

THE IMPACT OF E-WOM QUANTITY AND E-WOM CREDIBILITY ON ONLINE PURCHASE INTENTIONS FOR GARNIER WITH BRAND IMAGE AS A MEDIATING FACTOR

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ABSTRACT

This study looks at how brand image mediates the relationship between e-WOM quantity and e-WOM purchase ability and online purchase intentions. This study, which includes 160 samples, focuses on Garnier product users in Jakarta. Researchers used SmartPLS4 software to evaluate data obtained via a questionnaire instrument (G-form). The study's findings indicate that online purchase intentions for Garnier goods in Jakarta are positively impacted by e-WOM quantity, e-WOM legitimacy, and brand image. Using Garnier goods in Jakarta, this study examines how brand image influences online purchase intentions by balancing e-WOM credibility and quantity. shows how crucial it is for businesses, particularly Garnier, to boost the volume and legitimacy of e-WOM and improve brand perception in order to stimulate online customer purchase intentions. In order to draw in more customers and increase sales on bold platforms, businesses should concentrate their efforts on enhancing the caliber of reviews and bolstering brand image through efficient marketing techniques. Apart from that, companies also need to consider managing their online reputation on an ongoing basis to remain competitive in a competitive market.

Keywords: E-WOM Quantity, E-WOM Credibility, Purchase Intention, Brand Image

1. INTRODUCTION

Garnier, a French skin and hair care brand belonging to the L'Oréal group, is known for its affordable and effective products with a focus on natural, environmentally friendly ingredients. Offering a variety of products, from facial cleansers to shampoos, Garnier combines innovative technology with plant extracts and vitamins. This brand is very popular in Indonesia thanks to its product diversity and collaborations with influencers, as well as creative marketing campaigns (Garnier.co.id, 2024).

RBV In order to obtain a competitive edge in the beauty and personal care industry, Garnier highlights the need for utilizing internal resources and talents. One of its main assets is its well-established brand reputation, which has been built over years of consistent quality, sustainability, and innovation. Garnier's dedication to research and development (R&D) supports ongoing innovation across its skincare, haircare, and body care product lines, helping the company sustain a leading position in the market. Moreover, the company's emphasis on sustainable sourcing and ethical practices appeals to eco-conscious consumers, providing a valuable resource that aligns with current market demands. Garnier also benefits from a broad global distribution network, enabling it to reach a wide range of customer segments and maintain significant market presence. The company's profound understanding of consumer needs, gained through in-depth market research, enhances its ability to create products that meet evolving preferences. Additionally, the adoption of advanced technologies in product

development and marketing boosts operational efficiency and customer engagement. Finally, Garnier's skilled workforce, including researchers, marketers, and developers, represents another vital resource, driving continuous innovation and maintaining a strong competitive edge. Altogether, these internal resources enable Garnier to retain its leadership and competitive advantage in the global beauty market.

Online purchase intention is a consumer's intention to buy a product or service online, which reflects the consumer's attitudes and tendencies in considering the purchase, and helps companies formulate an effective marketing strategy (Yusniawati & Prasetyo, 2022). Some factors that influence purchase intentions include concerns about transaction security, lack of trust in sellers, and poor user experience on e-commerce sites (Hoang & Tung, 2023). Customer reviews, friends' recommendations, and demographic factors such as age, education, and income also influence purchasing decisions.

E-WOM quantity refers to the number of reviews or recommendations available online regarding a product. The large number of positive reviews can build trust and attract buying interest, especially among the younger generation who are actively looking for information (Desi Lestari & Gunawan, 2021). However, a high amount of e-WOM can also pose challenges, such as negative reviews that can confuse consumers and reduce purchase intentions. Therefore, it is important for companies to manage e-WOM so that its impact can maximize purchasing decisions (Koesuma & Kurniawati, 2022).

E-WOM credibility refers to the level of consumer trust in online reviews and recommendations. Reviews that come from trusted sources can increase the credibility of information and influence purchasing decisions (Surabaya & Andjarwati, 2021). However, challenges arise because the amount of information available can confuse consumers, reducing trust in reviews that may be biased (Ayu et al., 2020). This uncertainty, combined with a lack of regulation, can reduce the effectiveness of e-WOM in influencing purchasing decisions.

Brand image functions as a mediating variable that strengthens the influence of E-WOM on online purchase intentions (Utama & Yuniarwati, 2016). Even when the quantity and quality of reviews are high, a poor brand image can reduce the influence of E-WOM, while a strong brand image can increase customer trust in positive reviews (Putri & Sienarta, 2023). Purchasing decisions and loyalty are influenced by brand image, which is influenced by elements such as customer satisfaction and product quality. Companies must manage and enforce a consistent brand image across all platforms because a bad reputation can cost them clients (Valentino Pentury et al., 2019).

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), Ajzen created this social psychology theory in 1991 in an effort to predict and explain human behavior and intentions. According to the TPB, three primary factors—attitudes toward the activity, subjective norms, and perceived behavioral control—influence a person's behavioral intentions, which in turn shape their conduct (Ajzen, 1991). The term "attitude towards behavior" describes how someone feels about a certain behavior, whether they think it's good or bad. Subjective norms are a person's opinion of social pressure or how important others in his life feel about him engaging in that conduct. Perceived behavioral control, on the other hand, refers to a person's perception of how much control or capability they feel they have over that action.

In the context of online purchase intention, TPB can help explain how E-WOM (electronic word of mouth) influences consumer purchase intentions. E-WOM quantity and E-WOM credibility as forms of information from the social environment can influence subjective norms and consumer attitudes towards brands. When consumers are exposed to credible and large amounts of E-WOM, they may develop positive attitudes toward the product, feel more compelled by social norms to purchase, and have greater control in making purchases. Brand image also plays an important role in forming attitudes and intentions, because positive perceptions of the brand can strengthen purchase intentions in accordance with TPB theory.

Online Purchase Intention

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E-WOM Credibility

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Brand Image

Brand image functions as a mediating variable that strengthens the influence of E-WOM on online purchase intentions. A positive brand image increases consumer trust in positive reviews, while a weak brand image can reduce the impact of E-WOM, even though the number and credibility of reviews are high (Putri & Sienarta, 2023). Brand image is influenced by factors such as product quality and customer experience, and influences loyalty and purchasing decisions. A negative image can damage reputation and lose customers, so it is important for companies to manage and maintain consistent brand image across various channels (Valentino Pentury et al., 2019).

The Relationship between E-WOM Quantity and Online Purchase Intention

The number of reviews or recommendations a product receives on social media influences consumer purchasing intentions. The more positive e-WOM, the more likely consumers are to feel influenced and consider the product in purchasing decisions, increasing perceived quality and trust in the brand (Kumar & Gera, 2023). The quantity of e-WOM also influences consumer

interpretation, where many positive reviews increase product reputation and purchase intentions. However, the quality and credibility of reviews remains important, because consumers have more trust in reviews that are considered credible and trustworthy (Yusniawati & Prasetyo, 2022). Thus, the first hypothesis of this research can be stated as:

H₁: E-WOM quantity has a positive effect on online purchase intention

The Relationship between E-WOM Credibility and Online Purchase Intention

Credible e-WOM plays an important role in shaping consumer purchase intentions, because reviews from trusted sources improve product perception and reduce uncertainty, providing greater confidence about product quality (Widodo & Salamah, 2023). Credible positive reviews also make consumers more confident to purchase, as well as associate the brand with good quality, creating an environment that supports more confident purchasing decisions in e-commerce (Ulan et al., 2022). Thus the second hypothesis of this research can be stated as:

H₂: E-WOM credibility influences online purchase intention

The Relationship between Brand Image and Online Purchase Intention

Because a favorable brand image boosts customer trust in items and enhances their interest in purchasing, brand image has a substantial impact on online consumer purchase intentions (Sanita et al., 2019). Brands that build a good image through responsible marketing also create emotional bonds with consumers, motivating them to buy, so that brand image becomes the main driver in purchasing decisions (Yahya, 2022). Thus the third hypothesis of this research can be stated as:

H₃: Brand image has a positive effect on online purchase intention

The Relationship Brand Image mediates between E-WOM Quantity and Online Purchase Intention

The amount of e-WOM a product receives can strengthen the brand image and increase consumer purchasing intentions. The number of positive reviews improves perceptions of product quality and increases consumer trust in the brand, encouraging them to buy online (Ayu et al., 2020). Consumers in the digital era rely more on e-WOM, where the large number of positive reviews strengthens the brand image and creates a sense of confidence in purchasing decisions, so that the brand image formed plays an important role in purchasing intentions (Hoang & Tung, 2023). Thus the fourth hypothesis of this research can be stated as:

H₄: Brand image mediates the influence between e-WOM quantity and online purchase intention

The Relationship Brand Image mediates between E-WOM Credibility and Online Purchase Intention

The credibility of e-WOM is important in building consumer trust and influencing online purchasing intentions. Credible reviews increase consumer confidence and form a positive brand image, which encourages purchases (Putri & Sienarta, 2023). A strong brand image, built through credible e-WOM, strengthens purchase intentions, because the consistency of reviews with real experiences strengthens positive perceptions, making consumers more comfortable making transactions (Solihin & Ahyani, 2022). Thus the fifth hypothesis of this research can be stated as:

H₅: Brand image mediates the influence between e-WOM credibility and online purchase intention

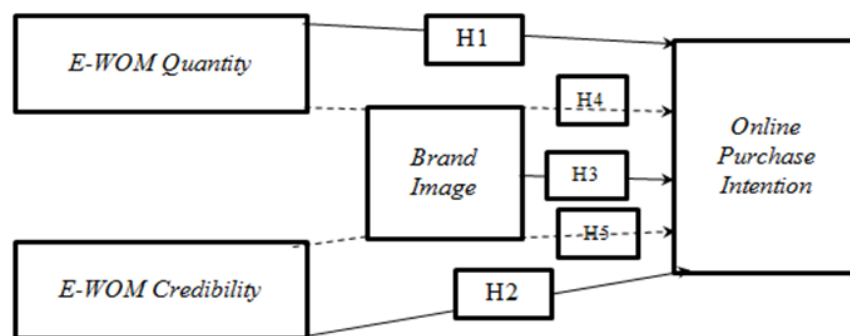


Figure 1. Research Model
 Source: Created by the author

2. RESEARCH METHOD

This research uses a quantitative descriptive approach to describe phenomena with statistical data (Sekaran & Bougie, 2019). The objectives of this research are to determine whether e-WOM quantity and credibility, as well as brand image, positively affect the online purchase intention of Garnier products, and to explore whether brand image mediates the influence of e-WOM quantity and credibility on online purchase intention.

This research is cross-sectional, because data is collected only at one specific time without repeated observations (Bahri & Syaiful, 2018). The population of this research is Garnier consumers or users who live in Jakarta. The sample selection technique uses a purposive sampling approach, the sample criteria in this research are consumers who live in Jakarta, have used Garnier products, are at least 18 years old, and have purchased Garnier products online at least twice. The specified sample size of 160 respondents was considered sufficient to obtain representative results for the required statistical analysis (Hair et al., 2014). The data collection instrument in this study used a questionnaire, the research questionnaire used a five-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree).

In this research, operational variables are defined to measure the main concepts of interest. The table below outlines the operational variables used in this research:

Table 1. Research Variable Indicators

Variable	Indicator	Code	Scale	Source
E-WOM Quantity	Garnier products have many positive reviews from consumers.	EWQ1	Intervals	(Hoang & Tung, 2023)
	Most of the reviews I've read about Garnier have been positive.	EWQ2	Intervals	
	Garnier products have many negative reviews from consumers.	EWQ3	Intervals	
	I have encountered many negative reviews about Garnier products.	EWQ4	Intervals	
	Garnier products often receive reviews from consumers.	EWQ5	Intervals	
	I often see new reviews about Garnier products.	EWQ6	Intervals	
	Garnier products have a very large number of reviews.	EWQ7	Intervals	
	The large number of reviews given shows the popularity of Garnier products.	EWQ8	Intervals	

Variable	Indicator	Code	Scale	Source
E-WOM Credibility	I believe that the reviews provided by other consumers regarding Garnier products are accurate.	EWOC1	Intervals	(Kumar & Gera, 2023)
	The reviews I read about Garnier provide reliable information.	EWOC2	Intervals	
	I believe that the reviews I read are from consumers who have actually used Garnier products.	EWOC3	Intervals	
	Reviews about Garnier don't feel contrived and seem natural.	EWOC4	Intervals	
	I trust sources that provide reviews of Garnier products.	EWOC5	Intervals	
	Users who leave reviews about Garnier have a good reputation on the platform.	EWOC6	Intervals	
	The reviews I read about Garnier are relevant to my needs.	EWOC7	Intervals	
	The review of Garnier provided information that met my expectations.	EWOC8	Intervals	
Brand Image	I feel that the Garnier brand has very good quality.	BIMG1	Intervals	(Hien et al., 2020)
	Garnier always provides innovative and high quality products.	BIMG2	Intervals	
	I am satisfied with my experience using Garnier products.	BIMG3	Intervals	
	Garnier products meet my expectations.	BIMG4	Intervals	
	I believe that Garnier products are safe to use.	BIMG5	Intervals	
	I always feel confident in the quality of products from the Garnier brand.	BIMG6	Intervals	
Online Purchase Intention	I plan to purchase Garnier products online in the near future.	OPI1	Intervals	Zhang et al., (2020).
	I am very interested in purchasing Garnier products online.	OPI2	Intervals	
	I want to try new Garnier products through online purchases.	OPI3	Intervals	
	I felt interested in trying Garnier products available online.	OPI4	Intervals	
	I feel comfortable buying Garnier products online.	OPI5	Intervals	
	I believe that buying Garnier products online is very easy.	OPI6	Intervals	

The data used was obtained through distributing online questionnaires using Google Form, which succeeded in collecting 160 respondents. To analyze the data that has been collected, this research uses the Structural Equation Modeling method based on Partial Least Squares version 4.

Reviewing the literature on e-WOM, brand image, and online purchase intention with an emphasis on consumer behavior in the beauty business is the first step in conducting this study. Create a conceptual framework that explains the connections between brand image, purchase intention, e-WOM credibility, and e-WOM quantity for Garnier items. Create a survey or other data gathering tool to learn more about how consumers see e-WOM, brand perception, and purchase intention. Test hypotheses and determine if brand image mediates the effects of e-WOM quantity and believability on purchase intention by using statistical analysis, such as regression analysis or SEM. Finally, make inferences and offer practical suggestions on how Garnier might use e-WOM and brand image to sway customer decisions.

3. RESULTS AND DISCUSSIONS

To assess the instrument's dependability, this study performed validity and reliability analyses. While discriminant validity assessed the overlap between components using Fornell-Larcker and HTMT analysis, convergent validity was investigated using factor loading. Cronbach's Alpha and Composite Reliability are used to test reliability and evaluate how consistent measurement findings are obtained (Chan & Lay, 2018).

Table 2. Average Variance Extracted Analysis Results

Variable	Average Variance Extracted
BIMG	0.808
EWOC	0.532
EWQ	0.551
OPI	0.810

AVE analysis shows that all variables have a value of more than 0.50, indicating that the indicators can explain more than half of the total variance and meet the convergent validity criteria.

Table 3. Results of Loading Factor Analysis

	BIMG	EWOC	EWQ	OPI
BIMG1	0,883			
BIMG2	0,904			
BIMG3	0,880			
BIMG4	0,873			
BIMG5	0,961			
BIMG6	0,891			
EWOC1		0,835		
EWOC2		0,778		
EWOC3		0,623		
EWOC4		0,613		
EWOC5		0,785		
EWOC6		0,866		
EWOC7		0,665		
EWOC8		0,617		
EWQ1			0,741	
EWQ2			0,731	
EWQ3			0,837	
EWQ4			0,812	
EWQ5			0,708	
EWQ5			0,773	
EWQ6			0,667	
EWQ7			0,646	
EWQ8			0,741	
OPI1				0,884
OPI2				0,887
OPI3				0,959
OPI4				0,869
OPI5				0,908
OPI6				0,890

Loading factor analysis shows that each variable indicator has a value above 0.6, indicating a significant contribution and high reliability in measuring the construct, which strengthens the validity of the research findings.

Table 4. Fornell Larcker Analysis Results

	BIMG	EWOC	EWQ	OPI
BIMG	0,899			
EWOC	0,317	0,729		
EWQ	0,327	0,320	0,742	
OPI	0,491	0,486	0,481	0,900

Table 4 shows the results of the Fornell-Larcker analysis, which indicates good discriminant validity because the AVE value is greater than the correlation between constructs.

Table 5. HTMT Analysis Results

	Heterotrait-monotrait ratio (HTMT)
EWOC <-> BIMG	0,328
EWQ <-> BIMG	0,344
EWQ <-> EWOC	0,414
OPI <-> BIMG	0,513
OPI <-> EWOC	0,503
OPI <-> EWQ	0,499

Table 5 shows that all HTMT values are below 0.85, which indicates good discriminant validity between constructs in this study.

Table 6. Results of Cronbach's Alpha Analysis

	Cronbach's alpha
BIMG	0,952
EWOC	0,872
EWQ	0,885
OPI	0,953

Table 6 shows that all Cronbach's Alpha values are greater than 0.7, which indicates very good reliability for each variable in this study, so that the indicators used can be relied on to measure the construct in question.

Table 7. Composite Reliability Analysis Results

	Composite reliability (rho_c)
BIMG	0,962
EWOC	0,899
EWQ	0,907
OPI	0,962

Table 7 shows that the Composite Reliability (rho_c) value for all variables is greater than 0.7, which shows that the construct in this study has very good reliability, meaning that the indicators are consistent in measuring the construct in question.

Table 8. Coefficient of Determination R²

Variable	R Square
BIMG	0,157
OPI	0,432

The results of the analysis of the coefficient of determination (R²) show that brand image has weak explanatory power with R² 0.157, while online purchase intention has moderate explanatory power with R² 0.432.

Table 9. Effect Size Test Results

	BIMG	EWOC	EWQ	OPI
BIMG				0,137
EWOC	0,059			0,132
EWQ	0,067			0,121
OPI				

The effect size test results show that Brand Image has a large influence on Online Purchase Intention ($F^2 = 0.137$), while E-WOM Credibility ($F^2 = 0.132$) and E-WOM Quantity ($F^2 = 0.121$) have a moderate influence. The Goodness of Fit (GoF) value of 0.445 indicates that the structural model fits the data, indicating a good and reliable model for testing the hypotheses in this research.

Table 10. Test Results of Research Hypothesis Results

	Variable	<i>t-statistics</i>	<i>p-value</i>	Results
H1	EWQ -> OPI	3,690	0,000	Supported
H2	EWOC -> OPI	4,316	0,000	Supported
H3	BIMG -> OPI	3,725	0,000	Supported
H4	EWQ -> BIMG -> OPI	2,230	0,026	Supported
H5	EWOC -> BIMG -> OPI	2,342	0,019	Supported

H1: E-WOM Quantity Positively Influences Online Purchase Intention

eWOM quantity can predict online purchase intention among consumers of Garnier products, as proven by t-statistics of 3.690 and p-value of 0.000, which shows significant results. The more reviews or information shared about Garnier products, the more likely consumers are to make a purchase. eWOM quantity plays an important role in purchasing decisions because the number of positive reviews increases perceptions of product quality and consumer trust, which drives purchasing decisions (Kumar & Gera, 2023).

H2: E-WOM Credibility Positively Influences Online Purchase Intention

The first hypothesis is accepted since the t-statistics value of 4.316, which is more than 1.96, and the p-value of 0.000, which is less than 0.05, demonstrating that eWOM credibility influences customers' desire to make an online purchase for Garnier items. Customers are more inclined to make a purchase if the information or reviews they get are deemed reliable. Reliable reviews increase confidence in product quality and reduce ambiguity when purchasing online. This demonstrates how trustworthy eWOM influences consumers' decisions to make purchases online by giving them a sense of security and confidence. (Widodo & Salamah, 2023).

H3: Brand Image Positively Influences Online Purchase Intention

The t-statistic value of 3.725, which is larger than 1.96, and the p-value of 0.000, which is less than 0.05, demonstrate that brand image influences consumers' interest in making online purchases of Garnier goods. As a result, the hypothesis is accepted. Customers are more inclined to purchase Garnier products online if the brand has a more favorable reputation. Because customers feel more secure and at ease selecting goods from companies they are familiar with and trust, a strong brand image fosters an emotional bond that encourages loyalty and purchases. As a result, a favorable brand image has a significant impact on customer purchasing decisions (Yahya, 2022).

H4: Brand Image Positively Moderate the Influence Between E-WOM Quantity and Online Purchase Intention

With t-statistics of 2.230, greater than 1.96, and a p-value of 0.026, less than 0.05, it is demonstrated that brand image moderates the relationship between the quantity of e-WOM and the desire to buy Garnier items online. As a result, the hypothesis is supported. Customers' intention to make online purchases might be influenced by the brand picture they build in their brains as a result of the quantity of e-WOM they get. Because a strong brand image amplifies the influence of positive reviews on purchase intentions, a large number of positive reviews contribute to enhancing brand image and boosting customer confidence in purchasing decisions (Hoang & Tung, 2023)

H5: Brand Image Positively Moderate the Influence Between E-WOM Credibility and Online Purchase Intention

Brand image is proven to mediate the influence between e-WOM credibility and online purchase intention for Garnier products, with t-statistics 2.342 which is higher than 1.96 and p-value 0.019 which is less than 0.05, so the hypothesis is accepted. The e-WOM credibility that consumers receive strengthens Garnier's brand image, which in turn increases their intention to make purchases online. Credible reviews give consumers greater confidence about product quality and create positive perceptions of the brand, which then drives purchasing decisions (Putri & Sienarta, 2023).

Based on the results of hypothesis testing, all hypotheses in this study have been validated and accepted.

4. CONCLUSIONS AND SUGGESTIONS

In this research, it can be concluded that e-WOM quantity, e-WOM credibility and brand image have a positive effect on online purchase intention for Garnier products in Jakarta. Brand image mediates the influence between e-WOM quantity and e-WOM credibility with online purchase intention through Garnier products in Jakarta. It is recommended that Garnier continue to innovate in products, promotions and online services to maintain competitiveness in the competitive cosmetics market. By improving the quality of reviews and brand image, Garnier can attract more consumers online, which in turn will increase consumer purchase intentions on online platforms. Future research is recommended to involve consumers from other brands or product categories, as well as online and offline distribution channels. Expanding regional coverage outside Jakarta and using a larger and more diverse sample can increase the validity and representativeness of research results.

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