchase intention. The benefit of this research for local beauty companies is to manage their marketing communications well so as to engage customer reviews and pay close attention to the brand image that is formed so as to increase customer desire to buy and recommend products to others.

Keywords: *E-WOM, Brand Awareness, Brand Image, Purchase Intention*

1. INTRODUCTION

In the increasingly fierce market competition, companies need to optimize their strategies in favor of the success of their business. Companies must strive to increase the customer's buying interest in the products and services offered. The beauty industry becomes one of the main examples of an industry which is apperceiving intense competition. Reports from Kompas website stated that the beauty industry experienced a growth of 20.6% between 2021 to July 2022 with a total of 94 new companies (Hamasy, 2022). Undeniably, beauty industry products are cherished by the public and have become a daily necessity. In Indonesia, there are various local beauty brands that have been established to accommodate the community. One of the local brands being established was brand X.

Brand X is a local beauty brand which is currently used by Indonesian citizens. Nevertheless, the emergence of many competitors in the beauty industry requires brand X to be conscientious in considering factors which will encourage customers' purchase intention which will contribute to the success of brand X and become the choice of Indonesian people. Factors including E-WOM, brand awareness, and brand image are considered to influence customers' purchase intention. Theory of Planned Behavior (TPB) that developed by Ajzen (1991) is used in this research as a ground theory. TPB is a psychological theory that explains various factors that can influence a person's actions. Attitudes, subjective norms, and behavioral control are factors that can influence a person's desire to carry out a certain behavior.

Word of mouth scheme on electronic platforms (E-WOM) refers to communication between people using electronics related to a certain product/service's advantages, and the experience of

buying or using a product/service (Ahdiany, 2021). The numerous reviews about a product written by previous buyers on social media is considered to considerably influence customer's purchase intention (Jalilvand & Samiei, 2012).

Another factor includes brand awareness which plays a vital role in increasing buying interest since customers tend to buy a certain product which they have already recognized (Chandra & Keni, 2019). The better the customers recognize a brand, the more likely they are to be more confident in a brand. Thus, will lead the customers in purchasing the product although they are faced with several other brand choices which are less familiar to the customers. On the contrary, brand awareness is considered has no significant effect on purchase intention (Surya, 2017). This situation may occur due to various factors which the customers considered before purchasing a certain product, including perspectives in price and quality of the product when compared to other competing brands (Surya, 2017). In addition, according to Sudayo & Saefuloh (2019) there are other factors which may influence the purchase intention, thus brand awareness alone is considered insufficient to build a strong brand over a long period of time.

Apart from the aforementioned factors, brand image also plays an important role in increasing customer's buying interest. The image of a brand is engaged as a pivotal element since customers tend to buy a certain product which they trust, both in terms of reputation and product quality. If a brand or company provides good quality, thus the brand image will increase. This affected the interest of the customers in making purchases (Kelvin & Firdausy, 2022).

Looking at the aforesaid background, this study aims to empirically examine the effect of E-WOM, brand image, and brand awareness on purchase intention. With this research, it is expected to expand information and assist companies in increasing their sales by creating new marketing strategies to increase the customer's purchase intention.

Purchase Intention

Fishbein and Ajzen (1975) define purchase intention as an important aspect used as a measurement regarding customer's behavior which refers to the opportunity for a customer to purchase a product. Hendri and Budiono (2021) also provide a definition of purchase intention as a plan or desire of a customer to buy a certain brand or product.

E-WOM

According to Ahdiany (2021) E-WOM is a communication carried out either in writing, verbally, or through electronic platforms carried out between people (customers) and has a relationship with a product/service's advantages, as well as a buying experience in using a product/service. Meanwhile, according to Canhoto & Kietzmann (2013) E-WOM is a customer's experience or opinion written on social media posterior to using a product or service which aims to be spread to others.

Brand Awareness

Aaker (Poulis et al., 2019) defines brand awareness as the strength of a brand's presence in the minds of customers, which generally measures how well customers can recognize and remember a product or service in various contexts. Furthermore, Chandra & Keni (2019) define brand awareness as a state where customers could recall and recognize a certain brand in detail for them to make a purchase.

Brand Image

Hendri & Budiono (2021) elaborates that brand image is a perception in the customers' minds about a brand which will create the brand's specialty when compared to other brands. Fransiscus & Husda (2022) also define brand awareness, which is the various beliefs that customers have about a particular brand so as to instill perceptions of associations in the minds of customers.

Interconnection between E-WOM and Brand Awareness

Research conducted by Afif Bahi et al., (2020), and Ulan et al. (2022) provided that E-WOM has a positive and significant effect on brand awareness. The higher the E-WOM activities carried out in social media, for instance discussing a brand, the awareness of the brand will increase respectively (Afif Bahi et al., 2020). Based on the aforementioned description, the first hypothesis (H1) is as follows:

H1: E-WOM has a positive and significant effect on brand awareness.

Interconnection between E-WOM and Brand Image

Previous research overseen by Ahdiany (2021), Tariq et al., (2017), and Rahman et al. (2020) display the results that electronic word of mouth has a positive and significant effect on brand image. E-WOM pursuits such as shared shopping experiences have a direct influence on building the image of a brand (Rahman et al., 2020). E-WOM activities that are positive can instill a virtuous reputation or image of a brand, and vice versa. Based on the description above, the second hypothesis (H2) is as follows:

H2: E-WOM has a positive and significant influence on brand image.

Interconnection between E-WOM and Purchase Intention

Research conducted by Tariq et al. (2017), Poulis et al., (2019), and Jalilvand & Samiei (2012), concludes that E-WOM has a positive and significant effect on purchase intention. E-WOM activities are currently considered an important factor due to the number of reviews about a product written by other buyers who first bought the product on social media will greatly affect client's buying interest in the product (Jalilvand & Samiei, 2012). Based on the description above, the third hypothesis (H3) is as follows:

H3: E-WOM has a positive and significant influence on purchase intention.

Interconnection between Brand Awareness and Purchase Intention

Research managed by Wulandari et al. (2021) and Santoso et al. (2018) delivered an outcome, namely E-WOM has a positive and significant effect on purchase intention. This situation happens since consumers tend to buy a certain product which they have already recognized and have in their minds (Chandra & Keni, 2019). Considering the aforementioned statement, the fourth hypothesis (H4) is as follows:

H4: Brand awareness has a positive and significant influence on purchase intention.

Interconnection between Brand Image and Purchase Intention

Kelvin & Firdausy (2022), Tariq et al. (2017), Jalilvand & Samiei (2012), and Ahdiany (2021) propounded that brand image has a positive and significant effect on purchase intention. The image of a brand is a determining factor which can influence consumer's buying interest since a positive brand image would give an impression in the minds of consumers hence building consumers in increasing buying interest in a brand (Hendri & Budiono, 2021). Based on the description above, the fifth hypothesis (H5) is as follows:

H5: Brand image has a positive and significant influence on purchase intention.

Based on the aforementioned description, the research model in this study is as follows:

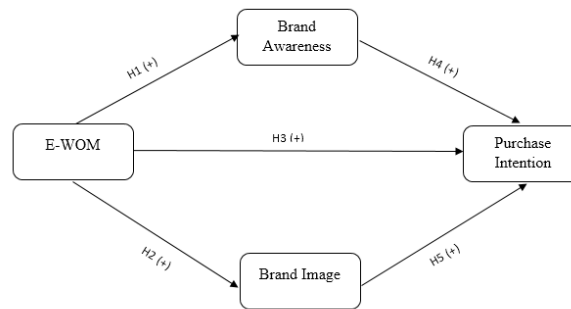


Figure 1. Research Model

2. RESEARCH METHOD

The representation used in this research is a descriptive research representation with a quantitative approach. Descriptive research design is used to obtain descriptions of the effect of E-WOM, brand image, and brand awareness on purchase intention, while a quantitative approach is used to test the hypotheses set out in the study. The indicators of each variable can be seen in the table below:

Table 1. Variable Operationalizations

Items	Code	Sources
E-WOM		
Online customers' reviews make me more confident in purchasing brand X's products.	EWOM2	Jalilvand & Samiei (2012), Poulis <i>et al.</i> (2019)
I often engage other customers' reviews online to select the equitable products made by brand X.	EWOM3	
I give comments or reviews online since brand X is considered as a prominent company.	EWOM4	
I give comments or reviews online since I wanted to help other consumers through my experiences.	EWOM5	
Brand Awareness		
I am aware of a brand X's products	BA01	Poulis <i>et al.</i> , (2019)
I am able to recognize brand X's products when compared with other brand competitors.	BA02	
I am able to swiftly remember brand X's symbol or logo.	BA03	
I am aware of the existence of brand X.	BA04	
Several brand X's products' characteristics emerged quickly in my mind.	BA05	
Brand Image		
Brand X's products has better qualities when compared to other brands.	BI01	Sasmita & Suki (2015), Jalilvand & Samiei (2012)
Brand X's products are reliable.	BI02	
Brand X is considered as an established brand.	BI03	
Brand X has different image compared to other brands.	BI04	
Brand X has an adequate image/reputation.	BI05	
Purchase Intention		
I will purchase brand X's products rather than other products available.	PI01	Jalilvand & Samiei (2012), Poulis <i>et al.</i> (2019)
I am willing to recommend other people to purchase brand X's products.	PI02	
I have the intention to purchase brand X's products in the long run.	PI03	
I have high preference in purchasing brand X's products.	PI04	

The sample selection method used is non-probability sampling with purposive sampling procedure. The total number of samples involved in this study was 156 respondents with the following criteria: users of brand X products, aged 18 years and over, and domiciled in Jakarta. The data collection in this study utilizes a questionnaire in the form of google forms distributed online through social media. Data measurement (questionnaire) utilizes the Likert scale. The data that has been obtained is then processed using SEM (structural equation model) data analysis method with the tool of SmartPLS version 3 software.

2. RESULTS AND DISCUSSIONS

The sample size in this research was 156 respondents with 68.6% women and 31.4% men, and most of them were 18-25 years old (89.1% respondents). Data analysis in this study includes validity test, reliability test, coefficient of determination analysis, predictive relevance, effect size, and hypothesis testing. A validity test is a procedure which serves to indicate how well the measurement tool used in research is able to measure what is being measured (Ghozali, 2009). The validity test is divided into convergent validity and discriminant validity. Convergent validity aims to establish the validity of each relationship between indicators and constructs, or with latent variables. A variable can be declared valid if the loading factor value and Average Variance Extracted (AVE) are greater than 0.50 (Hair *et al.*, 2019), (Chin & Todd, 1995). In this research, the AVE and loading factor results each show a value greater than 0.50 hence they can be declared valid. The AVE value and loading factor can be seen in Table 2.

Table 2. Loading Factor & AVE Value

Variables	Code	Loading Factor	AVE
Brand Image	BI01	0.775	0.609
	BI02	0.836	
	BI03	0.713	
	BI04	0.777	
	BI05	0.796	
E-WOM	EWOM2	0.754	0.549
	EWOM3	0.601	
	EWOM4	0.786	
	EWOM5	0.805	
Brand Awareness	BA01	0.792	0.623
	BA02	0.760	
	BA03	0.791	
	BA04	0.808	
	BA05	0.796	
Purchase Intention	PI01	0.824	0.698
	PI02	0.820	
	PI03	0.847	
	PI04	0.849	

After the convergent validity test is carried out, the discriminant validity test is then enacted. Discriminant validity has a valid Heterotrait-Monotrait value of 0.85 with an acceptable threshold of <0.90. Outside of this number, then it is a lack of discriminant validity (Henseler *et al.*, 2015). In this study, each variable has a value of less than 0.90, hence it can be stated that each variable is valid because it has met the Heterotrait-Monotrait standard value. The HTMT value of each variable can be seen in Table 3. In this study, in addition to the validity test, there is also a reliability test which aims to measure the extent to which measurements made with similar objects will produce the same data (Sugiyono, 2015).

Table 3. Heterotrait-Monotrait Value (HTMT)

Variables	Brand Image	E-WOM	Brand Awareness	Purchase Intention
Brand Image				
E-WOM	0.789			
Brand Awareness	0.700	0.766		
Purchase Intention	0.817	0.653	0.519	

To analyze reliability, the composite reliability value and Cronbach's alpha value are used, and a variable must have a value > 0.70 to be considered reliable (Hair *et al.*, 2019). In this study, all variables show a value greater than 0.70 hence they can be stated as reliable. The composite reliability value and Cronbach's alpha value can be seen in Table 4.

Table 4. Cronbach's Alpha & Composite Reliability Value

Variables	Cronbach's Alpha	Composite Reliability
Brand Image	0.839	0.886
E-WOM	0.724	0.828
Brand Awareness	0.849	0.892
Purchase Intention	0.855	0.902

The coefficient of determination (R^2) test results that the purchase intention variable of 50.2% can be elaborated through the E-WOM variable, brand image and brand awareness and the remaining 49.8% is explained by variables not examined in this study. Meanwhile, 35.8% brand awareness can be explained through the E-WOM variable and the remaining 67.1% is explained by variables not examined. Furthermore, the brand image variable 39.5% can be explained through the E-WOM variable. The remaining 60.5% can be explained by variables not examined. In addition, the predictive relevance test results (Q^2) for all variables have a value of more than 0 so it can be said that the model has predictive relevance. The predictive relevance and coefficient of determination value can be seen in Table 5.

Table 5. Predictive Relevance & Coefficient of Determination Value

Variables	R^2	Q^2
Brand Image	0.395	0.223
Brand Awareness	0.358	0.208
Purchase Intention	0.502	0.328

According to Sarstedt *et al.* (2021), when the path coefficients value is closer to the value +1, the relationship between the two constructs is positive, and vice versa. According to Hair *et al.* (2014) effect size is a test conducted to determine how much influence or effect the independent variable has on the dependent variable, and there are three numbers that each represent the effect given, namely small effect (0.02), medium effect (0.15), and large effect (0.35). A hypothesis can be declared significant when it has a p-value of less than 0.05 (Hair *et al.*, 2019), and a t-statistic value of more than 1.96 (Ghozali, 2016).

Based on Table 6, the first hypothesis has a positive path coefficient value of 0.598, a p value of 0.000, a t-statistic value of 7.129, and an effect size value of 0.557 (large effect). It can be concluded that E-WOM has a positive and significant influence on brand X's awareness, hence H1 is supported. This research is in line with the research of Afif Bahi *et al.*, (2020), and Ulan *et al.* (2022). E-WOM activities such as reviews, information, opinions, etc. can spread quickly and widely, allowing more people to realize the existence of the brand X hence increasing their brand awareness.

Table 6. Hypothesis Test Result

Variables	Path Coefficients	P-value	T-statistic	F ²	Results
E-WOM→Brand Awareness	0.598	0.000	7.129	0.557	Supported
E-WOM → Brand Image	0.628	0.000	10.659	0.652	Supported
E-WOM → Purchase Intention	0.151	0.085	1.725	0.024	Rejected
Brand Awareness → Purchase Intention	-0.004	0.968	0.041	0.000	Rejected
Brand Image → Purchase Intention	0.606	0.000	6.670	0.393	Supported

The second hypothesis has a positive path coefficient of 0.628, a p value of 0.000, a t-statistic of 10.659, and an effect size value of 0.652 (exceeding the large effect). It is presumed that E-WOM has a positive and significant influence on brand X's image, hence H2 is supported. This study is aligned with Rahman *et al.* (2020), Ahdiany (2021), and Tariq *et al.* (2017). E-WOM activities including distributing positive information, writing positive reviews or opinions, etc. can certainly improve brand X's reputation which will also improve their brand image. Through worthwhile E-WOM activities, a good impression of the brand X can be embedded in the minds of consumers hence brand X is seen as having a positive image.

The third hypothesis has a path coefficient value of 0.151, a p value of 0.085, a t-statistic value of 1.725, and an effect size value of 0.024 (small effect). Hence, it can be concluded that E-WOM does not have a significant influence on the purchase intention of brand X beauty products, in turn H3 is not supported. This result of the study is not aligned with the research of Tariq *et al.* (2017), Poulis *et al.*, (2019), and Jalilvand & Samiei (2012) but aligned with the research of Mantiri *et al.* (2022) which reveals that E-WOM has no significant effect on purchase intention. This occurs since lately there are often fictitious reviews and testimonials which makes consumers become doubtful whether what is written on online platforms about brand X can be trusted as honest reviews written by fellow consumers, or just fictitious writing that is often found in other brands.

The fourth hypothesis has a negative path coefficient value of -0.004, a p-value of 0.968, a t-statistic value of 0.041, and an effect size of 0.000 (no effect). This declared that brand awareness does not have a significant influence on the purchase intention of brand X beauty products, hence H4 is not supported. This research is not aligned with Wulandari *et al.* (2021) and Santoso *et al.* (2018) however aligned with Surya's research (2017) which states that brand awareness has no significant effect on purchase intention. When consumers have awareness of the brand and the brand's perception of them is poor, when it comes to quality, price mismatch, and consumer needs, it can affect the decline in consumer purchase intention in the product and the same conditions apply for brand X products.

The fifth hypothesis has a positive path coefficient value of 0.606, a p value of 0.000, a t-statistic value of 6.670, and an effect size value of 0.393 (large effect). It can be stated that brand image has a positive and significant influence on the purchase intention of brand X beauty products, hence H5 is supported. This research is aligned with the research of Tariq *et al.* (2017), Jalilvand & Samiei (2012), Kelvin & Firdausy (2022), and Ahdiany (2021). Brand X's positive reputation or image can certainly be a vital factor in increasing consumer purchase interest since consumers tend to buy products from a brand that has a positive image in the eyes of the public. Brand X's positive image can also make consumers feel more confident about the products offered thus they can increase consumer purchase intention in brand X products.

4. CONCLUSIONS AND SUGGESTIONS

Based on the results of the research and discussion that has been enacted, it can be concluded that E-WOM has a positive and significant influence on brand X's awareness in Jakarta. E-WOM has a positive and significant influence on brand awareness and brand image of brand X in Jakarta, while E-WOM and brand awareness do not have a significant influence on purchase intention. Furthermore, brand image has a positive and significant influence on the purchase intention of brand X beauty products in Jakarta.

As a suggestion, Brand X is expected to be able to strengthen their reputation and good image so that they are seen well in the eyes of consumers and can become a beauty brand that is trusted and popular within consumers.. Carrying out promotions and continuing to innovate to produce the best products is also important because it can make people more confident in making brand X a reliable beauty brand. By branding, improving product quality and variety, and making the best products, it is anticipated that consumers can recommend brand X products to others through the good experiences they have. This certainly has a positive impact because it can make brand X spread widely which in turn can increase consumer purchase intention in brand X products.

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