

The Effect of E-WOM and Social Media Marketing on the Purchase Intention of 'Muslimadani' Fashion Consumers Mediated by Brand Image

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Abstract

This study aims to analyse the direct effect between electronic word of mouth, social media marketing, and brand image on purchase intention. This study also aims to analyse the indirect effect between electronic word of mouth and social media marketing on purchase intention which is mediated by brand image. This study used a sample of 105 Muslimadani consumers on the Shopee e-commerce platform using purposive sampling technique. Data were collected through the online distribution of Google Form questionnaires. The questionnaire consists of several question points that are evaluated using a Likert scale with a value range of 1 to 5. The data were analysed using SmartPLS 4 software. This study reveals that electronic word of mouth has no significant effect on purchase intention, while social media marketing and brand image have a significant positive effect on purchase intention. Furthermore, it is also known that there is an indirect significant positive effect between electronic word of mouth and social media marketing on purchase intention mediated by brand image.

Keywords: *Electronic Word of Mouth, Social Media Marketing, Brand Image, Purchase Intention.*

Introduction

The Muslim fashion market has great potential in Indonesia. Data from Statistics Indonesia (BPS) in 2024 states that the majority of Indonesia's population is Muslim, with 207 million people or 87.2% of the total population in Indonesia. According to the State of the Global Islamic Economy Report 2022 from DinarStandard, global spending on modest wear and the Muslim fashion industry is projected to reach US\$375 billion by 2025, with a compound annual growth rate (CAGR) of 6.1% over four years. The same report reaffirms Indonesia's important and growing presence in this global trend, after achieving double-digit growth in the modest fashion e-commerce market.

Advances in information technology today have brought progress in various aspects of life. Developing information technology will bring many conveniences to its users. The internet has now become a basic necessity for most people. The widespread use of the internet certainly presents a business opportunity for companies to expand their reach by offering e-commerce. E-commerce has become a growing trend, creating new opportunities for consumers and companies with increasing revenues from year to year. The benefits of implementing e-commerce for companies include

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the ability to expand their reach both nationally and internationally without being hindered by national borders.

Muslimadani is a business that offers a line of Muslim men's fashion products such as koko shirts, kurtas, and sirwals that can be worn for daily activities, work, and worship. With the increasing use of online marketplace platforms as a place for transactions, Muslimadani has recognised this phenomenon and expanded its business to enter e-commerce platforms, including Shopee.

Shopee is one of the largest, cheapest, and most comprehensive e-commerce platforms in Indonesia, offering a wide range of products from more than 500 local and international brands (Sumaa, Soegoto, & Samadi, 2021). According to Goodstats.id, during March and April 2025, Shopee recorded the highest number of visitors compared to other e-commerce platforms in Indonesia, making it the top platform in terms of visitor numbers over the past few months. This was despite a decline in visits recorded by some of the largest e-commerce platforms in Indonesia from March to April, with Shopee recording 132 million visits in April 2025, a decrease of 10.6% compared to March 2025, which reached 147.7 million visits. (Goodstats.id, 2025).

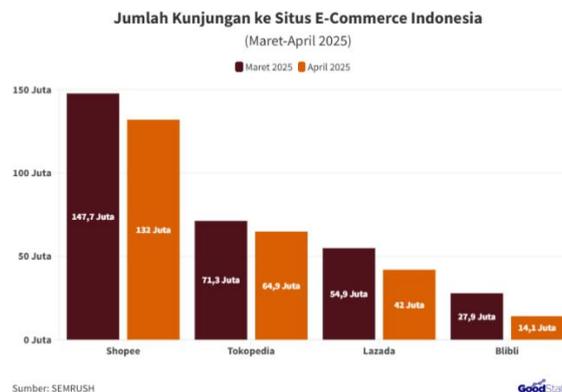


Figure 1. E-commerce website visit data for March-April 2025
Source: Goodstats.id (2025)

For companies to maximise e-commerce, there are supporting components that determine whether these internet-based transactions can run smoothly or not. One factor in e-commerce is social media marketing. Social media marketing has fundamentally changed the marketing paradigm by enabling companies to engage directly with consumers. The potential engagement of social media marketing is significant, as it facilitates a two-way communication channel between companies and consumers. Effective social media marketing strategies include user-generated content, community management, and targeted advertising. These strategies have been proven to increase consumer loyalty and purchase intent by creating a sense of belonging and emotional connection with the brand (Loureiro et al., 2012).

Electronic word of mouth refers to the influence exerted by reviews, ratings, and recommendations from other consumers online, which spread quite rapidly. With the availability of supporting features on social media and e-commerce, electronic word of mouth can spread more widely, acting as an intermediary for consumers to convey

their opinions or views to other consumers (Puspita et al., 2022). The impact of electronic word of mouth is currently quite significant for the market because it is an important source of information for both consumers and potential consumers in deciding to purchase a product (Ena et al., 2019).

Brand image, or the overall perception of how a brand is viewed, is shaped by past information and experiences with that brand. Its influence on a product is closely related to consumer beliefs and preferences. Public perception of a company or its products, known as brand image, has a significant influence. A positive image can benefit a company because consumers tend to recommend the product naturally, while a negative image can lead to negative word of mouth (Supriyadi et al., 2017). In a dynamic e-commerce environment, brand image significantly influences consumer purchase intent. Consumer perceptions of quality, reliability, and other positive aspects related to brand image are driving factors for online purchases.

Purchase intention is the action of consumers who are interested in buying and consuming a product (Kotler & Keller, 2016). Purchase intention is behaviour that occurs in response to an object that indicates that consumers have a desire to make a purchase. Nowadays, consumers tend to be more interested in trying new things that they consider to be good products. Before making a purchase, consumers will have many considerations in choosing a particular product that they feel is suitable and in line with their tastes.

The purpose of this study is to determine and analyse the relationship between the influence of social media marketing and electronic word of mouth on the purchase intention of Muslimadani consumers on Shopee e-commerce, mediated by brand image.

Literature Review

Electronic Word of Mouth

According to Kotler & Keller (2016), E-WOM is marketing using the internet to create word-of-mouth effects to support marketing efforts and objectives. Godey et al. (2016) mention that Entertainment, Interaction, Trends, Customisation, and Word Of Mouth (WOM) are efforts in conducting social media marketing activities. Yap et al. (2013) argue that E-WOM can provide either positive or negative data because consumers can recommend or warn others about a product based on their experiences.

Social Media Marketing

According to Kotler & Keller (2016), social media is defined as a means for consumers to share text, images, audio, and video information with each other and with companies, and vice versa. The role of social media for companies is to build close relationships and easy access between customers and companies (Kelly et al., 2010). Social media marketing is a form of strategy carried out through online networks for marketing purposes (As'ad & Alhadid, 2014).

Brand Image

Kotler & Keller (2016:330) state that brand image describes extrinsic characteristics, meaning things that can be seen or assessed even before consumers or individuals use a product or service, including how the brand can fulfil the social and

psychological needs of those consumers. According to Peter & Olson in (Ratri, 2007), brand image is defined as consumer perceptions and preferences towards a brand, as reflected by various brand associations in the minds of consumers.

Purchase Intention

Kotler & Keller (2022) state that the definition of purchase intention can be interpreted as part of a series of consumer behaviour processes where the desire to buy or choose a product arises. This can be influenced by consumer experience and desire to use a product, as well as the role of companies that are able to stimulate consumers through psychological stimuli via certain factors, which also contribute to the product ultimately being accepted by consumers after selection based on certain consumer psychological characteristics. According to Purboyo et al. (2021), purchase intention is formed by several supporting factors such as consumer income, the price of the product to be purchased, and the benefits of the product for consumers. However, purchase intention can sometimes change due to events or incidents in the consumer's life.

Hypotheses

Hypotheses in this research are as follows:

H1. Electronic word of mouth have a positive and significant effect on the purchase intention of Muslimadani consumers.

H2. Social media marketing have a positive and significant effect on the purchase intention of Muslimadani consumers.

H3. Electronic word of mouth have a positive and significant effect on the brand image of Muslimadani consumers.

H4. Social media marketing have a positive and significant effect on the brand image of Muslimadani consumers.

H5. Brand image have a positive and significant effect on the purchase intention of Muslimadani consumers.

H6. Electronic word of mouth have a positive and significant effect on the purchase intention of Muslimadani consumers through brand image.

H7. Social media marketing have a positive and significant effect on the purchase intention of Muslimadani consumers through brand image.

Methods

Sampling and Procedures

The population in this study consists of all Muslimadani consumers who have the intention to purchase Muslimadani products on Shopee e-commerce platform. The sample in this study is a portion of Muslimadani consumers who have the intention to purchase Muslimadani products on Shopee e-commerce platform, consisting of 105 respondents selected using the non probability sampling method. Data was collected using a questionnaire.

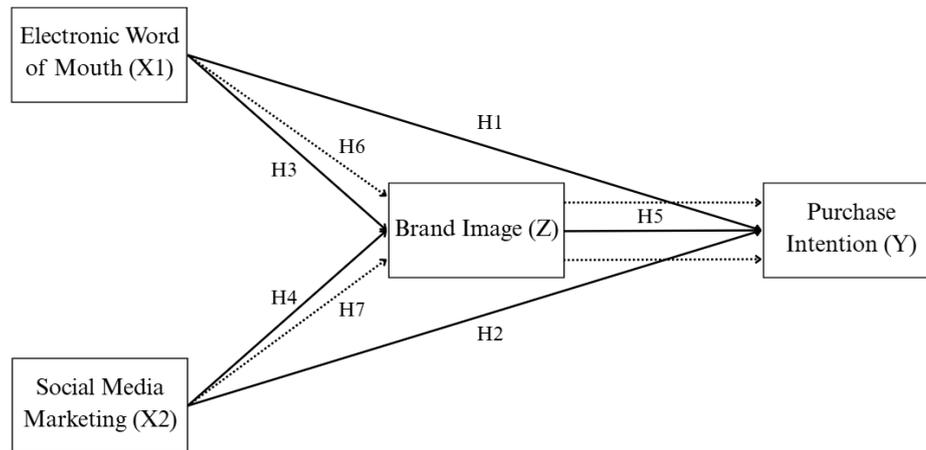


Figure 2. Research Model

Table 1. Operational Definition

Variable	Operational Definition	Indicators
Electronic Word of Mouth (X1)	Marketing using the internet to create word-of-mouth effects to support marketing efforts and objectives (Kotler & Keller, 2016:135).	1. Intensity (X1.1) 2. Content (X1.2) 3. Valence of Opinion (X1.3)
Social Media Marketing (X2)	Social media marketing is a form of strategy carried out through online networks for marketing purposes (As'ad & Alhadid, 2014).	1. Content Creation (X2.1) 2. Content Sharing (X2.2) 3. Connecting (X2.3) 4. Community Building (X2.4)
Brand Image (Z)	Extrinsic characteristics, things that can be seen or assessed even before consumers or individuals use a product or service (Kotler & Keller, 2016:330).	1. Strengthness (Z1) 2. Uniqueness (Z2) 3. Favorable (Z3)
Purchase Intention (Y)	Part of a series of consumer behaviour processes in which the desire to buy or choose a product arises (Kotler & Keller, 2022).	1. Want to Own the Product (Y1) 2. Considering Purchasing (Y2) 3. Interested in Trying (Y3) 4. Want to Learn About the Product (Y4) 5. Interested in Seeking Information About the Product (Y5)

Operational Definition

Operational definition can be seen in Table 1.

Data Analysis

This research was conducted using quantitative methods. Quantitative methods are methods that apply statistical data analysis to specific populations and samples that have been determined for testing hypotheses (Sugiyono, 2019). In this study, SmartPLS was used to analyze the effect of electronic word of mouth (eWOM) and

social media marketing on purchase intention among Muslimadani consumers through brand image as a mediating variable. The analysis was conducted in two stages:

Outer Model Analysis

Ghozali & Latan (2020) describe the outer model as a tool for assessing construct validity and reliability. This includes:

- ☑ Convergent Validity: Measured through standardized loading factors and
- ☑ Average Variance Extracted (AVE). Valid values are > 0.7 for loading factors and > 0.5 for AVE.
- ☑ Discriminant Validity: Ensures that correlations between constructs and indicators are stronger than correlations with other constructs.
- ☑ Composite Reliability: Assesses construct reliability, with values > 0.7
- ☑ indicating high reliability.
- ☑ Cronbach's Alpha: A further measure of reliability, with acceptable values > 0.7 .
- ☑ AVE: Must be at least 0.5 to be acceptable.

Inner Model Analysis

The inner model, also known as the structural model, predicts relationships between latent variables. Once the outer model meets the required validity and reliability criteria, the inner model is evaluated through:

- ☑ Model Fit: Assessed using the NFI, with values closer to 1 indicating a good fit.
- ☑ R-Square: Measures how much variance in the dependent variable is explained by independent variables. Values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak explanatory power, respectively.
- ☑ Q-Square: Predictive relevance; values > 0 indicate good predictive relevance, while values < 0 suggest poor prediction.

Hypothesis Testing

The inner model, also known as the structural model, predicts relationships. Hypothesis testing assesses the direct impact of independent variables on related dependent variables. According to Ghozali & Latan (2020), this involves comparing T-statistics to critical T-table values (e.g., 1.96 for p -value = 0.05). If the T-statistic exceeds the T-table value, the independent variable has a significant effect on the dependent variable. The key criteria for hypothesis testing include:

- ☑ Path Coefficient: Shows the hypothesized relationship between constructs, with values close to +1 indicating strong positive relationships.
- ☑ T-Statistic: A T-statistic higher than the T-table value indicates a significant relationship. P-Value: If p -value < 0.05 , the result is significant; if p -value > 0.05 , the result is not significant.

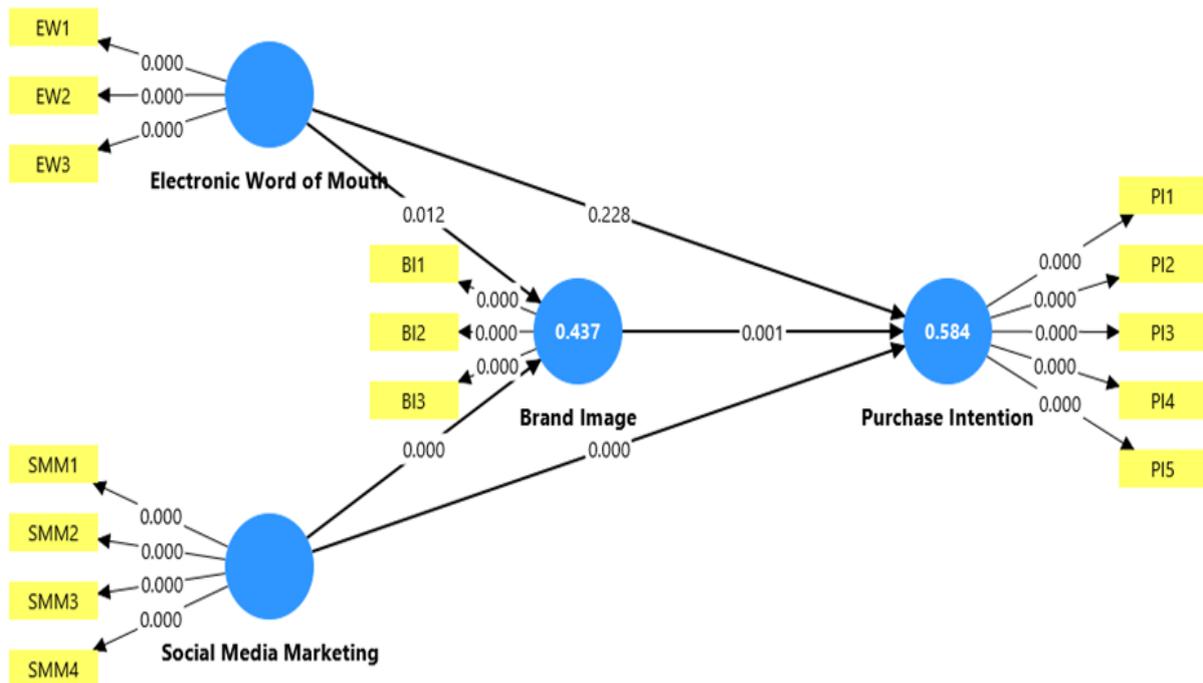


Figure 3. Output Bootstrapping

Result and Discussion

Result

Hypothesis Testing 1

Hypothesis 1 states that electronic word of mouth has a significant positive effect on purchase intention. The analysis results demonstrate that electronic word of mouth did not have a significant positive effect on purchase intention with a T-statistic value of $1.207 < 1.96$ and a p-value of $0.228 > 0.05$. It can be concluded that Hypothesis 1 is declined.

Hypothesis Testing 2

Hypothesis 2 states that social media marketing has a significant positive effect on purchase intention. The analysis results demonstrate that social media marketing has a significant positive effect on customer satisfaction with a T-statistic value of $3.661 > 1.96$ and a p-value of $0.000 < 0.05$. It can be concluded that Hypothesis 2 is accepted.

Hypothesis Testing 3

Hypothesis 3 states that electronic word of mouth has a significant positive effect on brand image. The analysis results demonstrate that electronic word of mouth has a significant positive effect on brand image with a T-statistic value of $2.511 > 1.96$ and a p-value of $0.012 < 0.05$. It can be concluded that Hypothesis 3 is accepted.

Hypothesis Testing 4

Hypothesis 4 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 T-statistic value of $4.205 > 1.96$ and a p-value of $0.000 < 0.05$. It can be concluded that Hypothesis 4 is accepted.

Hypothesis Testing 5

Hypothesis 5 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 T-statistic value of $3.462 > 1.96$ and a p-value of $0.001 < 0.05$. It can be concluded that Hypothesis 5 is accepted.

Hypothesis Testing 6

Hypothesis 6 states that electronic word of mouth has a positive and significant effect on purchase intention, mediated by brand image. The analysis results demonstrate that brand image mediates the effect of electronic word of mouth on purchase intention with a T- statistic value of $2.072 > 1.96$ and a p-value of $0.038 < 0.05$. It can be concluded that Hypothesis 6 is accepted.

Hypothesis Testing 7

Hypothesis 7 states that social media marketing has a positive and significant effect on purchase intention, mediated by brand image. The analysis results demonstrate that brand image mediates the effect of social media marketing on purchase intention with a T-statistic value of $2.539 > 1.96$ and a p-value of $0.011 < 0.05$. It can be concluded that Hypothesis 7 is accepted.

Summary of Hypothesis Testing Result

Based on the hypothesis tests conducted, the strongest effect was found in Hypothesis 4, where social media marketing has a significant positive effect on brand image with a T-statistic value of 4.205 and a p-value of 0.000 . This indicates that better social media marketing leads to better brand image among Muslimadani consumers.

Discussion

Electronic word of mouth has a significant positive effect on the purchase intention of Muslimadani consumers

Based on the results of the data processing above, hypothesis one, which states that electronic word of mouth has a positive effect on purchase intention for Muslimadani products, is rejected. This result means that electronic word of mouth does not have a significant effect on purchase intention. Yap et al. (2013) argue that E-WOM can provide either positive or negative data because consumers can recommend or warn others about the product based on their experiences. Based on the results of data processing, where electronic word of mouth does not have a significant effect on purchase intention, it can be concluded that electronic word of mouth from Muslimadani products provides negative data by warning other consumers about their experiences with Muslimadani products. The results of this study are in line with the results of a previous study by Tafolli et al. (2025), which showed that electronic word of mouth does not have a significant direct effect on purchase intention.

Social media marketing has a significant positive effect on the purchase intention of Muslimadani consumers

Based on the results of the data processing above, it can be concluded that hypothesis two, which states that social media marketing has a positive effect on purchase intention for Muslimadani products, is acceptable. This result means that the more positive consumers' perceptions of social media marketing are, the greater the likelihood that consumers will intend to purchase the product. It can be concluded that social media marketing plays an important role in determining the purchase intention of Muslimadani consumers on Shopee e-commerce. Social media marketing allows brands to reach a wider target audience and enables two-way interaction with consumers. Consumers often view social media content when deciding to purchase products from Muslimadani. By creating attractive advertising content, it is possible to improve consumers' perceptions of Muslimadani products, which will encourage consumers to make purchases. Therefore, the more positive consumers' perceptions of social media marketing are, the more likely they are to intend to purchase the product. The results of this study are consistent with the previous study by Sang et al. (2023), which showed that social media marketing has a positive influence on purchase intention.

Electronic word of mouth has a significant positive effect on the brand image of Muslimadani consumers

Based on the results of the data processing above, it can be concluded that hypothesis three, which states that electronic word of mouth has a positive effect on the brand image of Muslimadani products, is acceptable. This result means that the more positive consumers' perceptions of electronic word of mouth are, the more positive the brand image of the product will be. It can be concluded that electronic word of mouth plays an important role in determining the brand image perceptions of Muslimadani consumers on Shopee e-commerce. According to Lin et al. (2021), brand image is the perception of a brand that reflects consumers' associations with it. Positive electronic word of mouth from consumers will enhance the perception of the brand image of Muslimadani products. The results of this study are in line with the results of a previous study by Shaheer et al. (2024), which showed that electronic word of mouth has a positive and significant effect on brand image.

Social media marketing has a significant positive effect on the brand image of Muslimadani consumers

Based on the results of the data processing above, it can be concluded that hypothesis four, which states that social media marketing has a positive effect on the brand image of Muslimadani products, is acceptable. This result means that the more positive consumers' perceptions of social media marketing are, the more positive the brand image and products will be. It can be concluded that social media marketing plays an important role in determining the brand image perceptions of Muslimadani consumers on the Shopee e-commerce platform. According to Jefferly (2019), social media marketing is a form of internet marketing that involves creating and sharing content on social networks in order to achieve branding and promotional goals. Roslina (2010) states that brand image is a guide that consumers will use to evaluate products when they do not have sufficient knowledge about a product. Informative social media marketing content can be used to evaluate products to be purchased and will enhance consumers' perception of the Muslimadani brand image. The results of this study are in line with the results of a previous study by Taher (2021), which

showed that social media marketing has a significant positive influence on brand image.

Brand image has a significant positive effect on the purchase intention of Muslimadani consumers

Based on the results of the data processing above, it can be concluded that hypothesis five, which states that brand image has a positive influence on purchase intention for Muslimadani products, is acceptable. This result means that the more positive consumers' perceptions of brand image are, the greater the likelihood that consumers will intend to purchase the product. It can be concluded that brand image plays an important role in determining the purchase intention of Muslimadani consumers on Shopee e-commerce. (Mirabi et al., 2015) defines purchase intention as a desire that arises in consumers towards a product as a result of the consumer's observation and learning process about a product. A positive brand image perception can increase the purchase intention of Muslimadani consumers because a positive brand image is often associated with the good quality of the product to be purchased, which can be a determining factor in consumer purchase intention. The results of this study are in line with the results of a previous study by Safiah et al. (2024), which showed that brand image has a positive and significant influence on purchase intention.

Brand image mediates the relationship between electronic word of mouth and the purchase intention of Muslimadani consumers

Based on the results of the data processing above, it can be seen that hypothesis six, which states that electronic word of mouth has a positive influence on purchase intention for Muslimadani products through brand image, can be accepted. This result means that brand image can mediate the influence of electronic word of mouth on purchase intention. It can be concluded that brand image plays an important role in mediating between electronic word of mouth and purchase intention among Muslimadani consumers on Shopee e-commerce. According to Kotler & Keller (2016), electronic word of mouth is marketing using the internet to create a word-of-mouth effect to support marketing efforts and objectives. Kotler & Keller (2016) state that brand image describes extrinsic characteristics, meaning things that can be seen or assessed even before consumers or individuals use a product or service, including how the brand can fulfil the social and psychological needs of those consumers. Based on Kotler & Keller (2022), the definition of purchase intention can be interpreted as part of a series of consumer behaviour processes where the desire to buy or choose a product arises. Electronic word of mouth can increase purchase intention by improving consumers' perception of brand image through the dissemination of positive experiences with Muslimadani products, whereby consumers' positive perception of brand image can be one of the determining factors of purchase intention among Muslimadani consumers. The results of this study are consistent with the results of previous research by Shaheer et al. (2024), which showed that electronic word of mouth has a positive and significant effect on brand image and purchase intention, and that brand image mediates between electronic word of mouth and purchase intention.

Brand image mediates the relationship between social media marketing and the purchase intention of Muslimadani consumers

Based on the results of the data processing above, it can be seen that hypothesis seven, which states that social media marketing has a positive influence on purchase intention for Muslimadani products through brand image, can be accepted. This result means that brand image can mediate the influence of social media marketing on purchase intention. It can be concluded that brand image plays an important role in mediating between electronic word of mouth and purchase intention among Muslimadani consumers on Shopee e-commerce. According to Kotler & Keller (2016), social media is defined as a means for consumers to share text, images, audio, and video information with each other and with companies, and vice versa. Brand image is the beliefs and impressions that consumers may hold about a brand (Grohs, 2016). Purchase intention can be defined as a positive attitude towards an object that makes an individual try to obtain that object by paying for it with money or sacrifice (Schiffman & Kanuk, 2008). Social media marketing can influence purchase intention through brand image by filling social media accounts with content containing information about the products offered because consumers tend to frequently seek information about the products they intend to purchase. Therefore, additional product information will enhance brand image perception and encourage consumers to purchase Muslimadani products on the Shopee e-commerce platform. The results of this study are consistent with the results of previous research by Ali & Naushad (2023), which showed that social media marketing has a positive and significant effect on brand image, and that brand image has a significant effect on purchase intention.

Conclusion

Based on the results of research and discussion regarding the influence of electronic word of mouth and social media marketing on the purchase intention of Muslimadani consumers on Shopee e-commerce, mediated by brand image, conducted by the researcher, it can be concluded as follows:

- ☑ Electronic word of mouth does not have a significant positive effect on the purchase intention of Muslimadani consumers on the Shopee e-commerce platform. Therefore, it can be concluded that hypothesis one in this study is not proven.
- ☑ Social media marketing has a significant positive influence on the purchase intention of Muslimadani consumers on the Shopee e-commerce platform. Therefore, it can be concluded that hypothesis two in this study has been proven.
- ☑ Electronic word of mouth has a significant positive influence on the brand image of Muslimadani consumers on the Shopee e-commerce platform. Therefore, it can be concluded that hypothesis three in this study has been proven.
- ☑ Social media marketing has a significant positive influence on the brand image of Muslimadani consumers on the Shopee e-commerce platform. Therefore, it can be concluded that hypothesis four in this study has been proven.
- ☑ Social media marketing has a significant positive influence on the brand image of Muslimadani consumers on the Shopee e-commerce platform. Therefore, it can be concluded that hypothesis four in this study has been proven.
- ☑ Electronic word of mouth has a significant positive influence on purchase intention mediated by the brand image of Muslimadani consumers on the Shopee e-commerce platform. Therefore, it can be concluded that hypothesis six in this study has been proven.

- ☑ Social media marketing has a significant positive influence on purchase intention mediated by the brand image of Muslimadani consumers on the Shopee e-commerce platform. Therefore, it can be concluded that hypothesis seven in this study has been proven.

Limitation

In conducting this research, there were several limitations that could affect the results of this study, as follows. There were limitations in terms of research time, manpower, and researcher capabilities. Respondents' ability to understand the statements in the questionnaire and their honesty in completing the questionnaire were limited, so there was a possibility that the results were not entirely accurate. There are limitations in the influence of other factors. This study only focuses on several selected factors, so the limitations of the influence of other factors that were not tested may affect the results of the study. The number of respondents was only 105 people, which could certainly be increased in the future. To that end, researchers hope that future studies will expand the scope of the object of study in order to obtain more comprehensive and thorough results.

Management Implication

Based on the results obtained from this study, the electronic word of mouth variable has the least influence, while the social media marketing variable has the most influence on the purchase intention of Muslimadani consumers. Therefore, Muslimadani should focus its resources on optimising its strategy by considering social media marketing and the brand image of the Muslimadani brand. Muslimadani needs to maximise its social media marketing by continuously improving the quality of content on its social media accounts to build branding and strengthen the Muslimadani brand image in the minds of consumers. Muslimadani also needs to ensure that the services and products offered are always of guaranteed quality and that the brand is open to criticism and suggestions from consumers in order to maintain its brand image.

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