

The Influence of brand image, consumer perception, and E-WOM on purchase intentions for product X in DKI Jakarta

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Abstract: This study looks at how customer perception, brand image, and electronic word-of-mouth (e-WOM) affect consumers' inclinations to buy products. This study used a quantitative methodology, and 120 respondents were given an online questionnaire to complete in order to gather data. These responders are customers who are knowledgeable about a certain product. Through the use of SmartPLS software, structural equation modeling, or SEM, was used to analyze the data. The study's findings indicate that purchase intention is significantly influenced by e-WOM, customer perception, and brand image. Brand image has been shown to have the most influence on customer purchase choices out of these three elements. There are useful ramifications for marketing tactics from this result. Therefore, in order to draw in more customers, it is critical for businesses to improve their brand image. Enhancing e-WOM and preserving favorable customer views are also essential for raising purchase intentions. It is thus believed that this study would help businesses create more successful marketing plans in cutthroat marketplaces.

Keywords: Brand Image, Consumer Perception, E-WOM, Purchase Intention, Something

Introduction

The beauty and skincare industry in Indonesia, particularly among young consumers, continues to grow rapidly ([Haryadi et al., 2022](#); [Lili et al., 2022](#); [Nawiyah et al., 2023](#)). One local brand that has successfully captured attention in this market is Something, offering high-quality skincare products at affordable prices. Somethinc's products are known for their innovation, safety, and transparent ingredient claims, making them popular among consumers, especially Millennials and Gen Z ([Majumder et al., 2023](#)). Amid intense competition in the skincare market, factors influencing consumer purchasing decisions are becoming increasingly complex. Brand image, consumer perception, and electronic word of mouth (e-WOM) significantly impact purchase intentions ([Godey et al., 2016](#); [Kim & Ko, 2012](#)). A positive brand image can foster greater loyalty and trust, while consumer perceptions of product quality and benefits often serve as the primary considerations when choosing skincare products ([Solomon et al., 2012](#)). On the other hand, e-WOM—including online reviews and recommendations from other users—can shape consumer views and strengthen purchase intentions.

This achievement is significant for Something, as it is a relatively new brand, established in 2019, compared to many of its competitors. The table below compares several competitors with Something regarding the founding year and the number of followers on TikTok. One of the most popular social media platforms in 2020 was TikTok. In January 2021, it was revealed that TikTok ranked fourth among the top five platforms based on cumulative time spent by users, averaging approximately 13.8 hours per month ([Kemp, 2021](#)). One of TikTok's most popular content categories is beauty products, such as makeup and skincare. In Indonesia, according to data from the Central Bureau of Statistics, the chemical, pharmaceutical, and traditional medicine industries (including cosmetics) experienced positive growth of around 5.59% in the first quarter of 2020. The National Industry Development Master Plan (2015–2035) states that the pharmaceutical industry,

Table 1 Local skincare brands comparison.

Brand Name	Year of establishment	Followers of TikTok
Some Thinc	2019	587 K
Lacoco	2017	423.5 K
Scarlett Whitening	2017	266.1 K
Avoskin	2014	207.7 K
Ms Glow	2016	96.9 K
Wardah	1995	12.2 K

Source: *Asia Pacific Management Review 28 (2023)*

In addition to the increase in Somethinc's Instagram and TikTok followers, the brand's sales figures also surged significantly in 2021. Somethinc's products have also ranked among Indonesia's top three best-selling cosmetic products. Below is the table showing Somethinc's sales figures for 2021:

Table 2 Data Sales of Something in 2021.

No	Month	Total Sales
1	February	Rp 8.100.000.000
2	May	Rp 22.450.000.000
3	June	Rp 13.290.000.000
4	July	Rp 11.140.000.000
5	August	Rp 10.750.000.000
6	September	Rp 12.310.000.000
7	October	Rp 12.410.000.000

Consumer perception is also a key factor in influencing purchase intentions. According to (Zeithaml et al., 2018), consumer perceptions of product quality and the Value received determine the likelihood of purchasing. Consumers in today's digital era tend to be more cautious when selecting beauty products, relying on information from various sources such as online reviews, user experiences, and digital promotions. Something with a reputation built on products tailored to the needs of tropical skin has successfully created a positive perception among Indonesian consumers, especially in DKI Jakarta, where consumers are more critical of product claims. In DKI Jakarta, with its diverse population and students as a dominant market segment, the influence of these three factors becomes highly significant. Students in Jakarta are often exposed to information about skincare products through social media, online reviews, and recommendations from friends or influencers. In this context, Something has built a strong brand image through digital marketing and engagement with online communities, making it a frequently discussed brand among students.

However, although Something has gained widespread attention, there is still no comprehensive understanding of how the three factors—brand image, consumer perception, and e-WOM—specifically influence purchase intentions for the product among students in DKI Jakarta. Therefore, this study aims to investigate how these three elements interact and influence purchasing decisions for Somethinc products, particularly among students in DKI Jakarta. This study is expected to provide valuable insights for companies in formulating more effective marketing strategies and enhance understanding of the factors shaping consumer purchase intentions in this digital era. Additionally, the findings of this research are anticipated to contribute to the development of marketing theory, particularly in the context of beauty and skincare products. After the explanation provided earlier in the background of

the problem, problem identification, and problem limitations, the research problem formulation in this study is as follows:

- a. Does the brand image positively affect purchase intention for Somethinc makeup products in DKI Jakarta?
- b. Does consumer perception positively affect purchase intention for Somethinc products in DKI Jakarta?
- c. Does e-WOM positively affect purchase intention for Something products in DKI Jakarta?

Literature Review

Brand Image

The brand image reflects how consumers perceive a brand regarding its quality, identity, and associated values ([Keller, 2013](#)). A positive brand image creates trust, enhances loyalty, and fosters emotional attachment, which is critical in influencing purchase intention ([Aaker, 2023](#); [Chaudhuri & Holbrook, 2001](#)). Research has shown that brand image impacts the likelihood of first-time and repeat purchases ([Park et al., 2016](#)), as consumers are more inclined to buy from brands they trust ([Fournier & Alvarez, 2019](#)). In the beauty industry context, a strong brand image helps differentiate a brand from its competitors. It enables consumers to associate it with specific benefits, such as premium quality or environmental sustainability.

Consumer Perception

Consumer perception is how individuals evaluate a product or brand based on their experience, external information, and cultural context ([Zeithaml et al., 2022](#)). Perception is highly subjective and influenced by advertising, peer recommendations, and product packaging ([Solomon et al., 2012](#)). Positive consumer perception is often associated with perceived product quality and Value, which increases the likelihood of purchase. According ([Kleinman et al., 2021](#)), digital platforms have transformed perceptions, allowing consumers to access reviews and testimonials that shape their understanding of a product's benefits and drawbacks. According to Kotler and Armstrong ([Albrecht et al., 2023](#)), positive consumer perception is often associated with perceived product quality and Value, which increases the likelihood of purchase.

E-WOM

E-WOM, or electronic word of mouth, refers to online consumer reviews, recommendations, and discussions about a product or service (Cheung & Lee, 2012; Reza Jalilvand & Samiei, 2012). Unlike traditional marketing, e-WOM is perceived as more authentic and trustworthy, as it stems from unbiased user experiences. Research indicates that positive e-WOM can amplify brand reach, strengthen consumer trust, and increase purchase intention. In contrast, negative e-WOM risks a brand's reputation, making it essential for businesses to manage and respond to online consumer feedback actively. In social media platforms like Instagram and TikTok, e-WOM has become an integral factor in shaping consumer behaviour, particularly for younger demographics.

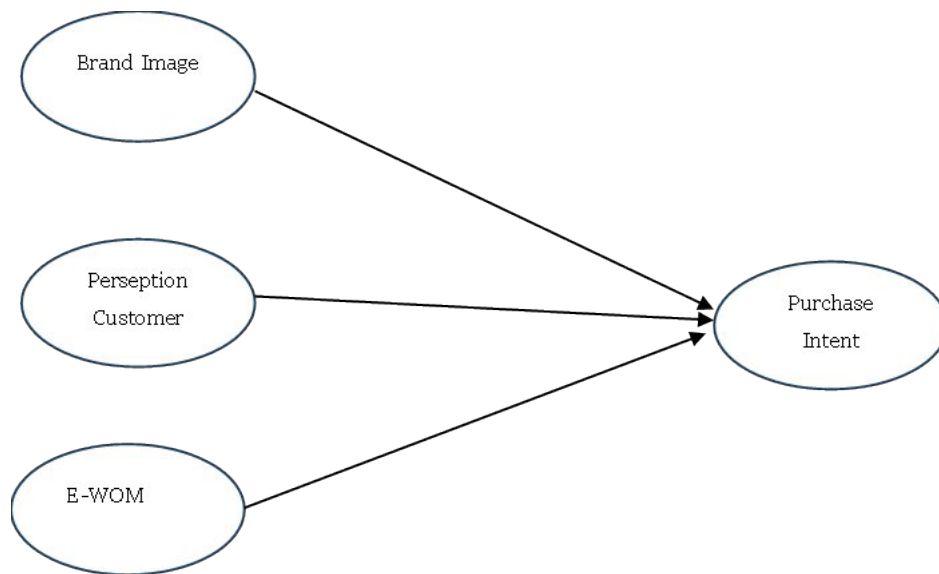


Figure 1 Hypothesis Model.

Hypotheses

- **H1:** Brand image positively influences purchase intention.
- **H2:** Consumer perception positively influences purchase intention.
- **H3:** E-WOM positively influences purchase intention.

Research Method

This study employs a quantitative approach using a cross-sectional survey design (Albrecht et al., 2023) to explore the relationship between brand image, consumer perception, e-WOM, and purchase intention (Saanio, 2024). Data were collected through an online questionnaire distributed to 120 respondents familiar with Somethinc products and residing in DKI Jakarta. The sample was obtained using non-probability sampling with a convenience sampling method to ensure accessibility and cost-efficiency. The questionnaire consisted of structured questions measured on a Likert scale to accurately capture respondents' attitudes and perceptions. Data analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS software (Sarstedt et al., 2022; Sarstedt et al., 2021), enabling comprehensive evaluation of relationships between the variables while accounting for measurement errors.

Result and Discussion

Outer Model Evaluation

The evaluation of the outer model demonstrated strong validity and reliability of the indicators used in this study. Convergent validity was confirmed by Average Variance Extracted (AVE) values exceeding the threshold of 0.50, while all indicator loadings surpassed 0.70. Reliability was established through Cronbach's alpha values greater than 0.70, ensuring consistency of the measurement items across different constructs.

Inner Model Evaluation

Coefficient of Determination Results (R²)

Table 3. Coefficient of Determination Results (R²)

Variable	R-square
Purchase Intent	0.623

The inner model assessment revealed that the coefficient of determination (R²) for purchase intention was 0.749. This indicates that the combined effects of brand image, consumer perception, and e-WOM can explain 74.9% of the variance in purchase intention. The remaining 25.1% is attributable to factors not included in the research model, highlighting the multifaceted nature of consumer behaviour.

Effect Size (f^2)Table 4 Effect Size Results (f^2)

Variable	f^2 Value
Brand Image	0.137
Consumer Perception	0.103
E-WOM	0.059
Variable	f^2 Value

The effect size (f^2) was calculated to determine the relative contribution of each independent variable to the dependent variable, purchase intention. The results indicate that brand image has an f^2 value of 0.137, which reflects a small to moderate effect size, making it the most influential factor among the three variables examined in this study. Consumer perception follows with an f^2 value of 0.103, indicating a small effect size but still demonstrating its importance in shaping purchase intentions. Lastly, e-WOM has an f^2 value of 0.059, representing a small effect size, highlighting its role in enhancing consumer purchase intentions, albeit to a lesser extent than brand image and consumer perception. These findings suggest that while all three variables contribute significantly to explaining purchase intention, brand image plays the most substantial role, reinforcing its critical influence in driving consumer decisions.

Hypothesis Testing

The hypothesis testing in this study was conducted using the bootstrapping procedure in SmartPLS software to determine the significance of the relationships between variables. The path coefficients, t-statistics, and p-values were analyzed to evaluate the hypotheses. A hypothesis is supported if the t-statistics value exceeds 1.96 (at a 5% significance level) and the p-value is less than 0.05. The results of the hypothesis testing are summarized as follows:

Table 5 Hypothesis Testing.

Hypothesis	Path Coefficient	t-Statistics	p-Value
H1: Brand Image → Purchase Intention	0.412	4.372	0.001
H2: Consumer Perception → Purchase Intention	0.372	3.921	0.002
H3: E-WOM → Purchase Intention	0.289	3.019	0.003

H1: Brand Image Positively Influences Purchase Intention

The hypothesis testing revealed that brand image significantly and positively influences purchase intention. The path coefficient value for the brand image was 0.412, with a t-statistics

value of 4.372 and a p-value of 0.001. These results indicate a strong relationship between brand image and purchase intention, suggesting that a well-perceived brand image significantly enhances consumers' likelihood of purchasing Something products. The findings align with previous studies ([Aaker, 2023](#)), which emphasize the importance of brand image in building consumer trust and loyalty.

H2: Consumer Perception Positively Influences Purchase Intention

Consumer perception was found to significantly and positively affect purchase intention. The path coefficient value was 0.372, with a t-statistics value of 3.921 and a p-value of 0.002. This result indicates that when consumers perceive a product positively regarding quality, Value, and reliability, their intention to purchase increases. These findings confirm the role of consumer perception as a crucial factor in influencing purchasing behaviour, consistent with ([Zeithaml et al., 2022](#)), who highlighted the impact of perceived product quality on consumer decisions.

H3: E-WOM Positively Influences Purchase Intention

E-WOM showed a significant positive relationship with purchase intention, with a path coefficient value of 0.289, a t-statistics value of 3.019, and a p-value of 0.003. These findings demonstrate that electronic word of mouth enhances consumers' willingness to purchase Something products, particularly positive online reviews and recommendations. This result underscores the power of social media and digital platforms in shaping consumer attitudes and decisions, aligning with the study by ([Reza Jalilvand & Samiei, 2012](#)), which highlighted the critical role of e-WOM in influencing purchase behaviour.

Conclusions

This study provides empirical evidence that brand image, consumer perception, and e-WOM significantly influence the purchase intention of Something products in DKI Jakarta. Among these factors, brand image emerged as the most dominant, underscoring its critical role in fostering consumer trust and loyalty. Consumer perception, shaped by experiences and external information, also demonstrated a strong influence, highlighting the importance of delivering high-quality products that meet consumer expectations. Meanwhile, e-WOM is a powerful marketing tool, enabling brands to leverage authentic consumer experiences to enhance credibility and drive purchase intention. Something must prioritize strengthening its brand image to remain competitive by investing in consistent and impactful marketing campaigns. Additionally, focusing on product quality and engaging with consumers through social media can enhance consumer perception. The strategic use of e-WOM, including encouraging positive reviews and addressing negative feedback, will be crucial in sustaining

brand trust and visibility in the digital era. Future research could expand the scope of this study by including additional variables such as pricing strategies or cultural influences and incorporating a more diverse sample from different regions in Indonesia.

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