


The influence of E-WOM and brand image on purchase decision of the originote

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Article Info	ABSTRACT
Keywords: E-WOM, Brand Image, Purchase Decision, Consumer Trust	This study explores the increasing popularity of social media, particularly the TikTok platform, in influencing changes in online shopping behavior. The primary focus is to examine the impact of Electronic Word of Mouth (E-WOM) and brand image on purchase decisions, with consumer trust as a mediating variable. The research design adopts a quantitative approach with a descriptive method. Data is collected through surveys, targeting all TikTok app users who have made purchases of The Originote skincare products, totaling 223 respondents. Non-probability sampling, specifically purposive sampling, is employed. Data is analyzed using Structural Equation Modeling (SEM) and the statistical tool AMOS. This method strengthens hypotheses, tests and evaluates relationships between the independent factors of E-WOM and brand image, the dependent variable of purchase decisions, and the mediating role of consumer trust. The aim of this research is to provide insights into the influence of E-WOM and brand image on purchase decisions, with consumer trust serving as the mediator. The findings are expected to contribute to a better understanding of online shopping in the era of social media, particularly on the TikTok platform.
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INTRODUCTION

In the evolution of information technology, there has been a significant change, where one aspect involves the advancement of internet technology and social media. The role of social media has become an integral element in the daily lives of the community, utilized as a tool for business purposes and sustained transactions [1]. Research indicates that social media serves as a communication platform and an effective means to support business activities [1]. Consistent marketing through social media can substantially impact consumer purchasing decisions regarding specific products or services [2].

The increasing popularity of social media has prompted many businesses and consumers to utilize Internet technology as the primary means for conducting buying and selling transactions [3]. Noticeable changes in consumer behavior in the modern era indicate a strong inclination towards obtaining everything quickly and efficiently. In this context, individuals intending to purchase a product no longer need to leave their homes, as

the purchasing process can be conducted online. Understanding the evolution of consumer behavior in this manner significantly impacts the comprehension of purchasing decisions [4].

TikTok stands out as one of the most widely used social media platforms globally, garnering the attention of a vast user base. According to the We Are Social study, as of April 2023, the TikTok application boasts a user base of 1.09 billion people worldwide, signifying a 12.6% increase compared to the previous year [5]. Indonesia is the second-highest to TikTok users globally, with over 112.97 million users, a figure merely 3.52 million shy of the United States' user count [5]. According to the report from We Are Social, women dominate the global TikTok user base across all age groups as of April 2023. The 18 to 24 age range emerges as the largest cohort, comprising 17.5% men and 20.9% women [5].

Cosmetic products stand out as a prevalent category in the thriving online market. The Central Statistics Agency (BPS) report of 2020 indicates a notable 5.59% surge in the cosmetics industry. Subsequently, in 2021, there was a further 7% growth in beauty product usage, with a staggering expenditure of 4.19 billion US dollars by cosmetics users in Indonesia [6]. As reported by the Global Business Guide, the sales of Indonesian cosmetics are propelled by robust demand within the middle class and an escalating self-image awareness [7]. The female demographic in Indonesia engaging with cosmetics reaches a substantial 126.8 million individuals, underscoring the extensive demand among middle-class women.

In the era of rapid development in the beauty industry and significant technological advances, competition among beauty products is becoming increasingly intense. Currently, the skincare market in Indonesia is adorned with several renowned brands such as The Originote, Garnier, Wardah, Something, Whitelab, Scarlett, Skintific, Azzarine, Emina, and Y.O.U [8]. For instance, The Originote has become a topic of discussion on the TikTok social media platform, where the skincare product gains positive exposure through user testimonials. As one of the determinants of viral content, the TikTok algorithm measures the popularity of a piece of content based on several factors, including upload frequency and the number of interactions such as likes, shares, and comments. Thus, the content can achieve significant visibility, fostering interest and purchases from the audience [9]. Data analysis from online trade surveys in 2020 indicated the dominance of local brands in the market share of beauty products in Indonesia at 94.3%, while Chinese brands accounted for only 5.7%. However, in 2022, a striking shift in market dominance occurred. The market share of Chinese brands surged to 57.2%, while the market share of local brands decreased to 42.8% [9]. This change reflects the dynamics of global competition in the beauty industry and consumers' adaptation to increasingly popular foreign brands.

One of the Chinese skincare brands that has garnered attention in Indonesia is The Originote. This product, in particular, dominates the eye cream market, recording sales of 7.7 thousand units, generating revenue of approximately IDR 293.5 million, and successfully acquiring a market share of 27.74% in May 2023 [9]. This success is also reflected in the popularity of The Originote's TikTok account, boasting a following of 1.82

million and capable of generating a weekly income of IDR 14.23 billion [10]. Moreover, another intriguing phenomenon is the active participation of beauty content creators on TikTok who upload product review videos, further reinforcing the notion that The Originote's products are trending virally. The product's advantages also lie in its quality, providing positive effects for users thanks to its composition of 7% Hyaluronic Acid, 2% Ceramide, and 3% Chlorine [11]. The presence of Hyaluronic Acid and Ceramide in this formulation plays a crucial role in repairing and nurturing the skin, maintaining moisture, enhancing skin elasticity, and aiding in the healing process of acne. Meanwhile, the additional chlorine ingredient, a combination of chlorella and spirulina, serves as an antioxidant while regulating excess oil production [12].

The increasingly intricate lifestyle reflects that cosmetics are considered tools to boost self-confidence, particularly among women [13]. According to Debby Naomi, a Public Relations representative of The Originote, the brand introduces skincare products that maintain high quality while remaining financially accessible [14]. Positive reviews from users of The Originote are pivotal in elucidating the product's popularity [15]. The public's awareness of the significance of facial skincare has generated a positive response towards The Originote products, resulting in high demand and propelling The Originote to achieve the Brand Choice Award 2023. This brand, which has gained virality and captivated attention on TikTok, has effectively demonstrated its excellence in the beauty industry despite its recent release in 2022 [14]. Sales transactions of the product, which have exhibited notably positive performance through social media and marketplaces in Indonesia, have earned it recognition as a quality product at an affordable price [14]. The Originote can be regarded as a creative and innovative brand in discerning trends, business advancements, and the needs and desires of consumers [10].

The Originote has gained popularity on TikTok due to the many positive reviews (word-of-mouth) received by users after their purchases. Positive E-WOM attracts consumers interested in trying and obtaining further information about the product from previous users. E-WOM, a form of open communication by consumers through internet-based technology, is a commonly used medium for sharing opinions and reviews about available products and services [16].

E-WOM enables consumers to give and receive information about the characteristics or sellers of specific goods and services [17]. Consumers actively disseminate their experiences, both positive and negative, related to a product [18]. Established brands can assist consumers in reducing the perceived risk in purchases, as brand names are often considered signals of quality [19].

Product users can be influenced by their perceptions of a brand after using or purchasing goods or services, whether positively or negatively. The brand image that adheres to consumers as a good brand will shape a positive image [20]. Positive reviews about a brand can enhance consumer trust in that brand. Consumer trust, as perceived thoughts, feelings, and emotions, becomes a crucial factor in online shopping, especially when buying and selling activities occur on social media without physically inspecting the

goods [21]. Trust is formed when consumers believe that the seller is an honest, committed, and consistent individual in providing quality products [22].

Consumers intending to purchase a product undergo various stages and considerations, from pre-purchase to the actual point of sale [23]. The realization of a purchase transaction can only occur if consumers feel confident and persistent in buying the product. Hence, marketers consistently endeavor to motivate consumers to purchase the offered products [22].

This study will explore the extent to which E-WOM and brand image influence the purchasing decisions of The Originote skincare products on TikTok, with consumer trust as a mediator in Indonesia. The findings of this research are expected to contribute to the development of future studies, enhancing our understanding of the interdependent relationship between E-WOM, brand image, consumer trust, and purchase decisions in the context of utilizing TikTok as a marketing medium. This research aims to identify the influence of E-WOM and the brand image of The Originote products on TikTok on purchase decisions, with consumer trust as a mediating variable.

METHOD

Quantitative research aims to conduct investigations by systematically collecting, analyzing, and applying statistical testing techniques to numerical data [54]. This study employs a quantitative descriptive approach, utilizing a survey method that distributes questionnaires to eligible respondents from July to August 2023. The sampling technique employed is non-probability sampling, explicitly using a purposive sampling method. This study seeks to evaluate participants' agreement or disagreement with the survey statements, utilizing a Likert scale ranging from 1 to 5, where categories include Strongly Agree (score of 5), Agree (score of 4), Indecisive (score of 3), Disagree (score of 2), and Strongly Disagree (score of 1). The research sample comprises all users of the TikTok application who have purchased The Originote skincare products on TikTok, with a total of 223 respondents. The criteria for respondents include a minimum age of 17 years, a certain level of education, a specific domicile, having made at least two purchases of The Originote products in the last five months, a specified income range, and designated monthly funds allocated for skincare. Sampling locations are diversified across major cities in Indonesia, encompassing Pontianak, Jakarta, Bandung, Yogyakarta, and other prominent urban centers.

The seventh element, E-WOM, in this investigation is informed by prior research conducted by [55]–[58]. Seven Brand Image components are informed by [59]–[62]. The seven Consumer Trust items are drawn from [63]–[65]. The six Purchase Decision items are derived from [66]–[69]. In this research, Structural Equation Modeling (SEM) is employed with the AMOS 22 statistical tool to scrutinize and appraise the measurement and structural models of the research under construction. Model suitability is evaluated based on goodness of fit index parameters, including the goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normal Fit Index (NFI). The validity assessment hinges on the standardized loading factor (SLF) value, which must be ≥ 0.50 (Hair et al., 2021). Construct reliability is assessed through observed

outcomes for construct reliability (CR) and the average variance extraction (AVE) measure. SEM is a statistical methodology used to evaluate established and subsequently validated or invalidated research hypotheses. The study employing SEM yields the t-value associated with each coefficient. A hypothesis is considered to have a causal association if the calculated t value equals or exceeds the critical t value (1.96) at a predetermined level of significance (α), often set at 0.05. The Sobel test, as outlined by [70], is applied to ascertain the indirect influence of the mediating variable.

RESULT AND DISCUSSION

Respondent Characteristic.

Analysis of the respondent profile in this survey is as follows:

Table 1. Respondent Characteristics

Category	Goods	F	%
Gender	Woman	202	90.6%
	Man	21	9.4%
	Total	223	100%
Age	17 - 25 Years	181	81.2%
	26 - 45 Years	41	18.4%
	46 - 58 Years	1	0.45%
	> 59 Years	0	0%
	Total	223	100%
Last education	SENIOR HIGH SCHOOL	141	63.2%
	DIPLOMA	7	3.1%
	BACHELOR	75	33.6%
	MASTER	0	0%
	DOCTOR	0	0%
	Total	223	100%
Domicile	Pontianak	53	23.8%
	Jakarta	25	11.2%
	Bandung	21	9.4%
	Yogyakarta	14	6.3%
	Malang	13	5.8%
	Medan	12	5.4%
	Semarinda	11	4.9%
	Bogor	8	3.6%
	Semarang	9	4.0%
	Pekanbaru	10	4.5%
	Palembang	10	4.5%
	Banjarmasin	9	4.0%
	Surabaya	9	4.0%
	Batam	10	4.5%

	Makassar	9	4.0%
	Denpasar	0	0%
	Total	223	100%
How many times bought The Orginote using Tiktok	2 times	92	41.3%
	3 times	44	19.7%
	4 times	30	13.5%
	5 times	15	6.7%
	> 5 Times	42	18.8%
	Total	223	100%
Monthly income	< Rp.1,000,000	75	34%
	Rp. 1,000,000 - Rp. 3,000,000	80	36%
	Rp. 3,000,000 - Rp. 5,000,000	29	13%
	Rp. 5,000,000 - Rp. 10,000,000	37	17%
	Rp. 10,000,000 - Rp. 30,000,000	2	1%
	> Rp. 30,000,000	0	0%
Total	223	100%	
The amount of money spent specifically on skincare per month	< Rp.1,000,000	163	73.1%
	Rp. 1,000,000 - Rp. 3,000,000	42	18.8%
	Rp. 3,000,000 - Rp. 5,000,000	17	7.6%
	Rp. 5,000,000 - Rp. 10,000,000	1	0.4%
	> Rp. 10,000,000	0	0%
Total	223	100%	

Measurement Model

The suitability, validity, and reliability test results are as follows.

Table 2. Values of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

	Items	SLF	CR	AVE
<i>E-WOM</i>	I looked at The Originote product content and reviews on TikTok to ensure I purchased the product.	0.892		
	I looked at content and reviews on TikTok to find out what made a good impression on users using The Originote products.	0.911	0.968	0.80
	I looked at content and reviews on TikTok to gather information about The Originote products.	0.89		
	I always share information about The Originote products with others.	0.902		
	I'm talking about the positive side of The	0.871		

	Originote product.			
	I looked at the content of reviews on TikTok on The Originote products to be sure and decided to buy.	0.872		
	In the purchasing process, I looked at reviews from other buyers.	0.922		
<i>Brand Image</i>	<i>The Originote</i> has a different image compared to other skincare.	0.883		
	<i>The Originote</i> has a positive image.	0.856		
	I could easily recognize The Originote brand logo.	0.881		
	<i>The Originote</i> increased my attention to buying the product.	0.832	0.958	0.742
	I keep The Originote brand in mind when considering skincare products.	0.871		
	<i>The Originote</i> represents a high-quality brand.	0.863		
	The Originote products is an innovative brand.	0.845		
<i>Consumer Trust</i>	I believe the information provided by the seller of The Originote products via TikTok.	0.868		
	The product I ordered will be like I imagined.	0.834		
	I consider the seller of The Originote, to have honesty.	0.877		
	I am sure The Originote products are safe to use on the face.	0.809	0.958	0.732
	I trust sales that use TikTok as a promotional medium for The Originote products.	0.879		
	<i>The Originote</i> provides the best service.	0.849		
	I believe in the comments on TikTok The Originote.	0.874		
<i>Purchase Decision</i>	My decision to buy The Originote product was the right decision.	0.888		
	I recommend The Originote products to others.	0.853		
	Other skincare brands were not a consideration for me in buying The Originote.	0.874	0.950	0.759
	The name on the brand packaging of The Originote made me decide to buy it.	0.877		
	I often buy The Originote Official products.	0.869		
	I intend to purchase The Originote products again in the future.	0.867		

The validity and reliability test results show that the model indicators built meet the valid and reliable criteria. This indicator has a Standardized Stress Factor (SLF) value above 0.50. Shows that all metrics are valid and sufficient to measure the overall composition of the resulting model. Construct Reliability (CR) on test scores is more than 0.70. Shows that all models are reliable and can consistently measure the structure of all models.

Tabel 3. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results
χ^2	Expected to be low	942,717
Df		319
χ^2 - Significance Probability	≥ 0.05	000
CMIN/DF	≤ 3.00	2,955 Good Fit
RMSEA	≤ 0.08	0.094 Bad Fit
RMR	< 0.05	0.109 Bad Fit
NFI	≥ 0.90	0.865 Bad Fit
IFI	≥ 0.90	0.906 Good Fit
TLI	≥ 0.90	0.896 Bad Fit
CFI	≥ 0.90	0.906 Good Fit

Show that the model fit is acceptable, as demonstrated through *the suitability test*. The table above shows that all three match. CMIN/DF value =2,955 (≤ 3.00) meets the specified criteria and RMR = 0.109 (< 0.05) is less suitable. CFI = 0.906, IFI = 0.906, TLI = 0.896, and NFI = 0.865; two models are fit and suitable above (≥ 0.90), and two more models are unsuitable.

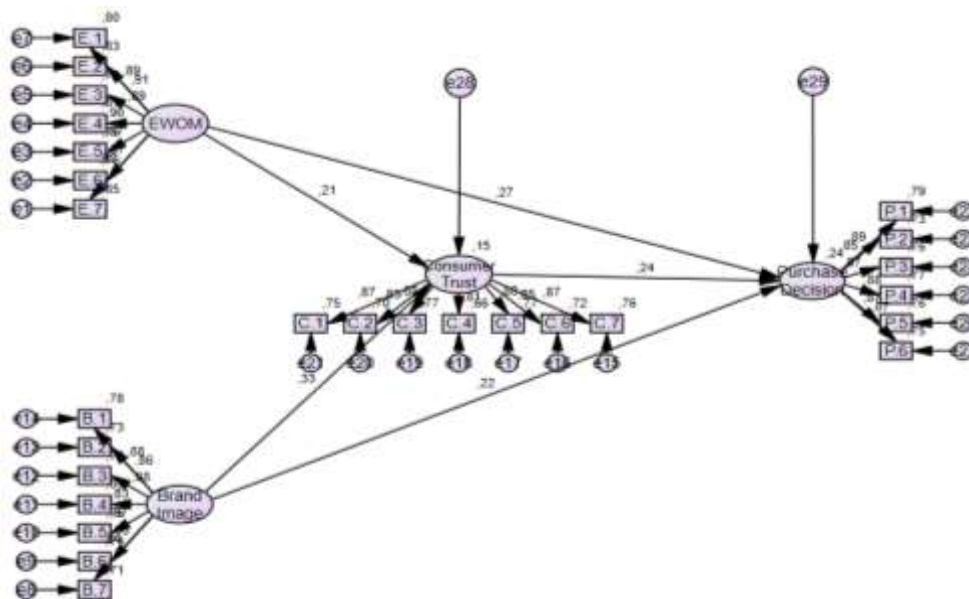


Figure 2. Full Model Testing

Hypothesis test

The results of testing the influence of the relationship between research variables developed in this research can be presented as follows.

Table 4. Hypothesis Testing

Hypothesis	Track	Estimate	S.E	CR	P	Label
H1	E-WOM --> Consumer Trust	0.19	0.061	3,129	0.002	Positive Significant
H2	Brand Image --> Consumer Trust	0.353	0.073	4,856	***	Positive Significant
H3	E-WOM --> Purchase Decision	0.279	0.067	4,163	***	Positive Significant
H4	Brand Image --> Purchase Decision	0.261	0.081	3.21	0.001	Positive Significant
H5	Consumer Trust --> Purchase Decision	0.275	0.078	3,536	***	Positive Significant

Hypotheses are based on existing knowledge. *E-WOM* has a significant favorable influence on consumer trust. The t-value and p-value support the hypothesis evidence. The calculated t value for the E-WOM and consumer trust variables is 3.129. The second hypothesis is 4.856 effective. The third hypothesis is 4.163. The fourth hypothesis is 3.21. The fifth hypothesis is 3.536. All showed a more significant increase than the t-table value of 1.96. Likewise, the p-value shows a number greater than 0.05 ($\alpha = 0.05$).

Table 5 is obtained from the Sobel test results to validate the indirect impact of the mediating effect.

Tabel 5. Sobel Test – Significant Mediation

	Sobel test statistics	Two-sided probability
E-WOM --> Consumer Trust -->Purchase Decision	2,334	0.0195
Brand Image --> Consumer Trust -->Purchase Decision	2,848	0.0043

Based on the results of the Sobel E-WOM test on purchasing decision mediation, consumer trust was 2.334 with a p-value of 0.0195, and brand image in purchasing decision mediation was obtained by consumer trust of 2.848 with a p-value of 0.0043. These results indicate an insignificant direct effect on E-WOM and brand image on purchasing decisions through consumer trust.

CONCLUSION

This finding provides an overview that E-WOM and brand image play a crucial role in shaping the purchasing decisions of The Originote products, mainly when supported by consumer trust. Consumer trust in the E-WOM information disseminated on the TikTok social media platform is a significant factor in purchasing decisions. Consumers tend to trust information from recommendations or reviews by fellow consumers in choosing products, directly influencing their purchasing decisions. A positive brand image also has a significant impact on attracting consumer attention and influencing purchasing decisions. Consumers are drawn to products with a positive brand image, and positive perceptions of the brand influence their choices. In this context, building a positive brand image through E-WOM support can enhance purchasing decisions, sales, and competitive advantage [50]. Moreover, consumer trust is considered a key driver that strengthens the influence of E-WOM and brand image on purchasing decisions [71]. Consumer trust in the information received from E-WOM and their perceptions of the brand image plays a crucial role in shaping consumer beliefs and influencing purchasing decisions [48]. The utilization of TikTok social media as a marketing tool is also emphasized, focusing on creating informative marketing content and inclusive, positive reviews about products and brands. This is relevant because consumers seek information to make a positive impression and boost confidence before purchasing. Therefore, building a positive brand image and managing consumer trust through E-WOM can successfully influence consumer behavior and enhance purchasing decisions. These findings are consistent with previous research highlighting the crucial role of E-WOM, brand image, and consumer trust in purchasing decisions [53] and [13].

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