WHY E-WOM AND PRODUCT QUALITY LEVERAGE PURCHASE INTENTION OF BEAUTY MARKET? EVIDENCE BRAND IMAGE AS A MEDIATOR THROUGH E-COMMERCE IN INDONESIA

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Abstract*: The consumer purchasing power has shifted, leading to an increase in online purchasing intentions compared to the COVID-19 period. The cosmetics industry in Indonesia has seen notable effects on consumer purchase intention, with Brand X emerging as a prominent player. Surprisingly, although the product is considered new in the market, the Brand X achieved the highest sales in the facial moisturizer category on e-commerce platforms in Indonesia. This study examines the influence of electronic word-of-mouth (eWOM) and product quality on the purchase intentions for Brand X's moisturizer among e-commerce users in Bandung. The research sampled 200 respondents who use and purchase Brand X moisturizers online, specifically targeting individuals residing in Bandung. Data were processed using Structural Equation Modeling with Partial Least Squares (SEM-PLS) via SmartPLS 4.0 software. Findings indicate that eWOM and product quality both significantly impact purchase intention, with brand image also playing a critical role. The study aims to offer insights for Brand X to enhance its e-commerce marketing strategies by leveraging these factors. Future research is encouraged to consider Brand X in more detailed case studies how consumer preferences and behaviors influence the cosmetic industry.*

Keywords*: Electronic Word of Mouth; Product Quality; Brand Image; Purchase Intention.*

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Introduction

The advance of the internet has influenced the Indonesian market accordingly. In the second quarter of 2022, Indonesia had 210 million Internet users, accounting for roughly 77.02% of the country's population (R. D. Putri et al., 2024). In line with research by (Kandau & Munawaroh, 2023) Indonesian internet users have increased by 1.17% from 2021-2022, which reached 77.02%. Indonesia's internet users enable businesses to adapt by leveraging e-commerce, which has expanded up to 300% on e-commerce applications for purchasing and selling basic requirements in online shopping businesses (Gunawan et al., 2021).

Online shopping business is a type of e-commerce that involves selling products or services online. The pattern of online shopping increasingly popular in Indonesia to provide convenience experiences (Abighail et al., 2023). Several studies provide the presence of the e-commerce industry collaborate with SME's rapidly (Dallocchio et al., 2024). For instance, the model enables the SME's based on the firms, producers, and consumers to collaborate more effectively on business operationable based on incentive have agreed (Adomako & Nguyen, 2023). The collaboration of online shopping profits reached US$1.1 billion with SME's have join the platform. According to Indonesia's economic statistics census, the e-commerce business has grown significantly, with 26 million companies (Alfarizi & Sari, 2023). Meanwhile, the number of e-commerce users in Indonesia is increasing by 24.53% yearly, with 196.47 million users in 2023 (Basyair et al., 2023). Indonesia's e-commerce user base has the potential to continue to grow. The number will reach 208.55 by the end of 2024. The growing trend of e-commerce users will continue over the next four years. The advances represent a technical revolution affecting trading methodology and consumer preferences, resulting in the closure of physical businesses and the rise of e-commerce, increasing competition among stakeholders (G. Dewi & Lusikooy, 2024). One of the online shopping that had a huge market is Shopee.co.id.

Based on the research by (Gunawan et al., 2021), Shopee stands out as one of Indonesia's most widely used e-commerce platforms, as evidenced by its ranking first during the January - March period in 2023, reaching 158 million visitors. During the April - June period in 2023, it reached 167 million visitors (Pratama & Ridanasti, 2023). Shopee's e-commerce platform has emerged as a leader among other e-commerce due to its ability to offer a more comprehensive selection of appealing products, competitive pricing, and many features designed to enhance consumer interaction and satisfaction with the platform. Shopee is one of the applications that can be used on mobile phones, providing consumers with convenient access to search for and acquire desired products at affordable prices, free from distance and time constraints (Wijaya & Warnandi, 2019). The previous study showed that Shopee caters to the requirements of teenagers or adults by offering convenience as a platform for online purchasing and selling activities (Mesatania, 2022). Indonesia's cosmetics industry is growing rapidly due to e-commerce Shopee. According to the Populix survey, 66% of consumers purchase cosmetics through e-commerce platforms. The argument supports that Shopee is the one of widely used e-commerce for purchasing cosmetics (Nurniati et al., 2023). Based on the research by (Hudiyono & Ismail, 2023) showed that the beauty and body care product category is ranked second as the best-selling product on Shopee in 2022, reaching 41%.

To encourage, the study by (Scientific Committees, 2021) proves that the critical reason for choosing a product is cosmetic health of one's skin is a significant concern for most people, as it is the most visible part of the body and dramatically influences appearance. Thus, the result provides urgency to maintain and take care of the skin to preserve health and boost self-confidence that the perception of one's face is an integral part of body self-image that affects

mental health (Nagae et al., 2023). Consequently, consumers express their self-identification through cosmetics and other personal care items and services (Dai & Pelton, 2018; Setiawan et al., 2023). In 2020, several beauty products were listed on several e-commerce platforms, including Tokopedia 15.3 million, Bukalapak 4.6 million, and Shopee 2.3 million (Efendi & Dirgantara, 2023).

The leverage of e-commerce platforms enables businesses to create a favorable brand image and establish brand recognition, giving them a competitive advantage in domestic and foreign markets (Li et al., 2024). Shopee's creative digital marketing approach has established it as the market leader in Indonesian e-commerce, and one of the target markets is Bandung (Napawut et al., 2022). The data retrieved from (Snapcart, 2023), found that Bandung people have their favorite shopping places, and 77% use e-commerce to shop for beauty products. In addition, the number of beauty clinics in the city of Bandung also proves that most e-commerce users, including Shopee, are interested in the beauty industry, especially skincare (Fajar et al., 2022). X is a skincare brand originating from Canada. The brand has penetrated the Indonesian market since 2021, X has become one of the most sought-after and in-demand brands (Kinasih et al., 2023), evidenced by X recording the highest sales volume in the best-selling facial moisturizer category from 1-15 March 2022 in e-commerce. According to the data, X's sales volume is 20.6%, meaning X has the highest sales volume in this category compared to other competitors. X utilizes its marketing strategy through the X official Shopee; with the virality of moisturizer products on the internet, it can successfully sell its products through Shopee to more than 10 thousand. X also achieved 3.1 million ratings based on reviews from consumers who have purchased X products (Shopee, 2023).

X earned a total sales figure of IDR 44.4 billion from April to June 2022 (Hudiyono & Ismail, 2023). Although the X brand went viral on the internet and entered the top five best-selling skincare brands in e-commerce, X's brand sales decreased from April - to June 2022, competing with another brand, which ranked first with sales of IDR 53.2 billion during the period April - June 2022. The study supported by research (Kinasih et al., 2023) describes that X has a 9.7% market share and ranks second in best-selling moisturizer sales from June 16 – June 30, 2022, while competitors with the other brands are placed first with 11.7% share. The most selling product X is X 5X Ceramide Barrier Repair Moisturizer Gel. Furthermore, due to the limited of viral information regarding brand X, this product has gained high acclaim in Indonesia. For instance, (Anindya & Indriastuti, 2023; M. Putri & Dermawan, 2023) research did not mention product X in their examination or subsequent investigation of cosmetics in Indonesia. Consequently, this study is interesting as it indicates that brand X is among those brands gaining traction on the internet and being impacted by eWOM.

The trend of intense competition affects individuals who spread information about a business or product provided without financial gain (Baker et al., 2016). Meanwhile (Rosario et al., 2020) argue that the evolution of the internet has transformed traditional word of mouth into a more expansive concept known as eWOM. Alcocer (2017) claimed that a review that obtained both positive and negative and influence to create a sense of purchase intention for the product. However, there is also a potential risk that consumers investigate eWOM to aid and minimize confusion about their purchase intention. For instance, the customers may demand the feedback on the experiences they have had when using a product. Additionally, 88% of consumers perform their information searches online before purchasing color cosmetics, emphasizing the relevance of eWOM in the cosmetic business (Kohler et al., 2023). Apart from that, 48% of consumers prefer to try the product before personally purchasing it. Hence, removing testers

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will result in people going online to learn more about cosmetic products (Kohler et al., 2023). As a result, cosmetic marketers will find this information extremely useful in optimizing their Shopee activities during and after the pandemic (Layton & Domegan, 2021). Prior empirical studies, it can help consumers determine good product quality and affect the company's brand image. Surprisingly, there are still not many papers that explain how brand X in Bandung, Indonesia, has market penetration, even though there are still many opportunities to find out the effect of eWOM. For example, (Indrawati et al., 2023; Nurniati et al., 2023; Prasetio & Purnamawati, 2022) research shows the importance of eWOM for beauty brands anticipating other competitors.

Competitors in the cosmetics business are varied from local and international. For instance, research conducted by (Indrawati et al., 2023), the emphasis is given to Y Cosmetics that has received many awards and outpaced its competitors. Specifically, the study products (Kohler et al., 2023 business environment like eWOM through TikTok by applying the information adoption model and adding the variable quantity of information to the information adoption model on purchase intention, which has a significant effect but is in the weak category. Meanwhile, this study employs international cosmetic brands via the Shopee e-commerce platform, applying eWOM, product quality, and brand image variables to assess their impact on purchase intention. Therefore, it shows a gap in the business phenomenon of skincare/moisturizer products, especially in the X brand, thus indicating that people's purchase intention for X moisturizer products needs to be superior to compete with another brand in e-commerce is critically needed.

Literature Review

This research takes a quantitative methodology for data collection, typically involving statistical analysis such as Confirmatory Factor Analysis (CFA) to examine the relationships among variables in the research model (Malhotra, 2010). The object of this research is X moisturizer products. X is an imported skincare brand originating from Canada. This study's population consists of people familiar with or using X moisturizing products who shopped on Shopee and lived in Bandung. This research uses the G-Power application to determine the sample with an effect size of 0.15, an alpha error probability of 0.05, a power of 0.95, and 3 predictors. The minimum number of samples is 119 respondents. According to (Hair et al., 2020), the sample size should be between 100 and 200. Increasing the number of samples can improve validity. As a result, the authors set a sample size of 200 respondents since it was deemed appropriate and sufficient to represent the study's demographic and anticipate responders who would still need to match the predefined criteria. Sampling employs a non-probability method utilizing a purposive sampling technique. Sampling is done by examining specific criteria to determine the number of samples to be investigated (Sekaran & Bougie, 2017). The criteria for respondents in this research are individuals who know or use X moisturizer products, have purchased X moisturizer products through Shopee e-commerce, live in Bandung, and are aged 16-35 years.

Several past studies have been used and updated to determine variable measures. eWOM is quantified as an independent variable using three dimensions modified from (Ismagilova et al., 2017). Product quality is quantified as an independent variable using four characteristics adopted (Tjiptono & Chandra, 2017). As a mediating variable, brand image is measured using three dimensions modified by (Keller & Swaminathan, 2020). Purchase intention, as the dependent variable, is quantified using four dimensions taken from (Priansa, 2017).

The data collection technique uses a questionnaire using Google Forms and distributed online, and the scoring technique uses a Likert Scale. The data analysis technique employs SEM PLS with the assistance of SmartPLS 3.0 software. According to Latan (Ariefandi & Sari, 2018), The Structural Equation Model (SEM) is a statistical method that combines factor analysis and path analysis, representing a second-generation multivariate analysis approach. The Structural Equation Model allows researchers to concurrently assess and estimate the connections between several exogenous and endogenous variables using diverse indicators. According to (Hair et al., 2010), confirmatory Factor Analysis (CFA) is a component of the SEM (Structural Equation Model) model that tests previously theorized correlations between indicators and latent variables, also known as constructs. *Constructs* cannot be directly measured but must be explained using quantifiable variables (indicators). Factor analysis is often called an interdependent technique for determining the fundamental structure of construct variables in research. CFA research aims to test the model against a calculation model obtained from the theory. Measurement theory investigates how measured variables logically and methodically describe a model's structures. According to (Ghozali, 2018), Partial least squares (PLS) is a robust analytical method as it does not necessitate measuring data on a specific scale and can be utilized with a limited sample size. A partial least squares can be used to determine whether latent variables are related. The partial least squares analysis technique evaluates the outer and inner models.

Results

Table 1 displays a detailed report on the sample profiles. Individuals familiar with or have used X moisturizer products, have purchased X moisturizer products through E-commerce Shopee, reside in Bandung, and fall within the age range of 16 to 35 are qualified to participate as survey respondents. There were 200 samples used in this survey. The survey was GoogleForm-based and shared online using social media to collect data. The respondents' characteristics were determined by gender, age, profession, and monthly income. 178 (89%) of the 200 respondents were female, and 22 (11%) were male. This statement is according to the research of (Sugiarti et al., 2023), who found that most women use skincare products more often than men. Many women realize the importance of maintaining skin and facial beauty today. Over time, women began to realize how important this was because it was related to health. The largest age percentage was 67 (33.5%) aged 21-25, and the lowest was 23 (11.5%) aged 31-35. According to research conducted by (Mustikasari & Silitonga, 2023), this statement states that women with an average age of 21 – 25 years are the most skincare users. The largest percentage of professionals, 84 (42%), are students, while the lowest percentage is another 20 (10%). The largest percentage of monthly income is 61 (30.5%) < IDR 1,500,000, while the lowest percentage of professions is 34 (17%) > IDR 5,000,000.

Table 1: Respondent Characteristics

Variable	Classification	Total	Percentage
Gender	Female	178	89%
	Male	22	11%
Age	16 – 20	45	22.5%
	21 - 25	67	33.5%
	26 – 30	65	32.5%
	31 – 35	23	11.5%
Profession	Students	84	42%
	Employee	70	35%
	Entrepreneur	26	13%
	Others	20	10%
Income per month	< IDR 1,500.000	61	30.5%
	IDR 1,500.000 – Rp 3,000.000	50	25%
	IDR 3,000.000 – Rp 5,000.0000	55	27.5%
	IDR 5,000.000	34	17%

Outer Model

In this study, convergent validity is assessed through the calculation of the average variance extracted (AVE) and the outer loading values. According to (Hair et al., 2021), the research criteria are deemed valid if the outer loading value is >0.7 and the AVE value is >0.5. The result from data analysis indicates that eWOM influences purchase intention by 0.145, product quality by 0.283, and brand image by 0.422. eWOM 0.302 and product quality 0.564 both have an impact on brand image.
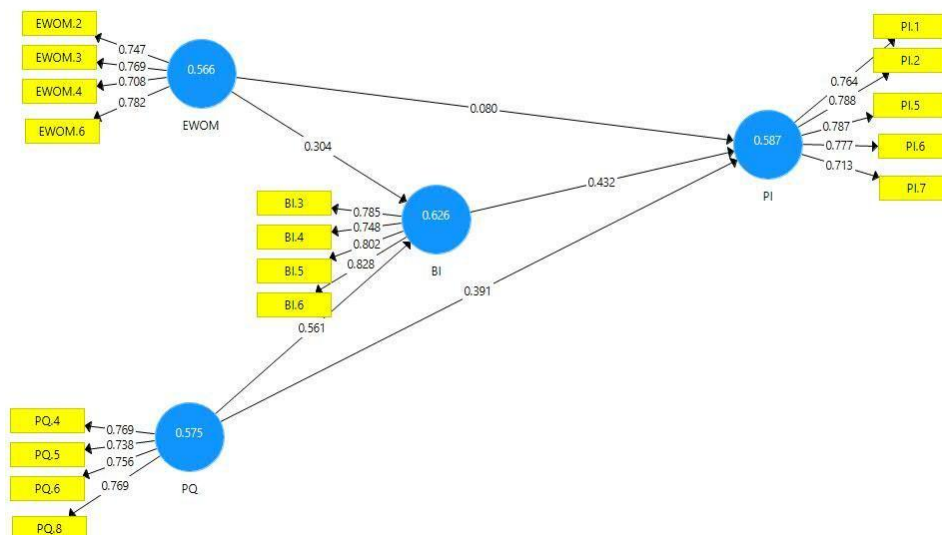

Figure 1: Outer Model

Based on Figure 1, several indicators must be removed because the indicator value is less than 0.7, which consists of indicators eWOM.1 with a value of 0.429, eWOM.5 with a value of 0.678, PQ.1 with a value of 0.642, PQ.2 with a value of 0.571, PQ.3 with a value of 0.696, PQ.7 with a value of 0.669, BI.1 with a value of 0.662, BI.2 with a value of 0.687, PI.3 with a value of 0.666, PI.4 with a value of 0.668, and PI.8 with a value of 0.670, Thus, it is considered genuine and deserving of future inquiry (Hair et al., 2021). It may be stated that eWOM variable with indicator eWOM.1 or intensity, the eWOM variable with indicator eWOM.5 or accuracy,

the product quality variable with indicator PQ.1 or product benefits, the product quality variable with indicator PQ.2 or promised product quality, the product quality variable with indicator PQ.3 or appearance of product packaging, the product quality variable with indicator PQ.7 or product expiration, the brand image variable with indicator BI.1 or a good product image, brand image variables with indicator BI.2 or complete product information delivery, purchase intention variables with indicator PI.3 or recommending products, purchase intention variables with indicator PI.4 or inviting others to buy products, and purchase intention variables with indicator PI.8 or looking at consumer reviews that have used the product to increase confidence in making purchases.

Table 1: Outer Loading Convergent Validity Result

Indicator	eWOM	PQ	PI	BI	AVE
eWOM.2	**0.747**				0.566
eWOM.3	**0.769**				
eWOM.4	**0.708**				
eWOM.6	**0.782**				
PQ.4		**0.769**			0.575
PQ.5		**0.738**			
PQ.6		**0.756**			
PQ.8		**0.769**			
BI.3				**0.785**	0.626
BI.4				**0.748**	
BI.5				**0.802**	
BI.6				**0.828**	
PI.1			**0.764**		0.587
PI.2			**0.788**		
PI.5			**0.787**		
PI.6			**0.777**		
PI.7			**0.713**		

Table 2 indicates that the outer loading > 0.7, suggesting the validity of the indicators used in this study. Furthermore, all the following variables have an AVE value greater >0.5, implying that all variables in this study match the criteria for determining convergent validity (Hair et al., 2021). Hence, all variables examined in this study, including eWOM, product quality, brand image, and purchase intention, demonstrate strong convergent validity (Hair et al., 2021).

Discriminant validity assesses the extent to which different instruments in measuring a construct show no high correlation. The Fornell-Larcker criteria are used to test discriminant validity by calculating the cross-loading factor of each indicator, which states that the square root of each construct's Average Variance Extracted (AVE) should be higher than the correlations between the constructs.

Table 3: Cross Loading Discriminant Validity Result

Indicator	eWOM	PQ	PI	BI
eWOM.2	**0.747**	0.567	0.481	0.558
eWOM.3	**0.769**	0.472	0.521	0.506
eWOM.4	**0.708**	0.479	0.406	0.448
eWOM.6	**0.782**	0.450	0.466	0.499
PQ.4	0.442	**0.769**	0.495	0.564
PQ.5	0.516	**0.738**	0.579	0.579

PQ.6	0.510	**0.756**	0.617	0.568
PQ.8	0.514	**0.769**	0.635	0.591
PI.1	0.516	0.542	**0.764**	0.576
PI.2	0.568	0.654	**0.788**	0.616
PI.5	0.383	0.543	**0.787**	0.591
PI.6	0.496	0.512	**0.777**	0.602
PI.7	0.427	0.680	**0.713**	0.607
BI.3	0.526	0.567	0.627	**0.785**
BI.4	0.571	0.601	0.595	**0.748**
BI.5	0.526	0.656	0.617	**0.802**
BI.6	0.500	0.576	0.636	**0.828**

Based on Table 3, the cross-loading estimates indicate that the square of the AVE for each indicator is more significant than the correlation value between variables. If each indicator's loading value exceeds that of other variables, discriminant validity is considered valid (Hair et al., 2021). Therefore, the latent variables in this study have good discriminant validity values because each indicator measured has a superior cross-loading value than the value of indicators for other latent variables.

The Fornell - Larcker criterion value should be higher than the correlation coefficient between variables and have a value >0.7 to have good discriminant validity in this study. The Fornell-Larcker criterion test results show that the square root of the AVE for the product quality variable is 0.758, which is higher than the correlation between product quality and eWOM with 0.656. Then, the square root of the AVE of the purchase intention variable is 0.766, more significant than the correlation value of purchase intention with product quality, 0.771, and more significant than the correlation value of eWOM, 0.626. Furthermore, the square root of the AVE of the brand image variable is 0.791, which is greater than the correlation value of brand image with purchase intention 0.782, more significant than the correlation value of product quality 0.760, and more significant than the correlation value of eWOM 0.671. Thus, it can be stated that the correlation between the variables is valid and satisfies the discriminant validity criterion.

Table 4: Validity and Reliability Constructs

Variable	Cronbach's Alpha	rho A	Composite Reliability	AVE
eWOM	0.744	0.747	0.839	0.566
PQ	0.753	0.754	0.844	0.575
PI	0.824	0.825	0.877	0.587
BI	0.800	0.801	0.870	0.626

Composite Reliability is a component that measures the reliability of indicators on a variable. The reliability test of a construct can be measured using composite reliability and Cronbach's alpha in each variable. According to (Chin, 1998) in, research criteria are credible if the composite reliability value is >0.7, Cronbach's alpha is > 0.7, and the AVE value is >0.5. Based on Table 4, all variables involved in this study satisfied the reliability criteria. Both Cronbach's alpha and composite reliability scores >0.7. Additionally, if the Average Variance Extracted (AVE) value is >0.5, all variables in this study are deemed reliable (Chin, 1998). Thus, it implies that all variables have adequate internal consistency in measuring the latent variables/constructs examined to be employed in subsequent analysis.

Table 5: R-Square Result

	Original Sample	STDEV	T-Value	P-Value	Decision
Purchase Intention (PI)	0.689	0.048	14.425	0.000	Support
Brand Image (BI)	0.630	0.058	10.879	0.000	Support

According to Table 5, the R-Square value on the Purchase Intention (PI) variable is 0.689, with a moderate effect of 68.9%. eWOM and Product Quality (PQ) impact Purchase Intention, with the remaining 31.1% of the influence from unaddressed variables in this study. The R-Square value on the Brand Image (BI) variable is 0.630, with a moderate effect of 63.0% (Hair et al., 2021).

The f-square (f^2) test determines the extent of each predictor construct's partial influence on endogenous constructs. According to (Cohen, 1988) , the f^2 research criteria are 0.02 predictor constructs on endogenous constructs with a small effect, 0.15 predictor constructs with a moderate effect, and 0.35 predictor constructs with a large effect.

Table 6. F- Square Result

Indikator	F-Square
eWOM -> PI	0.010
eWOM -> BI	0.142
PQ -> PI	0.189
PQ -> BI	0.484
BI -> PI	0.222

Table 6 shows the F-Square value on the eWOM variable does not have a significant effect on purchase intention (PI) of 0.010. eWOM significantly affects brand image (BI) 0.142 with small criteria. Product quality (PQ) significantly affects purchase intention (PI) of 0.189 with moderate criteria. Product quality (PQ) significantly affects brand image (BI) of 0.484 with large criteria. Brand image (BI) significantly influences purchase intention (PI) of 0.222 with moderate criteria.

The predictive relevance (Q^2) can be used to assess PLS models. This method can demonstrate the integration of fitting functions and cross-validation with estimations of construct parameters and predictions of observed variables using blindfolding processes (Ghozali, 2018). The Q2 value > 0 indicates good predictive relevance, whereas <0 indicates low predictive relevance. According to (Ghozali, 2018), the Q2 assessment criteria are 0.02 indicating weak, 0.15 indicating moderate and 0.35 indicating strong. Based on the calculations that have been carried out, the predictive relevance value is 0.683. The result of predictive relevance> 0 shows that this assessment has a relevant predictive value.

$$Q^2 = 1 - (1 - R^2) \ldots (1 - R^2)$$
$$Q^2 = 1 - (1 - 0.689^2)(1 - 0.630^2)$$
$$Q^2 = 0.683$$

The correlation between construct findings is determined by examining the path coefficients, which contain the level of significance and strength of the link, and testing the hypothesis Hypothesis testing applies to the T-value and P-value to ascertain the statistical significance of an effect (Hair et al., 2021). A hypothesis can be accepted or rejected if the T-value is > 1.96

and the P-value is <0.05 at a 5% significance level (α 5%). If the T-value < 1.96 and the P-value > 0.05 at the 5% significance level (α5%), Ha is rejected, and Ho is accepted.

Table 7: Path Coefficient Result

	Original Sample	STDEV	T-Value	P-Value	Decision
eWOM > PI	0.080	0.078	1.024	0.153	Not Support
eWOM > BI	0.304	0.075	4.071	0.000	Support
PQ > PI	0.391	0.098	4.002	0.000	Support
PQ > BI	0.561	0.074	7.615	0.000	Support

Discussion

Table 9 displays the results of the T-value and P-value, which will be used to test hypotheses.

The following are the results:

H1: eWOM influences Purchase Intention (PI)

The T-value is 1.974, whereas the P-value is 0.024. The results are not statistically significant, with a T-value < 1.96 and a P-value > 0.05, indicating that H1 is rejected and Ho is accepted. A path coefficient of 0.145 indicates a positive influence. As a result, more than word-of-mouth communication on Shopee conveyed by other consumers regarding moisturizer X products is needed to convince other consumers to buy moisturizer X products. As a result, it is consistent with (L. Putri & Rahyuda, 2021) that eWOM does not exert a significant impact on purchase intention. This research is strengthened based on (Sohaib et al., 2018) recommendations that other consumers are generally more trusted. Therefore, consumers actively seek reviews and obtain much product information *online,* forming consumer *purchase intention.*

H2: Product Quality (PQ) influences Purchase Intention (PI)

The T-value is 2.551, whereas the P-value is 0.006. The results are statistically significant, with a T-value > 1.96 and a P-value < 0.05, indicating that H3 is accepted and Ho is rejected. As a result, product quality has a significant effect on purchase intention. A path coefficient of 0.238 indicates a positive influence, demonstrating that product quality affects purchase intention. This study is consistent with who found a positive and significant influence between product quality and purchase intention (Tsaniya & Telagawathi, 2022). As a result, higher product quality increases consumer buying intention for X moisturizer products. According to (Johari & Keni, 2022) , product quality is critical for business actors, particularly those in the skincare industry. A person's purchasing intention is when they are ready to act and plan to buy something specific. As a result, it can benefit business actors if product quality is an important factor consumers evaluate, allowing them to anticipate this by maintaining and increasing product quality.

H3: Brand Image (BI) influences Purchase Intention (PI)

The T-value is 3,658, and the P-value is 0.000. The results are statistically significant, with a T-value > 1.96 and a P-value < 0.05, indicating that Ho is rejected and H5 accepted. As a result, brand image influences purchase intention significantly. A path coefficient value of 0.422 indicates a positive influence, demonstrating that brand image affects purchase intention. Therefore, the greater the consumers' attention to the brand image of X moisturizer products,

the higher the purchase intention generated. The research results of (Markiones et al., 2023) and (Ramadhani, 2023) show a positive and significant influence between brand image and consumer purchase intention. This research is reinforced by (Benhardy et al., 2020) that brand image positively influenced purchase intention, which supports this research. As a result, to increase customer purchase intention for a product, brand image must be maintained while prioritizing product quality.

H4: eWOM influences Brand Image (BI)

The T-value is 4.557, whereas the P-value is 0.000. The results are statistically significant, with a T-value > 1.96 and a P-value < 0.05, indicating that H2 is accepted and Ho is rejected. Therefore, eWOM has a significant effect on Brand Image. A path coefficient value of 0.302 has a positive influence, thus proving that eWOM affects brand image. Therefore, the higher the quality of eWOM, the greater the effect on increasing the brand image of X moisturizer. Research results from (Arif, 2019) explain that eWOM positively and significantly influences brand image. This study is also consistent with research conducted by (S. Putri & Mahfudz, 2022), who found that the higher the quality of eWOM, the greater the influence on improving brand image. This research is reinforced (N. Dewi & Sukaatmadja, 2022)who state that the better the eWOM applied by a company, the better the consumer brand image of a company.

H5: Product Quality (PQ) influences Brand Image (BI)

The T-value is 8,848, whereas the P-value is 0,000. The results are statistically significant, with a T-value > 1.96 and a P-value < 0.05, indicating that H4 is accepted, and Ho is rejected. As a result, product quality has a significant effect on brand image. A path coefficient value of 0.564 indicates a positive influence, demonstrating that product quality affects brand image. As a result, having a high-quality and robust product when used can affect and boost the brand image of X moisturizer products among consumers. Research by (Dirwan & Firman, 2023) shows a positive and significant influence between product quality and brand image. This study is supported by (Afrianata et al., 2022) consumers will have direct experience with the products they receive when they purchase a product. Therefore, they are hesitant to move to competitors' offerings.

Table 8: Specific Indirect Effects Result

	Original Sample	STDEV	T-Value	P-Value	Decision
eWOM > BI > PI	0.131	0.048	2.742	0.003	Support
PQ > BI > PI	0.242	0.067	3.623	0.000	Support

Table 10 shows the Specific Indirect Effects Result. This study aims to see if adding additional features to the model changes the relationship between the independent and dependent variables. In this study, brand image serves as a mediating variable.

a. H6: eWOM influences Purchase Intention (PI) through Brand Image (BI)
The T-value is 2,853, whereas the P-value is 0,002. The results are statistically significant, with a T-value > 1.96 and a P-value < 0.05, indicating that H6 is accepted and Ho is rejected. As a result, eWOM significantly influences purchase intention through brand image. A path coefficient value of 0.127 indicates a positive influence, demonstrating that eWOM influences purchase intention via brand image. As a result, a positive review of brand image positively affects purchase intention for X moisturizer products. Based on the research results by

(Rahimah, 2022) and (Nursyabani & Silvianita, 2023), it can be concluded that eWOM positively and significantly influences purchase intention through brand image. This research is reinforced by (Wardhana et al., 2021) that the brand image formed will encourage consumer purchase intention towards a product. As a company's high-value asset, brand image mediates the interaction between eWOM and consumer purchase intention.

b. H7: Product Quality (PQ) influences Purchase Intention (PI) through Brand Image (BI)
The T-value is 3,194, whereas the P-value is 0,001. The results are statistically significant, with a T-value > 1.96 and a P-value < 0.05, indicating that H7 is accepted and Ho is rejected. As a result, product quality has a significant direct influence on purchase intention through brand image. A path coefficient value of 0.238 means that it has a positive influence, thus proving that product quality through brand image affects purchase intention. Therefore, sales of X moisturizer products depend on the extent to which the product is in demand by consumers who recognize the benefits and value of the quality of X moisturizer products. Based on research results from (Saputri & Guritno, 2021) product quality positively influences purchase intention, with brand image as an intervening variable. Sales of a product or brand depend on the degree to which the product or brand is in demand by consumers who realize the benefits and value of the product's quality.

Conclusion
The research aims to investigate the impact of eWOM and product quality on purchase intention, with the brand image as a mediator through the Shopee e-commerce platform for X brand in Bandung. The results of this research conclude that eWOM has a notable impact on purchase intention. Therefore, it is supported by research (Permadi & Suryadi, 2019), which means the relationship between the two is positive and significant. Communication via eWOM on Shopee allows users to communicate knowledge about X moisturizing products. If eWOM increases, so does purchase intention, and vice versa. According to a study conducted by (Sari et al., 2023), product quality considerably impacts purchasing intention. A better perception of product quality can increase consumer purchase intention for X moisturizer products. Product quality is critical for business actors, particularly those in the skincare industry. A person's purchasing intention is when they are ready to act and plan to buy something specific. As a result, it can benefit business actors if product quality is an essential factor consumers evaluate, allowing them to anticipate this by maintaining and increasing product quality. Brand image significantly affects purchase intention; according to research from (Karyati & Mustikasari, 2019), brand image variables affect purchase intention. Hence, heightened consumer focus on the brand image of X moisturizer products correlates with increased purchase intention. Brand image must be maintained while prioritizing product quality to increase customer purchase intention. eWOM has a considerable impact on shaping the brand image. According to (Yudanegara & Rahmi, 2019), eWOM influences of the relationship between the two, which is positive and significant. The higher quality of eWOM has a more pronounced effect on enhancing the brand image of X moisturizer products. According to research by (Dirwan & Firman, 2023) product quality strongly influences brand image, indicating a positive and significant relationship between the two.

High and robust product quality can increase the brand image of X moisturizer products to consumers. Research (Nursyabani & Silvianita, 2023) shows that eWOM influences purchase intention through brand image. A positive review of brand image positively affects purchase intention for X moisturizer products. Brand image, as a company's high-value asset, mediates the relationship between eWOM and consumer purchase intention. The research conducted by

(Saputri & Guritno, 2021) supports that product quality has a considerable influence on purchase intention through brand image. Sales of X moisturizer products depend on the extent to which the product is in demand by consumers who recognize the benefits and value of the quality of X moisturizer products. Sales of a product or brand depend on the degree to which the product or brand is in demand by consumers who realize the benefits and value of the product's quality.

The research can increase understanding and become a reference in marketing, especially those related to eWOM, product quality, brand image, and purchase intention for further similar research materials. Therefore, in the research, X is advised to consistently maintain eWOM through Shopee e-commerce by creating positive product reviews. eWOM is a consideration for consumers before buying a product. X is advised to consistently maintain product quality through Shopee e-commerce for moisturizer products, such as product characteristics, quality of raw material content used, quality of durable packaging, product expiration, or product durability. Having good product quality can positively improve brand image. X is advised to develop its brand image consistently by highlighting its moisturizer products as the best ones using ceramide active ingredients. X can pay more attention to unique product designs and colors than other brands. Therefore, it can help X introduce X moisturizer products to potential consumers and strengthen its brand image to attract consumer attention and purchase intention. Consumers are advised to be more careful when looking at product reviews on Shopee e-commerce regarding the quality of the raw material content used, the quality of durable packaging, product expiration, and product durability. Therefore, consumers can assess product quality.

Due to the limitations in this study, future researchers are expected to research similar industrial fields, namely beauty/skincare, so that the research can be compared later. Future researchers are expected to add other variables and combine more significant variables to expand the scope of the research. Thus, more complete information can be obtained about the factors that influence purchase intention and enrich theories using better research journals. Future researchers are expected to develop research using different data analysis techniques as comparison material.

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