

The Influence of Social Media Marketing and E-Wom on Purchase Intention with Brand Image Mediator in 'The Originote' Skincare

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Abstract

The aim of this research is to examine the influence of social media marketing and e-WOM on purchase intention mediated by brand image. The data processing and analysis methods employed in this study include descriptive and quantitative analysis. The population size for this research is not precisely known. Purposive sampling technique was used for sample selection, adhering to the minimum sample size determined by the 10-times rule. Data analysis technique used in this study is PLS-SEM conducted using SmartPLS 3.0. Data collection was performed through a questionnaire distributed via Google Forms link. The analysis results indicate that social media marketing has a positive and significant impact on purchase intention, e-WOM also has a positive and significant impact on purchase intention, and brand image positively and significantly mediates the influence of social media marketing and e-WOM on purchase intention. This study is expected to contribute to the advancement of Marketing Management knowledge, particularly in research related to purchase intention.

Keywords: Social Media Marketing, E-WOM, Purchase Intention.

Introduction

E-commerce has rapidly evolved across all trade activities of goods and services globally (Goldman et al., 2021; Tolstoy et al., 2021; Hoang and Tung, 2023a). Consequently, online purchasing has become a crucial topic not only in the academic field but also in practical business areas (Hoang and Tung, 2023b). The topic of e-commerce has garnered significant attention from researchers, especially regarding younger generations (Priporas et al., 2017; Dash et al., 2021; Anindito and Handarkho, 2022; Agardi and Alt, 2022) or Generation Z (ages 18-25) who are actively engaged in online purchasing activities in their daily lives (Priporas et al., 2017; Lestari, 2019; Djafarova and Bowes, 2021; Serravalle et al., 2022). The global trend of increasing internet and broadband usage among sellers and buyers has created a substantial space for virtual businesses (Chauhan et al., 2021). With the digital transformation in commerce, young customers are at the center of operational strategies in every business sector (Dash et al., 2021; Mostaghel et al., 2022; Roe et al., 2022). Commercial business managers prioritize the use of technology to enhance customer satisfaction and improve competitive advantage in the business field (Serravalle et al., 2022; Agardi and Alt, 2022). In recent years, young customers have

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become an important market segment for companies (Sardar et al., 2021), with their purchasing power growing faster compared to other segments (Serravalle et al., 2022). To successfully implement technology-based marketing practices, companies can utilize social media to make the marketing process more effective and efficient.

Social media has emerged as a "game-changer" (Kumar, 2015). It plays a major role in the revolution occurring in B2C marketing, where B2C marketing widely uses social media marketing (Maduku, 2024). Social media is an integrated communication tool (Cartwright et al., 2021; Dong and Lian, 2021). The adoption of social media has shown substantial growth in communicating and promoting new or existing products/services because it influences consumer purchasing behavior (Park et al., 2021). The emergence of online social media has reduced consumer interest in traditional media marketing (Chatterjee et al., 2021). As a result, social media is not just an online platform for communication and life-sharing but also a platform for buying clothes, food, and daily necessities (Zagidullin et al., 2021). This study focuses on The Originote, which utilizes social media marketing to share information with the public about its skincare products.

The Originote considers social media marketing to be very effective and efficient in terms of time, cost, and effort, as it can attract consumer attention more quickly. The rapid development of social media in the past decades shows that as many as 4.62 billion active social media users, representing 60% of the world's population, spend an average of 2.5 hours per day on social media (Hootsuite, 2022). Social media users show increased interest in the visual aspects and content of social media posts (e.g., images and videos) compared to text-based content (Chan et al., 2023). Such content is considered more effective in conveying meaning, simulating experiences, and engaging users (Balomenou and Garrod, 2019; Li and Xie, 2020).

The Originote's attractive marketing content can enhance potential consumers' intention to purchase its skincare products. The value of visual content has gradually shifted social media communication from text-dominated structures to more visual-based formats (Gretzel, 2017), which has altered content development on social media platforms (Chan et al., 2023). For instance, Twitter allowed image and video uploads in 2011, and currently, more than 50% of its content involves visual elements (Ortiz-Ospina, 2019). The phenomenon of increasing visual content on social media has also changed customers' product selection. This is also true for The Originote skincare products, where customers tend to browse product reviews and view product lists to determine whether the products are worth purchasing (Liu et al., 2022; Oliveira and Casais, 2018). Additionally, customers prefer "Instagrammable" products as a means of self-expression (Wong et al., 2019).

The Originote posts more visually appealing content on its social media accounts to leverage changes in consumer behavior (Oliveira and Casais, 2018). Managing online consumer presence and posting product content that stimulates purchase intention on social media has become an online marketing strategy for companies (Chan et al., 2023). While visual content can assist customers in making more informational choices, customers also face a vast amount of content on social media, requiring cognitive effort (Matthes et al., 2020). In this era of digitalization, smartphone technology is at the forefront of changes in all business sectors. Most potential consumers (especially millennials or Generation Z) are increasingly aware of online transactions (Slamet and Albab, 2023). In a market-based business, customer reviews become more important than company advertisement statements, where consumers trust stories from previous consumers, known as word of mouth (Chatterjee, 2021).

Word of mouth is described as informal communication between past, active, and potential consumers about the quality of products/services, prices, availability, usage, and features of commercial goods/services, as well as the performance of sellers (Kumar et al., 2023). Through the use of social media, customers can share their experiences with more customers (Alalwan et al., 2017). Thus, E-WOM has a broader reach and greater influence compared to traditional word of mouth (Hudson et al., 2016). Consumers evaluate the quality of products/services, prices, availability, usage, and features of commercial goods/services, as well as the performance of sellers by looking at online product reviews, consumer feedback activities, and relevant information when purchasing products or services (Bilal et al., 2021; Talwar et al., 2021b; Bilal et al., 2022; Boccali et al., 2022).

Online product reviews and consumer feedback are essential in forming positive E-WOM for The Originote skincare products, as E-WOM is a key driver in building consumer behavioral intentions (Muda and Hamzah, 2021; Leong et al., 2022). With technological advancements and intense internet penetration, the mode of consumer interaction has undergone a paradigm shift, where marketers view E-WOM on social media as a medium to interact directly with their customers (Kumar et al., 2023).

E-WOM focuses on the use of product reviews in the process of relevant information gathering by consumers (Lee and An, 2018). The nature of E-WOM content varies from negative to positive comments (Kitirattarkarn et al., 2021). Positive reviews can create favorable attitudes for the company (Bhandari and Pan, 2022; Talwar et al., 2021a; Luan et al., 2022), and positive reviews can influence purchase intention (Liu et al., 2020; Cheong et al., 2020; Verma and Dewani, 2021). Social media and electronic platforms like Facebook, Twitter, Instagram, blogs, websites, and other online discussion forums help consumers share their purchasing experiences and product information with potential consumers (Sardar et al., 2021).

In recent years, there has been a surge in the growth and launch of The Originote skincare products on social media. Therefore, this study aims to analyze the impact of social media marketing and E-WOM on purchase intention for The Originote skincare products mediated by brand image. One of the most effective sources of E-WOM on social media is virtual brand communities, which include communities created by companies to interact with a large number of consumers using social media platforms to build and maintain brand relationships (Rao et al., 2021).

Social media platforms offer opportunities for businesses to expand their reach, increase visibility, and establish a strong brand presence in the global market (Fischer and Reuber, 2011; Andzulis et al., 2012; Drummond et al., 2018). This study uses brand image as a mediating variable, where The Originote continues to allocate significant financial and strategic resources to develop a positive brand image to influence consumer perceptions and evoke favorable attitudes and intentions (Lee and Govindan, 2014; Raji et al., 2018; Mahfooz, 2015).

Brand image is defined as the ideas, perceptions, expectations, beliefs, and mental representations of a product or service in the minds of consumers (Zembick, 2015). Foroudi et al. (2018) state that there is no universally accepted definition of brand image. This is evident from various interrelated concepts, including perceived brand quality (Aaker, 1997), brand experience (De Oliveira Santini et al., 2018), brand associations (Keller, 1998; Low and Lamb, 2000; Davis, 2000; Aaker, 2003), and brand personality (Davis, 2000). To gain a clear understanding of the brand image concept, Park and Srinivasan (1994), Homer (2008), and Zhang (2015) categorize these related concepts into functional and symbolic/hedonic brand images.

Functional brand image refers to perceptions related to brand attributes, such as quality, satisfaction, and value. Meanwhile, hedonic brand image explains the type of associations related to emotions, imagery, or non-functional attributes of a brand (Park and Srinivasan, 1994; Bruhn et al., 2012).

Based on the phenomena, trends, and relationships between the variables described, it can be concluded that this study examines the influence of social media marketing and E-WOM on purchase intention with brand image as a mediating variable in The Originote skincare products. Research questions:

1. Does social media marketing influence brand image for potential consumers of The Originote skincare products in Yogyakarta?
2. Does E-WOM influence brand image for potential consumers of The Originote skincare products in Yogyakarta?
3. Does social media marketing influence purchase intention for potential consumers of The Originote skincare products in Yogyakarta?
4. Does brand image influence purchase intention for potential consumers of The Originote skincare products in Yogyakarta?
5. Does E-WOM influence purchase intention for potential consumers of The Originote skincare products in Yogyakarta?
6. Does brand image mediate the influence of social media marketing on purchase intention for potential consumers of The Originote skincare products in Yogyakarta?
7. Does brand image mediate the influence of E-WOM on purchase intention for potential consumers of The Originote skincare products in Yogyakarta?

Literature Review

1. Influence of Social Media Marketing on Brand Image

Social media marketing is a commercial marketing activity that utilizes social media to influence consumer purchasing decisions (Chen and Lin, 2019). As more people use social media to trade and share information about products and services, businesses must integrate social media into their marketing strategies to interact with customers and build long-term relationships (Sohaib et al., 2022; Yu et al., 2022). This makes social media a primary platform for businesses to interact with customers and promote their products and services (Kaplan and Haenlein, 2010; Jarvinen and Taiminen, 2016). Social media marketing helps create a brand image for companies, where positive reviews are one of the factors in social media marketing. Therefore, if The Originote conducts social media marketing that results in positive impressions based on ratings and reviews from its consumers, this will encourage the formation of a positive brand image for The Originote.

This positive image will enhance the brand image of The Originote. This explanation is supported by research from Seo and Park (2018), which found that social media marketing positively and significantly influences brand image by 53.1%, and research from Malarvizhi et al. (2022), which found that trendiness positively and significantly influences brand image by 9.3%, customization positively and significantly influences brand image by 21%, and E-WOM positively and significantly influences brand image by 39.8%. However, there is a research gap where Malarvizhi et al. (2022) found that entertainment positively but insignificantly influences brand image with a beta value

of 3.7% and a p-value of 0.151, and interactivity positively but insignificantly influences brand image with a beta value of 4.7% and a p-value of 0.144. Therefore, the hypothesis can be formulated as:

H1: Social media marketing influences brand image.

2. Influence of E-WOM on Brand Image

Electronic word of mouth (E-WOM) refers to any positive or negative statement made by potential, actual, or former customers about a product or company (Lim et al., 2022). E-WOM is seen as pre-purchase and post-purchase behavior (Donthu et al., 2021; Verma and Yadav, 2021). Anyone can share their thoughts with millions of other internet users through E-WOM (Duan et al., 2008). E-WOM represents the ongoing and dynamic exchange of information between actual and potential consumers about products, services, brands, or companies available on the internet (Ismagilova et al., 2017), a primary source of information for consumers, and a significant source of value for businesses and website owners (Nam et al., 2020).

It involves positive or negative statements made by potential or former customers about a product or company available to large groups of people and institutions through the internet (Hennig-Thurau et al., 2004), and a communication medium between consumers to share information about products/services they consume, even though they do not know each other (Gruen et al., 2006).

Therefore, if the pre-purchase behavior of "The Originote" skincare products results in good or positive reviews, potential consumers will favor it, which will then influence the perceptions of potential consumers, eventually leading them to consider "The Originote" skincare products as good products. This perception will enhance the product and brand image of The Originote. This explanation is supported by research from Hoang and Tung (2023a), which found that eWOM Credibility positively and significantly influences brand image by 37.6%, and eWOM Quantity positively and significantly influences brand image by 31.9%. Hoang and Tung (2023b) found that eWOM Quantity positively and significantly influences brand image by 55.3%, and eWOM Credibility positively and significantly influences brand image by 27.6%. Lastly, Malarvizhi et al. (2022) found that E-WOM positively and significantly influences brand image by 39.8%. However, there is a research gap where Seo and Park (2018) used E-WOM as a dependent variable, meaning their hypothesis suggested that brand image influences E-WOM. Therefore, the hypothesis can be formulated as:

H2: E-WOM influences brand image.

3. Influence of Social Media Marketing on Purchase Intention

In the contemporary business environment, social media has become a vital component of communication and marketing strategies for companies operating nationally and internationally. It enables virtual engagement between users and real-time social interactions between consumers and businesses (Sohaib et al., 2022; Yu et al., 2022; Godes, 2011). Businesses can leverage their global connectivity to connect with various stakeholders, promote their offerings, facilitate social engagement, and achieve growth (Drummond et al., 2018; Andersson and Wikstrom, 2017). Companies recognize the potential of social media as a tool to build and maintain solid relationships with customers (Andzulis et al., 2012; Fraccastoro et al., 2021; Baird and Parasnis, 2011). Consumers can quickly obtain information about products, services, and brands to learn more about them (Singh, 2024).

Enhancing social media community identity can increase customer brand commitment (Bauboniene and Guleviciute, 2015; Zhang et al., 2021; Xu et al., 2022). Therefore, social media marketing will help potential consumers choose a product and influence their purchase intention. This explanation is supported by research from Azhar et al. (2023), which found that social media marketing positively and significantly influences purchase intention by 45.5%. Therefore, the hypothesis can be formulated as:

H3: Social media marketing influences purchase intention.

4. Influence of Brand Image on Purchase Intention

Brand image is the total impression received by consumers from multiple sources (Rehman and Zeb, 2023). According to Veloutsou and Delgado-Ballester (2018), brand image is the perception in an individual's mind about a brand after a mental encounter with the brand. According to several early researchers on brand image, the concept is defined as the consumers' imaginary and functional perceptions of the brand (Gardner and Levy, 1955; Dobni and Zinkhan, 1990). If potential consumers perceive The Originote as a trustworthy skincare brand, this will encourage their purchase intention to buy "The Originote" skincare products. This explanation is supported by research from Hoang and Tung (2023a), which found that brand image positively and significantly influences online purchase intention by 34.8%, and Hoang and Tung (2023b), which found that brand image positively and significantly influences online purchase intention by 18.1%. Therefore, the hypothesis can be formulated as:

H4: Brand image influences purchase intention.

5. Influence of E-WOM on Purchase Intention

E-WOM is a form of marketing communication that contains positive or negative statements made by prospective or former consumers about products available on the internet (Kietzmann and Canhoto, 2013). If consumers have positive statements about "The Originote" skincare products, this will influence the purchase intention of potential consumers who have never purchased before. This explanation is supported by research from Rao et al. (2021), which found that ePWOM positively and significantly influences purchase intention by 46.2%, Bilal et al. (2021), which found that eWOM positively and significantly influences purchase intention with a correlation value of 1.32, Bilal et al. (2022), which found that eWOM intention positively and significantly influences online purchase intention moderated by social support by 61.2%, Hoang and Tung (2023a), which found that eWOM Quantity positively and significantly influences online purchase intention by 45.7% and eWOM Credibility positively and significantly influences online purchase intention by 4.7%, and lastly Hoang and Tung (2023b), which found that eWOM Quantity positively and significantly influences online purchase intention by 36.1% and eWOM Credibility positively and significantly influences online purchase intention by 2.6%. Therefore, the hypothesis can be formulated as:

H5: E-WOM influences purchase intention.

6. Mediation Hypotheses

Based on hypotheses 1 and 4, the hypothesis can be formulated as:

H6: Brand image mediates the influence of social media marketing on purchase intention.

Based on hypotheses 2 and 4, the hypothesis can be formulated as:

H7: Brand image mediates the influence of E-WOM on purchase intention.

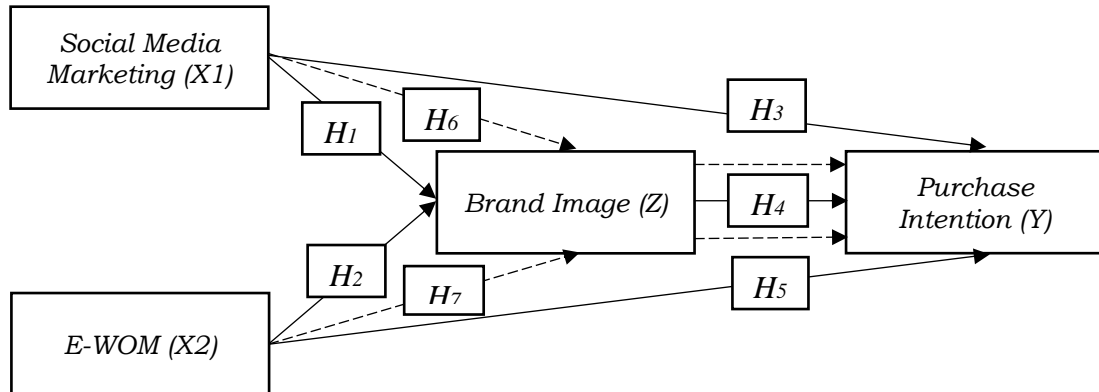


Figure 1. Research Model

Methods

Sampling and Procedures

Population is an abstract idea of a large group of cases from which a researcher draws a sample and is the result of the sample's generalization (Neuman, 2014: 247). In contrast, a sample is a small group of cases selected by the researcher from a larger pool, which is then generalized to the population (Neuman, 2014: 246). The population in this study includes all individuals who are aware of the skincare brand "The Originote." The sample is further refined to include only those individuals who have never purchased skincare products from "The Originote".

The unit of analysis used in this study is individuals referred to as potential consumers. The sampling technique employed is non-random sampling, suitable for conditions where the elements of the population cannot be known (Cooper and Schindler, 2014: 358). The specific type of non-random sampling chosen for this study is purposive sampling. Purposive sampling is a technique limited to individuals with specific characteristics who can provide the necessary information because they meet the criteria set by the researcher (Sekaran and Bougie, 2016: 248).

The determination of the sample size in this study follows the minimum sample size adequacy guidelines in Partial Least Square-Structural Equation Modeling (PLS-SEM). The minimum sample size is 10 times the number of research statement items (Hair et al., 2014b: 20). The type of data used in this study is primary data. According to Cooper and Schindler (2014: 663), primary data is data collected by researchers to address a specific problem or research question. Primary data for this study is obtained through a survey questionnaire. The type of questionnaire used is a self-administered electronic questionnaire. A self-administered questionnaire is an instrument sent to participants personally or non-personally with the aim of being completed without additional contact or interaction with the researcher (Cooper and Schindler, 2014: 665). The type of questions posed in this questionnaire are closed-ended questions. Closed-ended questions are a type of survey research in which

respondents or participants must choose from a set of available answers (Neuman, 2014: 331). The online questionnaire is sent to potential respondents via a Google Forms link.

Measures

Cooper and Schindler (2014: 661) explain that operational definitions are definitions for variables that are expressed in certain criteria or test operations. The operational definitions of the variables in this study include:

Variable	Operational Definitions	Indicator
<i>Social Media Marketing</i>	A marketing strategy that uses social media platforms to promote, build brands, and interact with consumers in the use of The Originote brand products.	<ol style="list-style-type: none"> 1. <i>Content Creation</i> 2. <i>Content Sharing</i> 3. <i>Connecting</i> 4. <i>Community Building</i> (Mileva & Fauzi, 2018)
E-WOM	The process by which users or consumers share and convey their reviews, testimonials or opinions about The Originote brand products or services through electronic platforms such as websites, social media, discussion forums or dedicated apps.	<ol style="list-style-type: none"> 1. <i>Intensity</i> 2. <i>Content</i> 3. <i>Valence of Opinion</i> (Amil, 2021)
<i>Brand Image</i>	Perceptions and images formed in the minds of consumers related to the brand of The Originote brand products.	<ol style="list-style-type: none"> 1. <i>Maker image</i> 2. <i>User image</i> 3. <i>Product image</i> (Keller, 2019)
<i>Purchase Intention</i>	The consumer evaluation stage will form brand preferences in the selection and also the intention to buy The Originote brand.	<ol style="list-style-type: none"> 1. <i>Interest in finding product information</i> 2. <i>Considering buying</i> 3. <i>Desire to know the product</i> 4. <i>Desire to buy the product</i> (Schiffman dan Kanuk, 2012)

Table 1. Variable Operational Definitions

Data Analysis

This study employs quantitative analysis. In quantitative research, the researcher tests hypotheses proposed at the outset, where the concepts are presented as

variables and the data collected are numerical (Neuman, 2014: 176). Quantitative analysis is conducted using Structural Equation Modeling (SEM), a branch of statistical models used to explain relationships among multiple variables (Hair et al., 2014a: 546). Partial Least Square-Structural Equation Modeling (PLS-SEM) is a variance-based method for estimating structural equation models. This study utilizes PLS-SEM because it is suitable for complex structural models with numerous constructs and indicators (Hair et al., 2014b: 19). The analysis tool used is SmartPLS 3.0. In evaluating the Partial Least Square-Structural Equation Modeling (PLS-SEM) model, two stages are performed:

1. The outer model stage, also known as measurement model evaluation, serves to test the research instruments. This stage involves testing the validity and reliability of each indicator on its latent variable.
2. The inner model stage, also known as structural model evaluation, is used to test the hypotheses of the path analysis proposed in this study. Structural model evaluation is conducted by examining the coefficient of determination, predictive relevance, and Goodness of Fit (GoF) (Hair et al., 2014b: 97). The coefficient of determination represents the amount of variance explained by endogenous constructs in the structural model. Predictive relevance is a resampling technique that systematically deletes and predicts each indicator data in the reflective measurement model of endogenous constructs (Hair et al., 2014b: 198-199). Finally, Goodness of Fit (GoF) is used to validate the overall structural model.

A coefficient of determination value of ≥ 0.25 is considered low, ≥ 0.50 is moderate, and ≥ 0.75 is high. In studies focusing on consumer behavior, a coefficient of determination value > 0.20 is considered high. A predictive relevance value > 0 is deemed acceptable (Hair et al., 2014b: 175, 178). The criteria for Goodness of Fit (GoF) are as follows: a GoF value ≥ 0.1 is small, ≥ 0.25 is moderate, and ≥ 0.36 is high. To test the hypotheses, path coefficient (β) analysis and significance values (p-values) are conducted. The path coefficient (β) represents the relationship between latent variables in the structural model (Hair et al., 2014b: 93). A positive path coefficient indicates that the exogenous construct has a positive relationship with the endogenous construct, and vice versa for a negative path coefficient. The significance value (p-value) represents the probability of error used to assume that the path coefficient differs significantly from zero. The t-statistic is the process of testing whether the path coefficient truly differs from zero in the population (Hair et al., 2014b: 202-203). For two-tailed hypothesis testing, the t-statistic value should be compared with a t-table value of 1.64. For one-tailed hypothesis testing, the t-statistic value should be compared with a t-table value of 1.96. A hypothesis is accepted when the p-value < 0.05 or the t-statistic $>$ t-table value of 1.96 for one-tailed testing and $>$ t-table value of 1.64 for two-tailed testing. Additionally, the direction of the beta value (positive/negative) determines the hypothesis test outcome.

The testing criteria are as follows:

1. If the path coefficient (β) is positive and the p-value < 0.05 , then (H0) is rejected and (Ha) is accepted.
2. If the path coefficient (β) is negative and the p-value > 0.05 , then (H0) is accepted and (Ha) is rejected.

Result and Discussion

Result

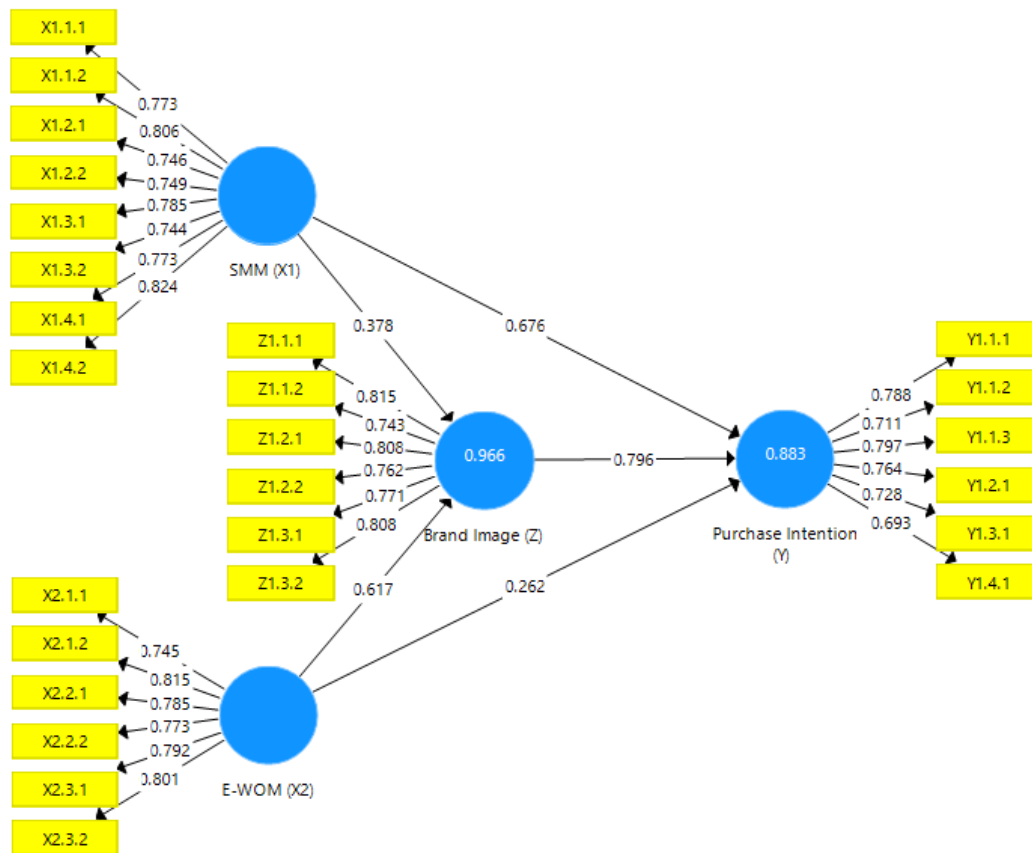


Figure 2. Direct Effect

1. Hypothesis Testing 1

Hypothesis 1 states that social media marketing has a significant positive effect on brand image. The analysis results demonstrate that social media marketing has a significant positive effect on brand image with a beta value of 37.8% and a p-value of $0.000 < 0.05$. It can be concluded that hypothesis 1 is accepted.

2. Hypothesis Testing 2

Hypothesis 2 states that E-WOM has a significant positive effect on brand image. The analysis results show that E-WOM has a significant positive effect on brand image with a beta value of 61.7% and a p-value of $0.000 < 0.05$. It can be concluded that hypothesis 2 is accepted.

3. Hypothesis Testing 3

Hypothesis 3 states that social media marketing has a significant positive effect on purchase intention. The analysis results indicate that social media marketing has a significant positive effect on purchase intention with a beta value of 67.6% and a p-value of $0.000 < 0.05$. It can be concluded that hypothesis 3 is accepted.

4. Hypothesis Testing 4

Hypothesis 4 states that brand image has a significant positive effect on purchase intention. The analysis results demonstrate that brand image has a significant

positive effect on purchase intention with a beta value of 79.6% and a p-value of $0.000 < 0.05$. It can be concluded that hypothesis 4 is accepted.

5. Hypothesis Testing 5

Hypothesis 5 states that E-WOM has a significant positive effect on purchase intention. The analysis results show that E-WOM has a significant positive effect on purchase intention with a beta value of 26.2% and a p-value of $0.002 < 0.05$. It can be concluded that hypothesis 5 is accepted.

6. Hypothesis Testing

Hypothesis 6 states that brand image mediates the relationship between social media marketing and purchase intention. The analysis results indicate that brand image mediates the relationship between social media marketing and purchase intention by 30.1% and a p-value of $0.000 < 0.05$. It can be concluded that hypothesis 6 is accepted.

7. Hypothesis Testing 7

Hypothesis 7 states that brand image mediates the relationship between E-WOM and purchase intention. The analysis results demonstrate that brand image mediates the relationship between E-WOM and purchase intention by 49.1% and a p-value of $0.000 < 0.05$. It can be concluded that hypothesis 7 is accepted.

8. Summary of Hypothesis Testing Results

Based on the hypothesis tests conducted, the strongest effect was found in hypothesis 4, where brand image has a significant positive effect on purchase intention by 79.6%. This means that every increase in brand image level at "The Originote" skincare products will increase consumer purchase intention in Yogyakarta by 79.6%. Furthermore, it was found that the mediating effects in hypotheses 6 and 7 are smaller in beta value compared to the direct effects in hypotheses 3 and 5. Therefore, it can be stated that complementary mediation has occurred.

Discussion

1. Social media marketing has a significant positive influence on the brand image of "The Originote" skincare products in Yogyakarta City

Based on the results of hypothesis 1, it is proven that social media marketing has a significant positive influence on brand image. It can be concluded that hypothesis 1 is accepted. This research supports the findings of Seo and Park (2018) and Malarvizhi et al. (2022). Social media marketing is a commercial marketing activity that utilizes social media to influence consumer purchasing decisions (Chen and Lin, 2019). With more people using social media for commerce and sharing information about products and services, businesses must integrate social media into their marketing strategies to interact with customers and build long-term relationships (Sohaib et al., 2022; Yu et al., 2022). This makes social media a primary platform for businesses to interact with customers and promote their products and services (Kaplan and Haenlein, 2010; Jarvinen and Taiminen, 2016). Social media marketing encourages the creation of a brand image for companies where positive reviews are one of the factors found in social media marketing. Therefore, if The Originote engages in social media marketing and the results create a positive impression based on ratings and reviews from its customers, this will contribute to the formation of a

positive image for The Originote. This positive image will enhance The Originote's brand image.

2. E-WOM has a significant positive influence on the brand image of "The Originote" skincare products in Yogyakarta City

Based on the results of hypothesis 2, it is proven that E-WOM has a significant positive influence on brand image. It can be concluded that hypothesis 2 is accepted. This research supports the findings of Hoang and Tung (2023a), Hoang and Tung (2023b), and Malarvizhi et al. (2022). Electronic Word of Mouth (E-WOM) refers to any positive or negative statement made by prospective customers, actual customers, or former customers about a product or company (Lim et al., 2022). E-WOM is viewed as both pre-purchase behavior and post-purchase behavior (Donthu et al., 2021; Verma and Yadav, 2021). Anyone can share their thoughts with millions of other internet users through E-WOM (Duan et al., 2008). E-WOM represents a continuous and dynamic exchange of information between actual and potential consumers about products, services, brands, or companies available on the internet (Ismagilova et al., 2017), a primary source of information for consumers and a significant source of value for businesses and website owners (Nam et al., 2020), positive or negative statements made by prospective or former customers about products or companies available to large groups of people and institutions via the internet (Hennig-Thurau et al., 2004), and a means of communication between consumers to share information about products/services they consume, even if they do not know each other (Gruen et al., 2006). Therefore, if pre-purchase behavior for "The Originote" skincare products is manifested with good or positive reviews, prospective customers will favor this, which will influence the perceptions of prospective customers who will ultimately believe that "The Originote" skincare products are good. This perception by prospective customers will enhance the product image and brand image of The Originote.

3. Social media marketing has a significant positive influence on the purchase intention of consumers of "The Originote" skincare products in Yogyakarta City

Based on the results of hypothesis 3, it is proven that social media marketing has a significant positive influence on purchase intention. It can be concluded that hypothesis 3 is accepted. This research supports the findings of Azhar et al. (2023). In the contemporary business environment, social media has become a vital component of communication and marketing strategies for companies operating nationally and internationally, enabling virtual engagement between users and real-time social interaction between consumers and businesses (Sohaib et al., 2022; Yu et al., 2022; Godes, 2011). Businesses recognize the potential of social media as a tool to build and maintain solid relationships with customers (Andzulis et al., 2012; Fraccastoro et al., 2021; Baird and Parasnis, 2011). Consumers can quickly obtain information about products, services, and brands where they learn more about those products and brands (Singh, 2024). Increased social media community identity can increase brand commitment from customers (Bauboniene and Guleviciute, 2015; Zhang et al., 2021; Xu et al., 2022). Therefore, social media marketing will help prospective customers in choosing a product and influencing the purchase intention of these prospective customers.

4. Brand image has a significant positive influence on the purchase intention of consumers of "The Originote" skincare products in Yogyakarta City

Based on the results of hypothesis 4, it is proven that brand image has a significant positive influence on purchase intention. It can be concluded that hypothesis 4 is

accepted. This research supports the findings of Hoang and Tung (2023a) and Hoang and Tung (2023b). Brand image is the total impression received by consumers from many sources (Rehman and Zeb, 2023). According to Veloutsou and Delgado-Ballester (2018), brand image is the perception in the minds of individuals about a brand after a mental encounter with the brand. According to some early researchers on brand image, this concept was defined as the imaginative and functional perception of consumers about the brand (Gardner and Levy, 1955; Dobni and Zinkhan, 1990). If prospective customers perceive that The Originote is a reliable skincare brand, this will influence the purchase intention of these prospective customers to make a purchase of "The Originote" skincare products.

5. E-WOM has a significant positive influence on the purchase intention of consumers of "The Originote" skincare products in Yogyakarta City

Based on the results of hypothesis 5, it is proven that E-WOM has a significant positive influence on purchase intention. It can be concluded that hypothesis 5 is accepted. This research supports the findings of Rao et al. (2021), Bilal et al. (2021), Bilal et al. (2022), Hoang and Tung (2023a), and Hoang and Tung (2023b). E-WOM is a form of marketing communication containing positive or negative statements made by prospective consumers or former consumers about products available on the internet (Kietzmann and Canhoto, 2013). If consumers have positive statements about "The Originote" skincare products, this will influence the purchase intention of prospective consumers who have never purchased before.

6. Brand image mediates the relationship between social media marketing and the purchase intention of consumers of "The Originote" skincare products in Yogyakarta City

Based on the results of hypothesis 6, it is proven that brand image mediates the relationship between social media marketing and purchase intention. It can be concluded that hypothesis 6 is accepted. This research supports the findings of Seo and Park (2018), Malarvizhi et al. (2022), Hoang and Tung (2023a), and Hoang and Tung (2023b). Social media marketing encourages the creation of a brand image for companies where positive reviews are one of the factors found in social media marketing. Therefore, if The Originote engages in social media marketing and the results create a positive impression based on ratings and reviews from its customers, this will contribute to the formation of a positive image for The Originote. This positive image will enhance The Originote's brand image. Subsequently, if prospective customers perceive that The Originote is a reliable skincare brand, this will influence the purchase intention of these prospective customers to make a purchase of "The Originote" skincare products.

7. Brand image mediates the relationship between E-WOM and the purchase intention of consumers of "The Originote" skincare products in Yogyakarta City

Based on the results of hypothesis 7, it is proven that brand image mediates the relationship between E-WOM and purchase intention. It can be concluded that hypothesis 7 is accepted. This research supports the findings of Hoang and Tung (2023a), Hoang and Tung (2023b), and Malarvizhi et al. (2022). If pre-purchase behavior for "The Originote" skincare products is manifested with good or positive reviews, prospective customers will favor this, which will influence the perceptions of prospective customers who will ultimately believe that "The Originote" skincare products are good. This perception by prospective customers will enhance the product image and brand image of The Originote. Subsequently, if prospective customers perceive that The Originote is a reliable skincare brand, this will influence

the purchase intention of these prospective customers to make a purchase of "The Originote" skincare products.

Conclusion

Based on the findings of the study, the conclusions are as follows:

1. Social media marketing significantly influences the brand image of "The Originote" skincare products in Yogyakarta City.
2. Electronic Word of Mouth (E-WOM) significantly influences the brand image of "The Originote" skincare products in Yogyakarta City.
3. Social media marketing significantly influences the purchase intention of "The Originote" skincare products in Yogyakarta City.
4. Brand image significantly influences the purchase intention of "The Originote" skincare products in Yogyakarta City.
5. Electronic Word of Mouth (E-WOM) significantly influences the purchase intention of consumers of "The Originote" skincare products in Yogyakarta City.
6. Brand image mediates the relationship between social media marketing and purchase intention of consumers of "The Originote" skincare products in Yogyakarta City.
7. Brand image mediates the relationship between Electronic Word of Mouth (E-WOM) and purchase intention of consumers of "The Originote" skincare products in Yogyakarta City.

Limitation

In future research, additional variables such as perceived behavioral control, subjective norms, and attitudes could be incorporated to predict intentions, which in turn can predict behavior. This approach aligns with the research model proposed by Ajzen (1991).

Management Implication

1. Recommendations based on the smallest effect:

It is advisable for "The Originote" to enhance E-WOM practices by collaborating with influencers, public figures, and fashion communities to foster positive E-WOM about its skincare products. Positive E-WOM will encourage consumer intention to purchase "The Originote" skincare products.

2. Recommendations based on the largest effect:

a. "The Originote" should improve its brand image by enhancing the quality and quantity of production and quality control processes. This will establish "The Originote" as a reputable company. The performance of "The Originote" in terms of production quality and control directly influences consumer perceptions, aligning with the product image indicator.

b. Similarly, in line with point 1, enhancing user image, which affects brand image, "The Originote" should expand collaborations with beauty influencers and models.

This initiative will enhance positive public perceptions of "The Originote" skincare products, thereby stimulating consumer purchase intentions.

3. Recommendations based on the lowest item statement value:

"The Originote" should enhance the quality of its skincare product content by evaluating its internal social media content team. Additionally, collaborating with third parties specializing in creative content can enrich content quality. Involving various content creators allows "The Originote" to incorporate diverse perspectives and experiences in creative content development.

4. Recommendations based on the highest item statement value:

"The Originote" should enhance the substance of its content to ensure its intended message resonates effectively with the public. Simplifying content substance will enhance comprehension and acceptance of "The Originote" skincare products across all societal strata. Furthermore, improved graphic design can facilitate easier understanding and reception of "The Originote" content.

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