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The Role of Electronic Word of Mouth and Social Media Marketing on Brand Image and Purchase Intention Toward E-Commerce Cosmetic Products

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ABSTRACT

This research aimed to examine the effect of EWOM and Social Media Marketing variables on Purchase Intention with an intervening variable of brand image. This research sampling was carried out using purposive sampling technique from 250 respondents which had the criteria of Indonesian citizens who were interested in buying and using cosmetics through e-commerce and already had income. This research used an analytical tool which is a simultaneous equation model called structural equation modeling. The results of this research indicated that EWOM had a positive and significant effect on brand image and buying intention. Social Media Marketing had also a positive significant effect on brand image,however, it was an insignificant effect on buying intention. Finally, Brand Image showed a positive significant effect on Purchase Intention.

Keywords: EWOM, Social Media Marketing, Brand Image, Purchase Intention

INTRODUCTION

Based on data from the APJII survey report for 2019-2020, it showed that 51.5% of internet users in Indonesia use the internet for social media. The large number of social media users encourages advertisers to explore digital platforms. This can be seen in the digital advertising trend which shows an increase every year and 11% of the total number of internet users use the internet to do online shopping. Based on a further survey, data shows that 25% of internet users who do online shopping buy the need for fashion and beauty products. This has encouraged more and more e-commerce cosmetic platforms to be present in Indonesia.

The increasing number of users and the trend of digital advertising also indicate the transformation and innovation of marketing communications from traditional advertising to digital and mobile-based platforms. One of the products that are in great demand is cosmetics. Cosmetics themselves are in demand because their purpose is to clean, beautify, make more attractive or change appearance. Among the products included in this definition are skin moisturizers, perfumes, lipsticks, nail polishes, eye and facial makeup, shampoos, curling products, hair dyes and deodorants and any substances intended to be used as components of cosmetic products.

TAM is an information system theory designed to explain how users understand and use information technology. The purpose of TAM theory is as a basis that influences external factors on consumer beliefs, attitudes and goals in carrying out online buying and selling through the internet network. Perception of benefit is the extent to which a person's performance increases due to the belief in using technology. Ease means that a process does not require great effort when using the technology. Thus, the perception of the ease of use of this technology is the individual's belief that the use of information technology system does not require great effort when running it (Nadia, Sudiadi, and Hartati, 2021).

There is a study that is one of the replications of this research, namely the research of Hidayatullah & Dirgantara (2018), conducting research on the effect of EWOM, celebrity endorsement and social media marketing variables on purchase intention with brand image as an intervening variable. This study used a purposive sampling technique on 120 consumers with SEM Amos 24 as the research method. The results of this study indicated that EWOM, celebrity endorsement and social media marketing have a positive effect on brand image as an intermediate variable and have a positive and significant effect on purchase intention.

Research conducted by Zahra Noor Eriza (2017) stated that consumer perceptions of brand image, risk, and encouragement of consumer buying interest are influenced by information about a product obtained through Electronic Word of Mouth (E-WOM) and various sources on the internet. This study analyzed the mediating role of brand image and risk perception on the relationship between E-WOM and buying interest in 149 consumer respondents who have made online cosmetic purchases through e-commerce in Solo Raya and also analyzed the mediating role of brand image and risk perception on the relationship between E-WOM and buying interest. This study explained the results that E-WOM has a positive effect on brand image and buying interest, as well as the results of mediation regression testing that showed brand image partially mediates the relationship between E-WOM and buying interest. Thus, it can be interpreted that by reading product reviews online about information on the benefits and advantages of the product will make consumers feel confident about the selected product and increase their interest in buying the product.

From the description above, the researcher conducted a research which was a replication of the combined previous research conducted by Hidayatullah & Dirgantara (2018) and Zahra Noor Eriza (2017). Thus, the discussion of this paper was based on the research background, the researcher limited the research to only test the impact of E-WOM and social media marketing on brand image and buying interest in e-commerce cosmetic products. With this background, the researcher conducted a research entitled "The Influence of Electronic Word Of Mouth and Social Media Marketing on Brand Image and Purchase Intention toward E-Commerce Cosmetic Products".

THEORETICAL FRAMEWORK

Theory Acceptance Model

The development of online business today is directly influenced by the desire of consumers to accept and use the technology that is currently developing. According to Dewi & Santika (2018), a person's reasons for seeing the benefits and ease of use of information technology are influenced by the reactions and perceptions of information technology users about the benefits and ease of use.

Theory Acceptance Model (TAM) is an adoption theory of Theory of Reasoned Action (TRA), namely the technology acceptance theory developed by Fishbein and Ajzen (1975) which explains consumer reactions and perceptions of technology acceptance which is determined by consumer attitudes and behavior. The attitudes and behavior of these consumers as a function and purpose of the acceptance of the technology and remain based on attitudes towards these behaviors. This understanding explains the reactions and perceptions of a person in using the internet that will affect his attitude in accepting the use of the internet in everyday life.

Technology Acceptance Model (TAM) has an understanding as an acceptance of information technology systems model by consumers which is used for certain purposes, which explains the interest in consumer acceptance behavior in using technology. Psychologically, consumer behavior described in TAM consists of belief, attitude, intention, and user behavior relationship.

Purchase Intention

Interest is illustrated as a person's situation before taking an action that can be used as a basis for predicting behavior. This is in accordance with the previous statement of Raharjo & Mulyanto, (2018), buying interest is an activity carried out by consumers in assessing a product before making a purchase decision. Marketers need to know consumers' buying interest in a product; thus, future consumer needs can be predicted well.

Durianto (2013) revealed that purchase intention is the desire to have a product. Purchase intention will increase if a consumer is already influenced by the quality of the product and information about products such as: price, how to buy and the deficiency and advantages of the product better than other brands. According to the professional opinion above, it can be interpreted that purchase intention is increased by the consumer who is influenced by the product reviews. Muthohar & Amin (2013) stated that purchase intention as the leaning of consumers to take actions related to purchases as measurement of the level of consumers possibility to purchase a product. The opinion of Muthohar & Amin (2013) above is also in line with Sallam and Wahid (2012) who said that purchase intention can indicate how likely it is that individuals will buy a product. In this research, it is about the interest in buying cosmetics through online shopping.

Predictors of Ecommerce Cosmetics Purchase Intention

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (EWOM) is a new paradigm in word of mouth communication strategy that was formed because of the ease of using the internet network. Chu and Kim (2011) said that the most frequently used EWOM format from the current EWOM format is EWOM communication between consumers through social media sites. There are several channels and platforms that businesses can use in conducting e-commerce activities, such as conventional websites, social media, online classified ads, online forums, and ordering applications (Hidayat, Saifullah, & Ishak, 2016). In addition, electronic word of mouth has become a new marketing strategy with the aim of building consumer loyalty to the brand being market because EWOM provides product information more effectively through social media with a wider reach and easier access (Chan and Ngai, 2011).

H1. EWOM affects Brand Image of E-Commerce cosmetic products.

H2. EWOM affects Purchase Intention of E-Commerce cosmetic products.

Social Media Marketing

Nowadays, social media has become a lifestyle for people to be able to socialize with people through social media network which is a new dialogue platform between "consumer-to consumer" and "business-to-consumer" and connected with particular communities which has major implication for marketers (Kotler & Armstrong, 2012).

Social media marketing is a direct or indirect marketing process to build awareness and knowledge about goods, services, or companies through social media platform features, such as blogging, microblogging, social networking, social bookmarking, and content (Gunelius, 2007). Social media marketing differs from conventional marketing methods; therefore, to achieve loyalty requires special attention because social media users said that after they bound with a company through social media, they will recommend or purchase a product (Erdogamus & Cicek, 2012).

H3. Social Media Marketing affects Brand Image of E-Commerce Cosmetic Products.

H4. Social Media Marketing affects Purchase Intention of E-Commerce Cosmetic Products.

Brand Image

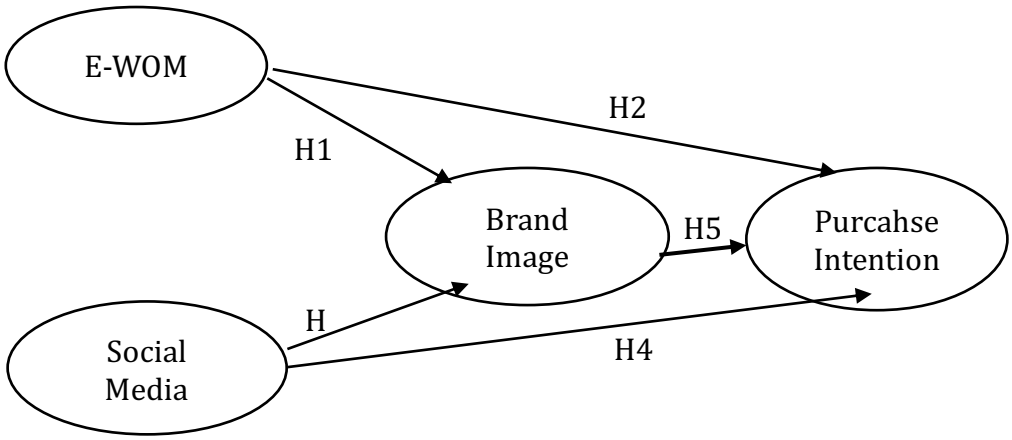
According to Farid Yuniar Nugroho (2011), brand image is consumers perception about a brand. Thus, one way to gain competitive advantage in maintaining consumer loyalty is to form a good brand image in consumers opinion. The formation of a positive brand image becomes one of the important things because without a strong and positive image, it is difficult for entrepreneurs to attract new customers and retain existing ones, and at the same time ask them to pay a high price. (Farid Yuniar Nugroho, 2011).

According to Schiffman & Kanuk (2007), brand image is a concept that attracts the attention of academics and practitioners about its importance in influencing many marketing outcomes in the form of a set of consumer experiences about a brand that are stored in memory. The results of research conducted by Zahra Noor Eriza (2017) showed that brand image has a significant effect on consumer buying interest and is strengthened by consumer confidence in the quality and benefits of a cosmetic product or brand, as well as increasing consumer loyalty and consumer trust in brands. This study explained the results of brand image partially mediating the relationship between EWOM and consumer buying interest and the direct relationship between EWOM and consumer buying interest. This can be found in the activity of reading reviews of certain cosmetic products from other consumer through the internet. Thus, it can give consumers confidence to choose good products and encourage interest in buying these products.

H5. Brand image effects Purchase Intention of E-Commerce Cosmetic Products.

Research Framework

As explained in Chapter I, this research is an adoption of research conducted by Muhammad Rafif Hidayatullah and I Made Bayu Dirgantara (2018) and Zahra Noor Eriza (2017). The conceptual framework in this study is based on the theory generated in the Figure below. This framework is based on a combined duplication research model. This study consists of four variables consisting of EWOM and social media marketing variables which include independent variables or independent variables, then brand image variable as an intervening variable, and buying interest variable as dependent variable or dependent variable. The following is the research framework.



Picture 2.4 : Research Framework

RESEARCH METHOD

Data Collection and Sample

This type of research was quantitative causality research. The approach used was a quantitative approach. The population selected in this research was all Indonesian citizens who were interested in buying and using cosmetics through e-commerce and already had income. In this research, sampling was carried out using purposive sampling technique. The criteria to be taken were all Indonesian citizens who were interested in buying and using cosmetics through e-commerce and already had income. The samples quantity required using the Structural Equation Model (SEM) was 100-200 or at least 5 times the number of indicators. Wijaya (2009), Santoso (2011) and Hair (1995) in Ghozali (2008) also explained that SEM usually uses the estimation method of Effective Maximum Likelihood Estimation (MLE) which is used for a sample size of 150-400.

The questionnaire method was carried out by researchers by providing a list of closed questions, meaning that from each question the respondent simply chose one answer that best suits his choice through the available answer choices. The researcher chose to use closed questionnaire media and the questionnaire was distributed online using the google form application to make it easier for researchers to collect data and analyze data. The answers provided are in a 7 Likert scale formula to measure each respondent's answer to the questions in the questionnaire.

Validity and Reliability Test for Research Instrument

Before distributing questionnaires for data collection, the validity and reliability of the questionnaires to be distributed were first tested. Validity and reliability test had been carried out on 40 respondents by providing questionnaires for respondents to answer and process it using SPSS. Ghozali (2017) said that validity test is a tool that measures the extent to which an indicator can measure what will be measured accurately and the question submitted are able to provide measured answers so that the questionnaire become valid. The indicator is said to be valid if it has a standardized regression weight value of 0.5. Meanwhile, according to Ghozali (2017), the reliability test is the level at which the independent variable is considered free from error. Reliability is a tool to measure a questionnaire which is an indicator of a variable. The statistical test tool to measure reliability was Cronbach's Alpha. A questionnaire is declared reliable if a person's answer to the statement is consistent or stable from time to time. In SPSS

a variable is declared reliable if Cronbach's Alpha > 0.70. The results of the validity and reliability test of all the questions in this research were declared valid and reliable or reliable. Thus, the questions in this research could be used in further research and distributed reaching 250 samples.

Data analysis technique

The next stage after the data quality test is to perform data analysis consisting of descriptive analysis and statistical analysis. Descriptive analysis contains profiles of respondents or research subjects who can explain the description of raw data into information that is easy to understand briefly and clearly without changing general conclusions. This research used an analytical tool which is a combination of two separate statistical methods, namely analysis factor developed in psychology and psychometrics and a simultaneous equation model called structural equation modeling (SEM) (Ghozali, 2017).

Analysis Data Technique

The next stage after the data quality test is to perform data analysis consisting of descriptive analysis and statistical analysis. Descriptive analysis contains profiles of respondents or research subjects who can explain the description of raw data into information that is easy to understand briefly and clearly without changing general conclusions. And this study uses an analytical tool which is a combination of two separate statistical methods, namely factor analysis developed in psychology and psychometrics and a simultaneous equation model called structural equation modeling (SEM) (Ghozali, 2017). Then processed using the AMOS program.

DATA ANALYSIS AND DISCUSSIONS

Descriptive Analysis

In this section, the results of a descriptive analysis described respondents characteristics including the gender of the respondents, the age of the respondents, the educational background of the respondents, the occupations of the respondents, the average income of the respondents and the cosmetic products purchased online from 250 respondents. The data showed that 184 respondents were female and 76 respondents were male. Based on age category, the majority of respondents in this research were under 25 years old representing around 46.9% of the data in the age category. Meanwhile respondents of 26-35 years old were 36.5%, 36-45 years old were 8.8%, 46-55 years old were 5%, and above 55 years old were 2.7%. According to the respondents' educational background were high school with 117 respondents or representing around 45% of the respondents. According to the profession of the respondents, most of them were university students with 116 respondents or representing around 44.6% and their income were under Rp. 2,500,000.- According to the cosmetics products purchased online, most respondents purchased Wardah cosmetic with 92 respondents or representing around 35.4%. The most respondents were from Jogjakarta with 136 respondents or 46.7% of respondents, then from Jakarta with 46 respondents or 15.8% of the respondents, and the rest were from Tanjunginang and other cities in Indonesia.

Normality Test

The normality test of this data through the value of the Critical Ratio (CR) observation of the data was used, where the multivariate data value was between the range of ± 2.58. Thus, the research was said to be normal. The assumption of normality of the data was used with the aim that the data can be further processed for SEM modeling. The multivariate normality showed

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that the value was 1.770 which was still in the range of ± 2.58, it means that the data also fulfilled the normal assumption.

Outliers

Outliers was evaluated using multivariate outliers analysis which was calculated using the chi-square value on the degree of freedom of 26 indicators at the level of $p < 0.001$ using the formula of $X2\ (26;\ 0.001) = 54.052$ which was called the Mahalanobis Distance value that was known with the highest value Mahalanobis Distance square of 52.735. Thus, there were no outliers in the data because the results did not exceed the c-square value of 54.052.

Confirmatory Analysis Validity and Reliability Test

Confirmatory analysis was done to measure the concept that is built using certain indicators, with the first process seen is the loading factor value of each indicator to measure the validity of the arrangement where a questionnaire was said to be valid. The questions presented were able to measure something that can later be measured through a questionnaire with the minimum loading factor number of > 0.5 or ideally > 7, but if the values that were still below this limit, it will be excluded from the analysis (Hair, 2010).

All the indicators of this research were valid because the loading factor value in the table showed that all indicators of this research had a loading factor value of more than 0.5 except for EWM4 (with the value of 0.279) and must be excluded from the analysis because it was invalid; thus, this indicator must be dropped. The reliability coefficient ranged from 0-1, where the higher the coefficient approaches the number 1, the more reliable the measuring instrument is. If the construct reliability value is > 0.7 and the variance extracts value > 0.5, the construct reliability was good. It is known that all variables had construct reliability results of 0.7 and variance extract had a value of 0.5. Thus, it can be concluded that the questionnaires in this research were declared reliable. Afterwards, it is processed using the AMOS program with the results of the validity and reliability test of the instrument as summarized in Table 2.

Table 2. Validity and Reliability Test Result

Items	Loading Factor	Alpha
ELECTRONIC WORD OF MOUTH (EWM)		0.886
Recommendation		
• To ensure that I am buying the right product or brand, I often read comments about products and brands written by other fellow members on social media.	0.901	
• To choose the right product or brand, I often see highly recommended product and brand comments given by fellow members on social media.	0.911	
Consultation		
• The information I share on social media about products and brands usually influence the opinions of other members.	0.649	
• I always share experiences with products and brands on social media as a request of other members.	0.279	
Experience		
• I want to share experiences about products with some brands to other members on social media.	0.578	
• I try to share experiences about products and brands more effectively with fellow members on social media.	0.549	
SOCIAL MEDIA MARKETING (SMM)		0.883
Be Active		
• E-commerce cosmetic social media is active in posting information.	0.741	
• E-commerce cosmetic social media is active in posting information in the form of discussion forums with consumers.	0.697	
Be Interesting		
• E-commerce cosmetic social media often features the latest topics.	0.818	
• E-commerce cosmetic social media provides interactive topics for consumers.	0.840	
Be Humble		
• When answering questions from consumers, do not be arrogant or look pushy.	0.847	
• Willing to give answers patiently to consumers.	0.891	
Be Unprofessional		
• E-commerce cosmetic social media is open to criticism and suggestions from consumers.	0.838	
• E-commerce cosmetic social media answers consumer questions in a friendly manner.	0.866	
Be Honest		
• E-commerce cosmetic social media provides reliable information.	0.850	
• E-commerce cosmetic social media immediately clarifies writing errors or information to consumers.	0.809	
BRAND IMAGE (BI)		0.867

Attribute	0.860	
• Product information displayed on e-commerce cosmetic social media is clear.	0.883	
• Information provided on social media regarding the emergence of new products is also displayed on social media.	0.912	
Benefit		
• By using social media, consumers will be able to receive information more quickly.	0.914	
• By using social media, consumers can more easily get information.	0.780	
Attitude	0.726	
• Trust in e-commerce cosmetic brand increases when using social media.		
• Consumers are interested in e-commerce cosmetics because they use social media.		0.757
PURCHASE INTENTION (PI)	0.876	
After considering the information about the product shared by consumers on social media, it is very likely that	0.739	
• I will buy an e-commerce cosmetic product.	0.757	
• I will buy e-commerce cosmetic products when I need them.	0.806	
• I will definitely try e-commerce cosmetic products.		
• I will refer e-commerce cosmetic products to my friends.		

Source: (Ellison and Boyd, 2013; Fahmi, 2020; Coyle & Thorson 2001)

Goodness of Fit Measurement

From the results of the goodness of fit test, it indicated that there were still 4 criteria that were not fit. Therefore, to increase the GOF value, it is necessary to modify the model that refers to the modification index table by providing a covariance relationship or eliminating indicators that had a high MI (Modification Index) value. After modifying the results, it showed that the Goodness of Fit value had met all the criteria, although there was one marginal fit criterion (PGFI) but according to Hair (2010), marginal fit can still be tolerated to be Fit by eliminating the indicator of EWM4, SMM1, SMM3, BI1, PI2.

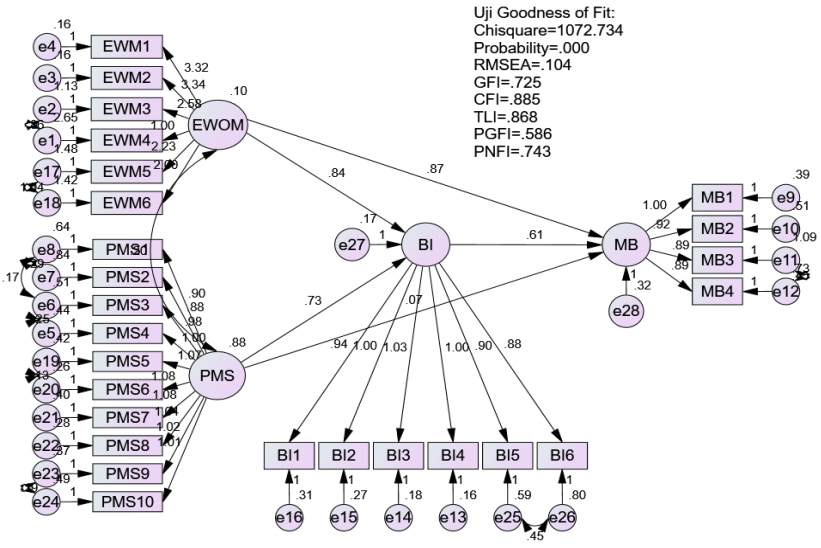

Figure 1: Path of Model

Table 3. Goodness of Fit Models

Fit Index	Goodness of Fit	Cut off Value	Result	Evaluation
Absolute Fit	Chi-Square	Approach 0	138.498	Good
	Probability	≥ 0.05	0.096	Good
	CMIN/DF	≤ 0.08	0.026	Good
	GFI	≥ 0.90	0.949	Good
Incremental	CFI	≥ 0.90	0.996	Good
Fit	TLI	≥ 0.90	0.994	Good
	PGFI	≥ 0.60	0.533	Good
Parsimony Fit	PNFI	≥ 0.60	0.605	Good

Hypotesis Testing

The Critical Ratio (CR) value and the probability (P) value from the results of data processing were the measurement of the hypothesis results. The relationship between exogenous and endogenous variables is said to be significant if the test results of CR value is above 1.96 and the probability value (P) is below 0.05/5%. The results of the estimate value are the conclusion of the direction of the relationship among variables. If the estimate value is positive, the relationship among variables is positive, but if the results of estimate value are negative, the relationship among variables is negative. Based on the analysis using AMOS 24, the proposed hypotheses testing explaining the causal relationship among the investigated variables is shown in table 4 below.

Table 4. Evaluation of the Regression Weight

Hypothesis	Estimate	CR	P	Decisions
H1	0.281	6.119	0.000	Supported
H2	0.460	5.708	0.000	Supported
H3	0.694	11.633	0.000	Supported
H4	0.138	1.198	0.231	Not Supported
H5	0.293	2.483	0.013	Supported

Source: Primary data processed, 2021

DISCUSSION

This research analysed 4 variables related to the role of EWOM and the social media marketing on brand image (BI) and purchase intention. This research also discussed analysis of brand image (BI) on purchase intention toward e-commerce cosmetic products. The analysis in this research was carried out using the Structural Equation Model (SEM) method using AMOS 24 software. This research analyzed 5 hypotheses and from the 5 hypotheses analyzed, it was found that H1, H2, H3 and H5 were supported while H4 was not supported.

H1 stated that Ewom affects brand image on e commerce cosmetic product. The result of the research shows that Ewom affected brand image on commerce cosmetic products. The analysis result in this research supported the first hypothesis. Thus, it is empirically proven that with the increase in EWOM, the brand image will increase significantly. These results were also supported by several previous studies by Torlak et al. (2014); Hidayatullah & Bayu (2018); Balakrishnan et al. (2014); Janah & Suwardi (2021) and Eriza (2017).

H2 stated that Ewom affects purchase intention on e commerce cosmetic product. The result of the research shows that Ewom affected purchase intention on commerce cosmetic products. The results of the analysis in this research supported the second hypothesis. Thus, it is proven that purchase intention can be significantly increased by EWOM. The results of this analysis were supported by several previous studies by Hidayatullah & Bayu (2018), Balakrishnan et al. (2014), Janah & Suwardi (2021) and Eriza (2017).

H3 stated that social media marketing affects brand image on e commerce cosmetic product. The result of the research shows that social media marketing affected brand image on commerce cosmetic products. The results of the analysis in this research indicated that the third hypothesis in this research was supported. Thus, it is an evident that with the increase in social media marketing, the brand image will increase significantly. The results of the third hypothesis analysis were supported by several previous studies by Hidayatullah & Bayu (2018), Balakrishnan et al. (2014) and Fahmi et al. (2020).

H4 stated that social media marketing affects purchase intention on e commerce cosmetic product. The result of the research shows that social media marketing not suported purchase intention on commerce cosmetic products. The results of the analysis of this research did not support the fourth hypothesis because it results showed that social media marketing had a positive but not significant effect on purchase intention. These results were contradicted to several previous studies by Hidayatullah & Bayu (2018), Balakrishnan et al. (2014), Fahmi et al. (2020) but there were also several studies that supported the results of this research, namely

Ahmed & Zahid (2014) and Lim et al. (2017) which also found that social media marketing had no significant effect on purchase intention.

H5 stated that brand image affects consumer purchase intention on e commerce cosmetic product. The result of the research shows that brand images affected consumer purchase intention on commerce cosmetic products The results of the analysis in this research supported the fifth hypothesis and proved that an increase in brand image could have a significant influence on the increasing of purchase intention toward e-commerce cosmetic consumers. These results were supported by several previous studies by Fahmi et al., (2020; Janah & Suwardi, 2021; Eriza, 2017).

CONCLUSION

This research analyzes 4 variables related to the role of EWOM and social media marketing on brand image (BI) and purchase intention. This research also discussed brand image analysis on buying interest in consumers of e-commerce cosmetic products. The analysis in this research was carried out using the Structural Equation Model (SEM) method using AMOS 24 software. This research analyzed 5 hypotheses and from the 5 hypotheses analyzed, it was found that (H1) EWOM had a positive and significant influence on brand image, (H2) EWOM had a positive and significant influence on purchase intention, (H3) Social media marketing had a positive and significant influence on brand image, and (H5) Brand Image had a positive and significant effect on purchase intention; thus, the four hypotheses were supported, while (H4) Social media marketing had no significant influence on purchase intention; thus, the hypothesis was not supported.

Managerial Implications

The results of the analysis in this research became the researcher's recommendation of managerial implications for e-commerce managers. Based on the results of this research analysis, e-commerce managers are expected to be able to form a marketing team that is able to move consumers as marketing agents through EWOM. EWOM can be formed through the provision of good reviews or reviews on social media and recommendations by consumers to people around them. E-commerce managers are also expected to be able to do social media marketing well, complementing marketing instruments with well-managed social media because it is proven to be able to improve the company's brand image. E-commerce managers are expected to have a capability to improve brand image by doing branding regularly and consistently to increase purchase intention.

Limitations and future research

This research still has some limitations. The limitations in this research are that the distribution was only in certain cities in Indonesia. Thus, it did not represent evenly consumer opinions about e-commerce cosmetic products throughout Indonesia. In addition, this research still analyzed buying interest and brand image with limited variables, namely EWOM and social media marketing. For further research, it is recommended to expand the scope of research by adding other variables in an effort to improve the company's brand image and increase people's buying interest in e-commerce cosmetics, and be carried out in several regions in Indonesia with a wider reach. Future research is also expected to be able to combine analytical methods, namely using mixed methods by complementing quantitative findings with qualitative findings.

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