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The Influence of E-WOM and Product Quality on Purchase Intention Mediated by Brand Image

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ABSTRACT

The skincare industry in Indonesia has grown rapidly due to increasing awareness of skin health and the influence of social media. However, variations in consumer experiences and online reviews often result in a misalignment between brand image and purchase intention, including for the local skincare brand Wardah. This study aims to examine the effect of Electronic Word of Mouth (E-WOM) and Product Quality on Purchase Intention, with Brand Image as a mediating variable. A quantitative approach was employed using a structured online survey, and the data were analyzed with Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results show that E-WOM and Product Quality positively influence Brand Image. Brand Image also has a positive impact on Purchase Intention. Furthermore, E-WOM and Product Quality positively affect Purchase Intention both directly and indirectly through Brand Image. These findings highlight that consumer reviews and product quality serve as strategic drivers in shaping brand image and enhancing the purchase intentions of Wardah skincare consumers in Indonesia.

Keywords: E-WOM; Product Quality; Brand Image; Purchase Intention

INTRODUCTION

Skincare products have become an important need for many individuals, especially among teenagers, to overcome skin problems (Wulandari & Wulandari, 2025). Increasing awareness of skin health, exposure to pollution, and the influence of social media encourage people to use skincare products more routinely as part of their daily lifestyle (Ellitan et al., 2022; Kurniawan et al., 2024; Rafqi Ilhamalimy & Ali, 2021). This condition has caused the skincare industry to grow rapidly and is characterised by increasing competition between brands that offer various benefit claims, product innovations, and price variations (Abigail et al., 2024; Hidayah et al., 2024).

According to a report by Fortune Business Insight in the website article Skincare Market Size, Share, Trends | Growth Analysis [2034] (2026), the global skincare market is estimated to reach USD 122.11 billion by 2025 and continue to grow to USD 227.13 billion by 2034, with a Compound Annual Growth Rate (CAGR) of around 7.32%. This growth is driven by increasing skin health awareness, urbanisation, and product innovation in various parts of the world, including Asia Pacific as one of the key markets.

This phenomenon of global market growth is also reflected in the development of the skincare industry in Indonesia. Data from CISAS (B2B, 2024) citing industry statistics show that revenue in the beauty and personal care sector in Indonesia reached around USD 7.23 billion (equivalent to IDR 111.83 trillion) in 2022, with the skincare segment accounting for a

large share of total market volume. This market is expected to continue to grow, with the potential for an increase in market value and an increasingly high consumer adoption rate in the coming years.

In the context of local brands, Wardah is one of the main players in the skincare category in Indonesia. Based on sales data from Rukmana (2022) on the Compas Market Insight Dashboard website, during the period from July 1, 2021 to July 31, 2022, Wardah managed to generate significant revenue on e-commerce platforms — approximately IDR 380 billion on Shopee, IDR 50 billion on Tokopedia, and IDR 25 billion on Blibli — demonstrating the high digital adoption of Wardah skincare products by consumers.

Overall, the growth trend of the skincare industry in Indonesia since 2021 shows a strong increase both in terms of overall market value and the performance of local brands such as Wardah, which further strengthens the position of skincare as an important part of the modern consumer lifestyle and as a business opportunity that continues to grow in the digital era (Fahlia & Tuti, 2025; Handayani & Sutawijaya, 2024).

In increasingly competitive market conditions, skincare consumers have become more selective in choosing products. Consumers no longer rely solely on promotions from companies, but also actively seek information from social media, beauty forums, and e-commerce platforms before making a purchase. Reviews and the experiences of other users are an important source of information because they are considered to more accurately reflect the actual condition of a product.

A phenomenon that often appears in the skincare industry is the difference in consumer perception of the same product. A product can receive both very positive and negative reviews, depending on the experience of each user and the product's compatibility with their skin condition. This condition shows that a company's benefit claims and brand image are not always aligned with consumer perceptions in practice. As a result, consumers' Purchase Intention toward a skincare product can change after they are exposed to information and reviews from other consumers on digital media.

This phenomenon is also observed in local skincare products such as Wardah. Wardah is widely known as a halal skincare brand with a high level of brand recognition and a positive image among Indonesian consumers. However, despite its strong popularity, consumers are still found to be hesitant to purchase Wardah products due to differing user experiences and opinions spread across social media and e-commerce platforms. Some consumers consider Wardah products safe and suitable for use, while others feel that the results do not meet their expectations. This condition reveals a gap between a strong brand image and consumers' actual Purchase Intention in the market.

In academic studies, brand image is often used to explain consumer behaviour in relation to Purchase Intention. Several studies have found that brand image has a positive influence on Purchase Intention in skincare products (Ellitan et al., 2022; Suwuh et al., 2022; Zhafira et al., 2025; Wulandari & Wulandari, 2025). Research conducted by Putri et al. (2024) on skincare products shows that brand image has a positive and significant effect on consumer Purchase Intention, indicating that a strong brand image can increase consumer trust and interest in purchasing products.

However, these findings are not entirely consistent with other studies. Research conducted by Senen et al. (2025) on skincare products in Indonesia found that brand image

does not have a significant effect on Purchase Intention. These results suggest that even when consumers hold a positive perception of a brand, this does not necessarily drive Purchase Intention, particularly when consumers weigh user experiences and reviews from other consumers more heavily than brand image.

The difference in these findings reveals an inconsistency in the empirical literature regarding the role of brand image in influencing consumers' Purchase Intention for skincare products. On the one hand, brand image is considered capable of increasing trust and Purchase Intention; on the other hand, this influence can be weakened or rendered insignificant in the context of a highly competitive skincare market saturated with digital information. This condition demonstrates a gap phenomenon — a mismatch in which a strong brand image does not always translate into correspondingly high Purchase Intention among consumers (Kurniawan et al., 2024; Mukhsin, 2022; Rafqi Ilhamalimy & Ali, 2021).

Based on this background, it can be concluded that a research gap remains regarding the role of brand image in shaping consumers' Purchase Intention for skincare products, particularly for local brands such as Wardah in Indonesia. Therefore, this study is important in examining skincare consumer behaviour to develop a more comprehensive understanding of the factors that influence Purchase Intention in an increasingly dynamic skincare market.

This study aims to analyse the influence of Electronic Word of Mouth (E-WOM) and Product Quality on the Purchase Intention of Wardah skincare users in Indonesia, with Brand Image as a mediating variable (Adisty et al., 2024; Angelina & Widaningsih, 2025; Hidayah et al., 2024). This study examines the direct influence of E-WOM and Product Quality on Brand Image and Purchase Intention, as well as the mediating role of Brand Image in these relationships. In doing so, this study seeks to develop an empirical model capable of explaining the mechanism through which Purchase Intention is formed among local skincare consumers in the context of digital market competition.

This research is expected to provide theoretical contributions by enriching the literature on digital marketing and consumer behaviour, particularly regarding the mediating role of Brand Image in the relationship between E-WOM, Product Quality, and Purchase Intention. Practically, the findings of this research can serve as a strategic basis for Wardah management and skincare industry practitioners in designing digital-based marketing strategies, strengthening brand image management, and improving product quality to sustainably encourage consumer Purchase Intention.

METHOD

Viewed from the time dimension, this study used a cross-sectional design, where data were collected once within a defined period to capture respondents' perceptions at the time of the study (Sekaran & Bougie, 2016). Primary data were obtained through a survey method using a structured questionnaire distributed online via Google Forms, enabling efficient data collection across a wide geographic coverage.

Based on the purpose of the analysis, this study applied a quantitative approach and was classified as causal research, given its focus on testing cause-and-effect relationships between variables — specifically, the influence of E-WOM and Product Quality on Purchase Intention, both directly and indirectly through Brand Image as a mediating variable (Sekaran & Bougie, 2016).

The research subjects consisted of respondents in Indonesia who had experience using or were interested in Wardah skincare products. Respondents were selected using a non-probability sampling technique based on criteria relevant to the research objectives. In addition to primary data, this study also utilised secondary data obtained through a literature review of various scientific sources related to the research topic.

The sample size was determined based on the SEM-PLS analysis approach and the total number of indicators used, which amounted to 27 indicators. According to Hair et al. (2021), the minimum sample size is calculated by multiplying the number of indicators by five to ten, yielding a minimum of 145 to 270 respondents for this study. This is consistent with the guideline that a sufficient sample size generally exceeds 30 but does not surpass 500 respondents (Sekaran & Bougie, 2016).

Variable measurements were conducted using a structured questionnaire in which each statement item was assessed on a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Each variable was operationalised through indicators formulated to reflect its theoretical construct, allowing for systematic and objective measurement in accordance with the research objectives.

Variable	Indicator	Reference Source
E-WOM (X1)	I feel that the reviews of Wardah skincare products are trustworthy.	Nguyen et al. (2024)
	In my opinion, most of the reviewers of Wardah skincare products are trustworthy.	
	In my opinion, the reviews from the reviewers are in accordance with my impression of Wardah's skincare products.	
	In my opinion, the comments in the reviews about Wardah skincare products have almost the same content and reinforce each other.	
	In my opinion, the online information about Wardah skincare products is clear and helps me in making a purchase decision.	
Product Quality (X2)	In my opinion, Wardah skincare products are useful for beauty treatment.	Muthmainnah & Pebrianti (2023)
	I know that Wardah skincare products have differences compared to other skincare products.	
	In my opinion, Wardah skincare products are easily absorbed into the skin.	
	I believe that the ingredients in Wardah skincare products can help maintain healthy skin.	
	In my opinion, the benefits of using Wardah skincare products can last up to 12 hours.	
	I feel that Wardah skincare products feel soft and comfortable on the skin.	
	In my opinion, the design of Wardah's skincare products looks attractive.	
	I feel that Wardah's skincare products are in accordance with my needs and desires.	
Brand Image (Z)	I feel that Wardah Skincare has uniqueness compared to other skincare brands.	Oktavia & Mariam (2024)
	In my opinion, Wardah Skincare has quality products.	Wijaya & Tjokrosaputro (2024)
	In my opinion, the content displayed by Wardah Skincare is interesting.	

	I feel that Wardah Skincare products look attractive.	
	When I want to buy facial care products, Wardah Skincare is one of my choices.	
	In my opinion, Wardah skincare products have a trendy image in e-commerce.	Qadri et al. (2025)
	I feel that Wardah skincare products have a good reputation regarding the quality offered in e-commerce.	
	In my opinion, Wardah skincare products are well known by consumers in e-commerce.	
Purchase Intention (Y)	In my opinion, I am willing to buy Wardah skincare products on e-commerce if the quality and price are equivalent to other products.	Qadri et al. (2025)
	I feel willing to recommend Wardah skincare products to others.	
	In my opinion, I will continue to buy Wardah skincare products through e-commerce compared to other stores.	
	I feel that there is a possibility that I am willing to pay more for Wardah skincare products in e-commerce.	
	In my opinion, my desire to buy Wardah skincare products in e-commerce is very high.	
	I feel that in the near future I will consider buying Wardah skincare products.	

This study used the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with SmartPLS software as the data analysis tool. The PLS-SEM approach was chosen because of its flexibility and suitability for research aimed at testing predictive relationships between variables, without requiring strict assumptions of data normality (Hair et al., 2021). The data analysis was conducted systematically, beginning with the testing of instrument validity and reliability, followed by the evaluation of the measurement model (outer model) and structural model (inner model), and concluding with hypothesis testing through the bootstrapping procedure.

Validity testing was performed to assess the ability of each indicator to represent its latent construct. Convergent validity was evaluated through outer loading values, with a minimum threshold of 0.70 (Hair et al., 2021). Discriminant validity was assessed using cross-loading values, where each indicator was required to have the highest loading value on its own construct relative to all other constructs in the model (Hair et al., 2021). Average Variance Extracted (AVE) was also examined, with a minimum acceptable value of 0.50 (Sarstedt et al., 2022).

Construct reliability was measured using Composite Reliability (CR) and Cronbach's Alpha, both requiring a minimum value of 0.70 (Hair et al., 2021; Sarstedt et al., 2022). Indicators that did not meet the established criteria for outer loading, AVE, or reliability were considered for removal, with due attention to their theoretical and conceptual relevance.

Structural model evaluation was conducted to assess the strength of the relationships between constructs and the model's capacity to explain and predict endogenous variables. The coefficient of determination (R^2) was used to indicate the proportion of variance in endogenous constructs explained by exogenous constructs, interpreted as strong (>0.75), moderate (~0.50), or weak (~0.25) (Hair et al., 2021). Predictive relevance was assessed using the Q^2 value obtained through the blindfolding procedure, where a value greater than zero indicated adequate predictive capability (Hair et al., 2021). The f^2 effect size was used to evaluate the relative contribution of each exogenous variable to its corresponding endogenous variable, with

values of 0.02, 0.15, and 0.35 indicating small, moderate, and large effects, respectively (Hair et al., 2021).

Hypothesis testing was carried out using the bootstrapping method in SmartPLS to obtain t-statistics and p-values. A hypothesis was supported if the p-value was ≤ 0.05 or the t-statistic was ≥ 1.967 at a 5% significance level with a two-tailed test, leading to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_a). Conversely, where the p-value exceeded 0.05 or the t-statistic fell below 1.967, H_0 was retained and H_a was rejected.

RESULTS AND DISCUSSION

Results of Descriptive Analysis Related to Respondents and Indicators

To provide a clearer picture of the profile of the research participants, a descriptive analysis of the characteristics of the respondents was carried out based on gender, age, profession, last education, and income level per month. This information is needed to ensure that the respondents involved represent consumer segments that are relevant to the research topic, especially related to skincare use behavior and the use of digital information such as Electronic Word of Mouth (E-WOM). The presentation of this demographic data also helps in understanding the socioeconomic context of respondents that can influence their perceptions, judgments, and purchasing decisions. The distribution of respondent characteristics is presented in the following table.

Table 1. Frequency Distribution of Respondents

Variable	Category	Frequency (n)	Percentage (%)
Gender	Women	239	68.7%
	Male	109	31.3%
Age	18–25 years old	133	38.2%
	26–35 years old	152	43.7%
	36–45 years old	47	13.5%
	46–55 years old	12	3.4%
	Over 55 years old	4	1.1%
Profession	Private Employees	141	40.5%
	Student/Student	103	29.6%
	Civil Servants/ASN	40	11.5%
	Self-Employed/Entrepreneur	35	10.1%
	Housewives	28	8.0%
Final Education	SMA	83	23.9%
	D3	4	1.1%
	S1	206	59.2%
	S2	48	13.8%
	S3	7	2.0%
Revenue per Month	< 3,000,000	45	12.9%
	3.000.000 – 5.000.000	104	29.9%
	5.000.001 – 10.000.000	147	42.2%
	10.000.001 – 20.000.000	44	12.6%

	> 20.000.000	8	2.4%

Source: Data Processing by Researchers (2026)

Descriptive Analysis of Respondents

Descriptive analysis was conducted to understand the basic profiles of respondents who participated in this study. Based on data obtained from 348 respondents, the characteristics can be explained as follows:

1. Gender
   Most of the respondents were female (68.7%), while only 31.3% were male. This dominance of women is understandable because skincare is generally closer to female users, so their involvement in beauty-themed research tends to be higher.

2. Age
   The 26–35 age group dominated with a percentage of 43.7%, followed by the 18–25 year old group at 38.2%. These two groups are a productive age segment and are very active in the use of social media and have relatively more stable purchasing power, so they are relevant to the topic of E-WOM, product quality, and skincare purchase intention.

3. Profession
   Most respondents were private employees (40.5%), followed by students/college students (29.6%). The rest consisted of civil servants/civil servants, self-employed, and housewives. This distribution shows that respondents come from a variety of employment backgrounds, with the majority being in formal work environments or education.

4. Final Education
   The level of education of the respondents is relatively high. The majority have a S1 education (59.2%), and quite a few also take a S2 (13.8%). This shows that respondents have sufficient literacy to assess information related to skincare products, understand digital reviews, and provide objective assessments.

5. Revenue per Month
   Most of the respondents were in the income range of Rp 5,000,001 – Rp 10,000,000 (42.2%), which indicates that they belong to a group with fairly stable financial capabilities. The income group of IDR 3,000,000 – IDR 5,000,000 also has a large proportion, which is 29.9%. This condition indicates that respondents have purchasing power that is in accordance with the consumption needs of middle-category skincare products.

Descriptive Statistics Research Indicators

Descriptive statistical analysis was conducted to understand the tendency of respondents' answers to each research variable consisting of Product Quality, Brand Image, Electronic Word of Mouth (E-WOM), and Purchase Intention. These descriptive statistics are presented in the form of mean values and standard deviations to show the general perception and the degree of variation in respondents' answers to the indicators used in the study.

Statistics Descriptive Product Quality

The Product Quality variable consists of eight indicators that assess respondents' perception of overall product quality (Abigail et al., 2024; Muthmainnah & Pebrianti, 2023). Based on the calculation results, the average value of Product Quality is 4,39, which shows that respondents give a positive and high rating on all aspects of product quality, such as durability, functional suitability, and product performance. The standard value of the deviation is 0,66 indicates that respondents' answers are relatively homogeneous and do not show large variations. This illustrates that the respondents' perception of product quality is quite consistent, so it can be concluded that the product is considered good quality by most respondents.

Statistics Descriptive Brand Image

The Brand Image variable consists of eight indicators that describe respondents' perception of brand image. The average value of the Brand Image is 4,41 indicates that respondents have a positive view of the brand, including reputation, credibility, and trust in the brand. Standard deviation of 0,63 indicates that respondents' answers tend to be consistent, with a low degree of variation. This reflects that the brand is seen as having a strong and stable image in the eyes of consumers.

Statistics Descriptive Electronic Word of Mouth (E-WOM)

The E-WOM variable has five indicators that assess respondents' perception of information in the form of reviews, comments, and online opinions about products. The average value of E-WOM is 4,46, which is the highest score among all variables, shows that respondents trust and rely heavily on online information in the product evaluation process. The standard value of the deviation is 0,63 indicates that respondents' perceptions of E-WOM are consistent and do not have major differences between respondents. This indicates that online reviews are considered useful, relevant, and have a significant influence on decision-making.

Statistics Descriptive Purchase Intention

The Purchase Intention variable consists of six indicators that measure the level of interest or inclination of respondents to purchase a product. The average value of Purchase Intention is 4,41, which indicates that respondents have a high buying interest in the product. The standard value of the deviation is 0,65 shows that respondents' answers are relatively homogeneous, so perceptions of buying interest tend to be consistent across all respondents. Overall, these results show that respondents have a strong desire to consider purchasing a product based on the benefits, quality, and information they receive.

Instrument Validity Test Results

Evaluation of the validity of the convergence was carried out by looking at the outer loading value of each indicator. This step is important to ensure that the research instrument is truly capable of describing the latent construct to which it is intended. Referring to the guidelines of Hair et al. (2019), indicators with values above 0.70 are considered to meet good criteria, while values between 0.50 to 0.69 can still be considered as long as the construct has an AVE value above the minimum limit. Based on these criteria, all indicators were analyzed sequentially according to the structure of the variables in the study.

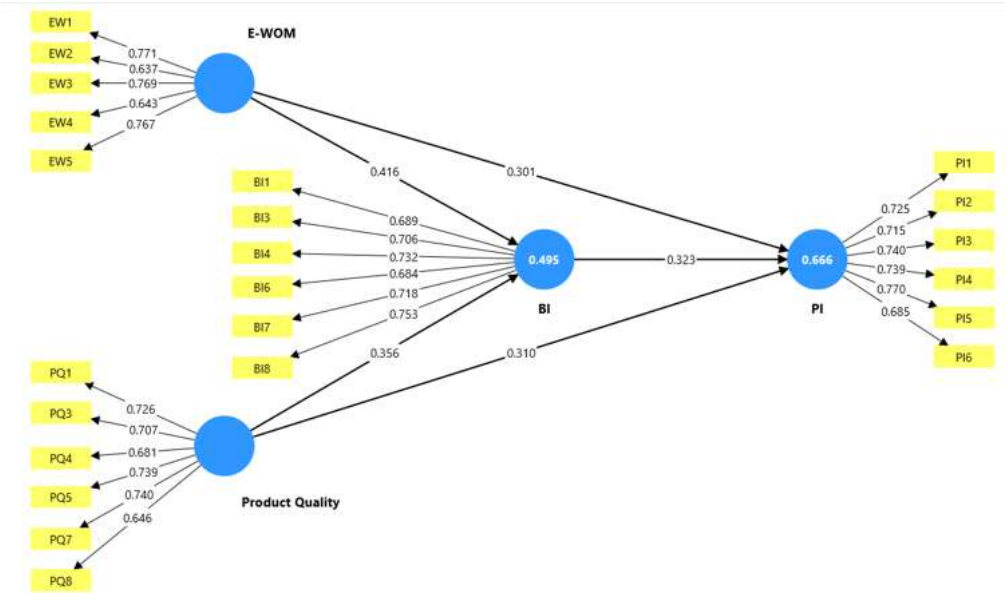

Figure 1. SmartPLS Result
Source: Data Processing by Researchers (2026)

In the Electronic Word of Mouth (E-WOM) variable, the EW1 to EW5 indicator showed a fairly stable loading result with a value range between 0.637 to 0.771. The EW1 indicator has the highest value of 0.771 which shows a very strong contribution in explaining respondents' perception of online review information. The EW3 and EW5 indicators also showed good performance with values of 0.769 and 0.767. Meanwhile, EW2 and EW4 have lower loading values of 0.637 and 0.643, but both can still be maintained because overall the construct produces adequate VIE. This indicates that the five indicators remain worthy of representing the E-WOM variable.

In the Product Quality construct, the six indicators used PQ1, PQ3, PQ4, PQ5, PQ7, and PQ8 show that the loading value is in the range of 0.646 to 0.740. The highest values were found in PQ7 with 0.740 and PQ5 with a value of 0.739, which shows that these two indicators have the strongest contribution in describing the perception of product quality. Although the PQ8 indicator has the lowest value of 0.646, it is still defensible due to the support of the qualified construct AVE values. Overall, the Product Quality indicator has been able to represent the variables well.

In the Brand Image variable, indicators BI1, BI3, BI4, BI6, BI7, and BI8 show consistent loading values in the range of 0.684 to 0.753. BI8 is the indicator with the largest contribution of 0.753, showing that the indicator best represents the brand image in the eyes of respondents. The BI6 indicator, with the lowest value of 0.684, is still within the feasibility limit so that the validity of the construct is maintained. These results show that all indicators in the Brand Image variable are able to adequately explain the formation of brand image.

For the Purchase Intention variable, the six indicators PI1 to PI6 show a loading value between 0.685 to 0.770. PI5 has the highest value with 0.770, indicating that respondents give a strong bias towards buying interest based on the indicator. Meanwhile, PI6 is the indicator with the lowest value of 0.685, but the indicator is still considered quite representative in

describing the buying interest of respondents. These values indicate that the overall Purchase Intention indicator is working consistently and reliably.

In general, all indicators in the four latent variables in this study have met the conditions of convergent validity. Although there are some values that are slightly below the ideal standard, this does not affect the overall feasibility of the instrument as each construct produces an adequate AVE value. Thus, all indicators are declared feasible and are maintained for further analysis at the inner model stage.

Tabel 2. Outer Loading Model

Variable	Item Code	Outer Loading	Remarks
E-WOM	EW1	0.771	Valid
	EW2	0.637	Considerable
	EW3	0.769	Valid
	EW4	0.643	Worth considering
	EW5	0.767	Valid
Product Quality	PQ1	0.726	Valid
	PQ3	0.707	Valid
	PQ4	0.681	Considerable
	PQ5	0.739	Valid
	PQ7	0.740	Valid
	PQ8	0.646	Considerable
Brand Image	BI1	0.689	Considerable
	BI3	0.706	Valid
	BI4	0.732	Valid
	BI6	0.684	Considerable
	BI7	0.718	Valid
	BI8	0.753	Valid
Purchase Intention	PI1	0.725	Valid
	PI2	0.715	Valid
	PI3	0.740	Valid
	PI4	0.739	Valid
	PI5	0.770	Valid
	PI6	0.685	Considerable

Source: Data Processing by Researchers (2026)

Average Variance Extracted (AVE)

Table 3. AVE Results

Variable	AVE	Remarks
E-WOM	0.519	Valid
Product Quality	0.500	Valid
Brand Image	0.510	Valid
Purchase Intention	0.532	Valid

Source: Data Processing by Researchers (2026)

Based on the results of the AVE calculation, all constructs in this study have met the criteria for an AVE value above 0.50. This shows that more than half of the variance of the indicator can be explained by the latent construct being measured. This condition indicates that

each variable has an adequate convergent validity and that the indicators are able to accurately represent the concept.

The AVE value in the Product Quality variable is right at the minimum limit, which is 0.500. However, this value has met the feasibility criteria so that the construct can still be maintained. Previously, the AVE Product Quality value was below standard because some indicators had low loading values. After adjusting and evaluating the indicators taking into account the recommendations of Hair et al. (2019), the AVE value increased until it met the eligibility threshold. Overall, the fulfillment of the AVE criteria for all four variables shows that the measurement model has good convergent validity and can be proceeded to the reliability testing and structural analysis stages.

Cronbach's Alpha Test Results

Tabel 4. Cronbach's Alpha

Variable	Cronbach's Alpha	Remarks
E-WOM	0.765	Reliable
Product Quality	0.800	Reliable
Brand Image	0.807	Reliable
Purchase Intention	0.824	Reliable

Source: Data Processing by Researchers (2026)

Cronbach's Alpha values from all four research variables show that the numbers are all above the 0.70 threshold. These results indicate that each construct has a strong and reliable internal consistency in measuring the variable in question. Thus, each indicator works stably and does not show any inconsistencies in measuring the latent constructs it represents.

This finding is in line with the composite reliability results that have been obtained previously, where all variables are also declared reliable. The consistency between the two test results strengthens the belief that the research instrument has met the eligibility requirements to be used at the structural model analysis stage. With adequate reliability, the data generated from the respondents can be considered stable and can be interpreted accurately at the hypothesis testing stage.

Coefficient of Determination (R^2)

Table 5. R-Square Results

Variable	R-Square	Remarks
Brand Image	0.495	Moderate Relationship
Purchase Intention	0.666	Strong Relationships

Source: Data Processing by Researchers (2026)

The R-Square value gives an idea of how much the variables in the model are able to explain changes in the construct being studied. In the Brand Image, a value of 0.495 indicates that the combination of E-WOM and Product Quality is able to explain almost half of the variation in the respondents' brand image perception. This indicates that these two variables have a significant contribution to the formation of Brand Image.

Meanwhile, Purchase Intention has an R-Square value of 0.666. This figure reflects that most of the changes in purchase intent can be explained by Brand Image, E-WOM, and Product

Quality. With values close to the strong category, the model can be said to be quite good in describing the factors that affect respondents' buying interest. Overall, these values show that the model used is able to explain the dependent variables fairly stably and consistently.

Predictive Relevance Test Results (Q^2 Predict)

Table 6. Q^2 Predict Results

Variable	Q^2 Predict
Brand Image	0.485
Purchase Intention	0.606

Source: Data Processing by Researchers (2026)

The Q^2 Predict value is used to see the model's predictive ability against actual data. All constructs in this study had a positive Q^2 value, which means that the model was still able to predict the data well. Based on the results of the recalculation of the Q^2 Predict value, the Q^2 value for Brand Image was 0.495 and Purchase Intention was 0.666. A Q^2 value greater than 0 indicates that the model has good predictive ability. Q^2 Brand Image of 0.495 indicates that the E-WOM and Product Quality variables are able to explain and predict Brand Image in the strong category. Meanwhile, a Q^2 Purchase Intention of 0.666 shows that the combination of E-WOM, Product Quality, and Brand Image has a very strong predictive ability for Purchase Intention. Thus, the structural model built in this study is considered to have good predictive power and is suitable for use to explain the relationship between variables in accordance with the conceptual framework that has been determined.

Effect Size (f^2)

Table 7. Effect Size Result (f^2)

Construct	Effect Size (f^2)	Remarks
E-WOM → Brand Image	0.195	Weak Relationships
Product Quality → Brand Image	0.143	Weak Relationships
E-WOM → Purchase Intention	0.129	Weak Relationships
Product Quality → Purchase Intention	0.143	Weak Relationships
Brand Image → Purchase Intention	0.157	Moderate Relationship

Source: Data Processing by Researchers (2026)

The size of the f^2 effect gives an idea of how big a variable plays when it is included in the model. In general, most of the relationships in this study were in the weak category. This shows that if these variables are omitted from the model, the changes that occur in other constructs are not very large.

Nonetheless, the influence of Brand Image on Purchase Intention stands out in the moderate category. This means that brand image plays a more meaningful role in driving respondents' desire to buy when compared to other variables. The influence of E-WOM and Product Quality on other variables remains, but only on a relatively small scale. These findings provide an idea that in the overall model, Brand Image is more dominant in influencing purchase intent than other channels.

Hypothesis Testing Results

Table 8 presents the results of testing the direct and indirect influence between variables in the research model based on the original sample value (O), sample mean (M), standard deviation (STDEV), T-statistic, and p-value generated through the bootstrapping procedure.

Table 8. Direct and Indirect Influence Test Results

Construct	O | S	M	STDEV	T-Statistic	P-Value
E-WOM → Brand Image	0.416	0.414	0.063	6.663	0.000
Product Quality → Brand Image	0.356	0.359	0.061	5.802	0.000
Brand Image → Purchase Intention	0.323	0.325	0.064	5.031	0.000
E-WOM → Purchase Intention	0.301	0.298	0.064	4.740	0.000
Product Quality → Purchase Intention	0.310	0.311	0.057	5.412	0.000
E-WOM → Brand Image → Purchase Intention (Indirect)	0.134	0.135	0.033	4.117	0.000
Product Quality → Brand Image → Purchase Intention (Indirect)	0.115	0.117	0.032	3.541	0.000

Source: Data Processing by Researchers (2026)

Discussion of Hypothesis Testing Results

This section describes the direction and strength of the relationship between variables based on the coefficient values in the structural model. Each original sample value (O) indicates how much the dependent variable changes when the independent variable increases by one unit.

1. **E-WOM → Brand Image (O = 0.416)**

   The test results showed that E-WOM had a positive and significant influence on Brand Image, as seen from the T-statistic value of 6,663 which exceeded the limit of 1,967 and the p-value of 0,000. The coefficient of 0.416 indicates that the more positive reviews or information obtained by consumers through digital media, the better the brand image is formed. This shows that E-WOM plays a big role in building a positive impression of the brand.

2. **Product Quality → Brand Image (O = 0.356)**

   The test resulted in a T-statistic value of 5,802 with a p-value of 0.000, indicating that the quality of the product has a positive and significant influence on the Brand Image. The value of the coefficient of 0.356 indicates that Product Quality has increased by 100%, which is an important contribution in improving the brand image by 35.6%. Products that are considered to have good performance, durability, and as expected will increase consumers' assessment of the brand.

3. **Brand Image → Purchase Intention (O = 0.323)**

   This path showed a positive and significant influence with a T-statistic value of 5.031 and a p-value of 0.000. The coefficient of 0.323 shows that when the Brand Image increases by 100%, it makes an important contribution in increasing Purchase Intention

by 32.3%. When consumers view a brand as trustworthy and quality, they become more motivated to make a purchase.

4. **E-WOM → Purchase Intention (O = 0.301)**

The test results found that E-WOM had a significant positive effect with a p-value of 0.000 and a T-statistic of 4.740. A coefficient value of 0.301 indicates that E-WOM can directly encourage consumer buying interest. Positive reviews, comments, and recommendations that consumers find online have been shown to play a role in strengthening confidence to buy products.

5. **Product Quality → Purchase Intention (O = 0.310)**

This path shows a positive and significant influence, as evidenced by a T-statistic value of 5.412 and a p-value of 0.000. A coefficient of 0.310 indicates that an increase in product quality perception will increase Purchase Intention. This means that consumers are more interested in buying when they feel that the product is feasible, quality, and as needed.

6. **E-WOM → Brand Image → Purchase Intention (Indirect Effect = 0.134)**

The indirect influence of E-WOM through Brand Image showed significant results, with a T-statistic value of 4.117 and a p-value of 0.000. The coefficient of 0.134 indicates that part of the influence of E-WOM on purchase intent occurs through an increase in brand image. The more positive the E-WOM, the stronger the Brand Image, which ultimately increases Purchase Intention.

7. **Product Quality → Brand Image → Purchase Intention (Indirect Effect = 0.115)**

This pathway also showed significant indirect effects with a T-statistic value of 3.541 and a p-value of 0.000. The coefficient of 0.115 indicates that product quality affects Purchase Intention through Brand Image. Although the influence is smaller, it still shows that Brand Image strengthens the relationship between product quality and buying interest.

Results of Hypothesis Testing

The resulting bootstrapping model provides an overview of how the structural relationships between variables are formed based on the formulation of the research hypothesis. The results of the evaluation on the direct and indirect pathways as listed in Table 4.14 show the direction of influence, the magnitude of the coefficient, and the level of significance of each relationship. The following description describes the results of testing each hypothesis in detail.

H1 – The Influence of E-WOM on Brand Image

The analysis shows that E-WOM is able to be a strong driver in shaping the brand image. This is reflected in the coefficient of 0.416, the T value of 6.663, and the p-value of 0.000. These figures show that an increase in the intensity or quality of digital reviews will directly strengthen the brand image in the eyes of consumers. Thus, H1 was declared accepted.

H2 – The Influence of Product Quality on Brand Image

In addition to E-WOM, product quality has also been proven to play an important role in influencing brand perception. The Product Quality → Brand Image pathway produced a coefficient of 0.356, a T-value of 5.802, and a p-value of 0.000, indicating the significance of the relationship. Products that are considered to be of high quality contribute directly to strengthening the brand image, so that H2 is accepted.

H3 – The Influence of Brand Image on Purchase Intention

A positive brand image is one of the factors that increase consumers' tendency to buy. The findings showed a coefficient of 0.323, a T-value of 5.031, and a p-value of 0.000, so this relationship was significant and H3 was accepted. With a strong brand image, consumers feel more confident and ready to make purchasing decisions.

H4 – The Influence of Product Quality on Purchase Intention

Product quality not only affects the brand image, but also directly increases buying interest. The Product Quality → Purchase Intention path produces a coefficient of 0.310, a T value of 5.412, and a p-value of 0.000. This means that the quality of the product that consumers feel can drive purchase decisions directly. Therefore, H4 was accepted.

H5 – The Influence of E-WOM on Purchase Intention

E-WOM also contributes directly to purchase intention. The coefficient of 0.301, supported by a T-statistic of 4.740 and a p-value of 0.000, shows that positive digital reviews are able to create confidence and reduce the risk of consumer perception before making a purchase. Thus, H5 was accepted.

H6 – The Influence of E-WOM on Purchase Intention through Brand Image

The indirect effect of E-WOM through brand image has also been proven to be significant. The indirect effect value of 0.134, T-statistic 4.117, and p-value of 0.000 indicate that part of the influence of E-WOM works through the formation of a positive brand image first. When brand perception is well formed, buying interest increases. Therefore, H6 was accepted.

H7 – The Influence of Product Quality on Purchase Intention through Brand Image

Brand image mediation also appears in the relationship between product quality and buying interest. The indirect coefficient of 0.115, the T-value of 3.541, and the p-value of 0.000 indicate that product quality influences buying interest through strong brand perception. Thus, H7 was accepted, emphasizing that brand image is an important mechanism that bridges the influence of product quality on purchase intention.

Analysis of Direct, Indirect, and Total Influences

The results of the analysis show that several relationships between variables have a strong direct influence. E-WOM has been proven to increase Brand Image by 0.416 and Purchase Intention by 0.301. Meanwhile, Product Quality has a direct influence on Brand Image of 0.356 and on Purchase Intention of 0.310. Brand Image itself also contributes significantly to Purchase Intention with a value of 0.323.

In the mediation pathway, the two exogenous variables showed significant indirect influence through Brand Image. E-WOM has an indirect effect of 0.134 on Purchase Intention, while Product Quality has an effect of 0.115. This shows that part of the influence of these two variables works through strengthening brand image.

When summed between direct and indirect effects, the total effect of E-WOM on Purchase Intention is 0.435, while Product Quality has a total effect of 0.425. These findings confirm that both E-WOM and Product Quality play an important role in increasing buying interest, both directly and through strengthening Brand Image.

CONCLUSION

This study examined the influence of E-WOM, Product Quality, and Brand Image on the Purchase Intention of Wardah skincare consumers in Indonesia, producing findings that collectively explain Purchase Intention well within the context of the local skincare market. The results demonstrated that both E-WOM and Product Quality exerted significant direct effects on Purchase Intention (O = 0.301, p = 0.000 and O = 0.310, p = 0.000, respectively), as well as significant indirect effects through Brand Image (E-WOM → Brand Image → Purchase Intention = 0.134, p = 0.000; Product Quality → Brand Image → Purchase Intention = 0.115, p = 0.000), confirming that Brand Image functions as a partial mediator in both relationships. The strongest indicator for each variable was EW1 for E-WOM (0.771), PQ7 for Product Quality (0.740), BI8 for Brand Image (0.753), and PI5 for Purchase Intention (0.770), reflecting the most dominant representations of their respective constructs in the model. Future research may consider adopting a longitudinal design to capture changes in consumer behaviour over time, and could further enrich the model by incorporating additional variables such as brand trust, perceived value, or influencer credibility to broaden understanding of the factors shaping Purchase Intention in the digital skincare market.

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