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THE ROLE OF ELECTRONIC WORD OF MOUTH (E-WOM) ON BRAND IMAGE AND ITS IMPACT ON BUYING INTEREST OF EMINA BRAND COSMETIC PRODUCTS

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Abstract. The wider spread of the internet makes the internet a place for communication and promotion media in a business. One of the marketing strategies carried out by a company is the electronic word of mouth communication strategy which plays a role in building the brand image of a product, one of which is a product in the beauty sector. This study aims to determine the effect of electronic word of mouth on brand image and its impact on purchasing interest in Emina brand cosmetic products.

The population in this study are young women aged 13-24 years in Semarang City who use social media and are users of Emina cosmetic products. The sampling technique in this study was purposive sampling with a sample size of 100 people. This research uses quantitative methods. The data obtained is analyzed then including: validity test, reliability test, classical assumption test consisting of: normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, T test, F test, and coefficient of determination (R^2) analysis.

The results of the data analysis carried out, the indicators used in this study are all valid and reliable. For the classical assumption test, overall the data is normally distributed. The results of the T test in this study indicate that the electronic word of mouth variable (X) has an effect on brand image (Z) with a significant value of 0.000. Brand image variable (Z) partially affects purchase intention (Y). The electronic word of mouth variable (X) partially has a positive and significant effect on purchase intention (Y) on young women who use Emina products in Semarang City, with a significant value of 0.000 less than 0.05.. The results of the coefficient of determination (R2) analysis test in this study on the electronic word of mouth (X) and brand image (Z) variables on purchase intention (Y) amounted to 52.6%.

In this study, it can be concluded that (1) the electronic word of mouth variable has an influence on brand image, (2) the brand image variable has an influence on purchasing interest, (3) the electronic word of mouth variable has an influence on buying interest. For this reason, it is recommended for companies to be able to improve the brand image of products and create good marketing ideas through electronic word of mouth strategies so that purchasing interest in Emina cosmetic products increases.

Keywords: Electronic Word Of Mouth, Brand Image, Purchase Intention

Abstraksi. Penyebaran internet yang semakin luas menjadikan internet sebagai wadah untuk media komunikasi dan promosi dalam suatu bisnis. Salah satu strategi pemasaran yang

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dilakukan oleh suatu perusahaan adalah strategi komunikasi electronic word of mouth yang berperan dalam membangun brand image suatu produk salah satunya produk di bidang kecantikan. Penelitian ini bertujuan untuk mengetahui pengaruh electronic word of mouth terhadap brand image dan dampaknya pada minat beli produk kosmetik merek Emina.

Populasi dalam penelitian ini adalah remaja putri berusia 13-24 tahun di KotaSemarang yang menggunakan sosial media dan menjadi pengguna produk kosmetik Emina. Teknik pengambilan sampel dalam penelitian ini adalah Sampling Purposive dengan jumlah sampel sebanyak 100 orang. Penelitian ini menggunakan metode kuantitatif. Data yang diperoleh kemudian dilakukan analisis meliputi: uji validitas, uji reliabilitas, uji asumsi klasik yang terdiri dari: uji normalitas, uji multikolinearitas, uji heteroskedastisitas, analisis regresi linear berganda, uji T, uji F,dan analisis koefisien determinasi (R^2).

Hasil analisis data yang dilakukan, indikator-indikator yang digunakan dalam penelitian ini semuanya valid dan reliabel. Untuk uji asumsi klasik secara keseluruhan data berdistribusi normal. Hasil uji T penelitian ini menunjukkan bahwa variabel electronic word of mouth (X) berpengaruh terhadap brand image (Z) dengan nilaisignifikan sebesar 0,000. Variabel brand image (Z) secara parsial berpengaruh terhadap minat beli (Y). Variabel electronic word of mouth (X) secara parsial berpengaruh positif dan signifikan terhadap minat beli (Y) pada remaja putri pengguna produk Emina di KotaSemarang, dengan nilai signifikan sebesar 0,000 lebih kecil dari 0,05. Hasil uji analisis koefisien determinasi (R2) dalam penelitian ini pada variabel electronic word of mouth (X) dan brand image (Z) terhadap minat beli (Y) sebesar 52,6%.

Pada penelitian ini dapat diambil kesimpulan bahwa (1) variabel electronic word of mouth memiliki pengaruh terhadap brand image, (2) variabel brand image memiliki pengaruh terhadap minat beli, (3) variabel electronic word of mouth memiliki pengaruh terhadap minat beli. Untuk itu, bagi perusahaan disarankan untuk dapat meningkatkan brand image pada produk dan menciptakan ide pemasaran yang baik melalui strategi electronic word of mouth agar minat beli pada produk kosmetik Emina semakin meningkat.

Kata kunci : Electronic Word Of Mouth, Brand Image, Minat Beli

INTRODUCTION

Word Of Mouth (WOM) communication strategy or commonly known as word of mouth communication technique is a communication process in the form of providing recommendations either individually or in groups for a product or service that aims to provide personal information (Kotler and Keller, 2012). With the development of increasingly sophisticated technology, the spread of word of mouth has become wider and is not limited to face-to-face meetings, but has developed into electronic word of mouth (e-WOM) which can reach the wider community.

In today's development, e-WOM greatly influences brand image and consumer purchasing interest, because in the world of the internet or social media a consumer can easily provide honest opinions and reviews about a product they have used, with the existence of a review or review it can encourage interest for other customers and can increase customer trust. In addition, it can also make consumers more loyal to a brand. Online consumer reviews can be said to be marketing and advertising

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communications that play a role in the consumer purchasing decision process to identify and evaluate the products they need, one of which is cosmetic products because cosmetic products really need to use this marketing strategy.

Cosmetics are one of the industries that are aware of the influence of e-WOM communication strategies, because online product reviews are one of the things that are often discussed by women today because in general before someone uses a product, someone will look for some information needed as a consideration, one of which is cosmetic products. In choosing a cosmetic product, information is definitely needed about the brand, the contents of the product, the color that suits the consumer's skin, the price, stimulation to the skin and so on. So by looking at reviews from other consumers or former users of the product will have an impact on strengthening the brand image and consumer interest in buying the product. In this study, researchers will conduct a study on Emina cosmetic products which will be used as the object of research, this is because Emina cosmetics are one of the cosmetic brands that are popular with the public, especially young women. Emina cosmetic products are one of the manufacturers of beauty products. This cosmetic brand was founded in 2015 under the auspices of PT Paragon Technology and Innovation which produces many types of cosmetic products such as skincare, body mist, and body care. The choice of various types is actually a strategy to meet the diverse desires of consumers. The Emina brand is a brand that is identical with the impression of fun and playful which is very thick with the nuances of happiness, fun, lively, and colorful like teenage girls, so it is not surprising that this brand is in great demand by teenage girls in the current era because this brand is more targeted at teenagers

who want to try to start using cosmetic or skincare products. Emina itself forms a beauty community and has a program called Emina Girl Gang Ambassador. Emina Girl Gang Ambassador is an ambassador or representative from each school or campus who is selected as a liaison between each school and Emina Cosmetics which aims to increase customer engagement.

Therefore, based on the background of the problem above by replicating the model with different situations on the Emina brand as the object of research, the purpose of this study was to determine the influence of e-WOM on brand image and its impact on purchasing interest in Emina products.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION
The Influence of Electronic Word Of Mouth on Brand Image

Chang and Ngai (2011) stated that e-WOM communication becomes important information for consumers so that marketers believe that a site must produce enough content to build brand loyalty. In addition, they added that in addition to e-WOM can increase marketing efforts but can also destroy reputation and brand image when activities like this become unprofitable for the organization. Jalilvand (2012) found that there is a significant influence of e-WOM on brand image, especially in the consumer market.

Based on research on the automotive industry in Iran, it is known that e-WOM effectively influences the formation of brand image in its consumers. In addition, Riyandika (2013) in his research also stated that e-WOM has a positive effect on brand image. He stated that the more frequent the search activity for information, the more it will affect a view or

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image of a brand in the minds of consumers. In the exploratory and experimental research conducted by Sandes and Urdan (2013) explained that both positive and negative comments in e-WOM affect brand image. He stated that it is necessary to manage consumer opinions about goods and services to reduce the effects of negative e-WOM. Based on this description, the hypothesis of this study is as follows:

H[1]: Allegedly*e-WOM*has an influence on Brand ImageEmina Cosmetic Products.

The Influence of Brand Image on Purchase Interest

According to the American Marketing Association (AMA), a brand is a name, symbol, term, sign, or design, or a combination of all of these that serves to identify the source or maker of a product or service to consumers and to differentiate it from its competitors (Keller, 2013). Consumers often compare and choose products based on the brand image of a better product because they feel that products with a strong brand reputation will make consumers feel more comfortable and reliable. According to Kotler and Keller (2009), brand image is a collection of consumer understanding and trust as a reason for determining consumer interest in making a purchase. This is because they tend to be confused when faced with similar products on the market, so consumers use the brand image of a product or company as the basis for someone's reasons for buying (Tulipa and Muljani, 2015).

Therefore, consumers will collect brand information of a product from various sources around them such as colleagues, friends and family and finally will decide on a choice of a product to be purchased (Ling, et al., 2014). According to research conducted by Tulipa and Muljani (2015) showed that brand image has a positive effect on purchasing interest, with the existence of a brand image in consumers of a product, purchasing interest will increase. The same thing was stated by Torlak et al. (2014) in their research that Brand image has a positive and significant effect on consumer purchasing interest in mobile phone products in Turkey.

H2 : It is suspected that Brand Image has an influence on Purchase Interest in ProductsEmina Cosmetics

The influence of e-WOM Against Purchase Interest

Park et.al in Chang and Ngai (2011) stated that e-WOM has a significant influence on purchasing interest, in addition if e-WOM is logical, persuasive and based on facts about the product then it will have a positive impact on purchasing interest. Park et.al added again that the quantity of e-WOM also has a positive relationship with consumer purchasing interest. By Kania (2013) in his research found that e-WOM has a significant influence on consumer purchasing interest. The research conducted on an online discussion forum stated that e-WOM has a 20% influence on purchasing interest with different indicators.

In line with this, Jalilvand (2012) and Riyandika (2013) obtained the same results, namely e-WOM has a direct and indirect influence on consumer purchasing interest. Even in Riyandika's research, there is a 50% influence between e-WOM and purchasing interest. Based on this, the research hypothesis is as follows:

H3: Allegedly*e-WOM*has an influence on Purchase InterestEmina Cosmetic Products.
So that in this case, a description of the analysis method is formed in the form of a research thinking framework as follows:

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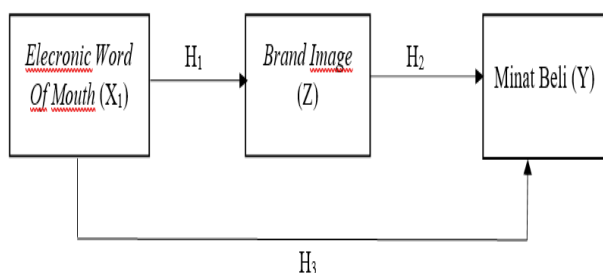
Gambar 2.1
Kerangka Berpikir Penelitian

RESEARCH METHODS

This study conducted sampling using nonprobability sampling technique, namely purposive sampling. The sample criteria in this study were women aged 13-24 years who live in the city of Semarang who often access the internet and have purchased cosmetic products through online shops.

According to Supranto (1988), in research where the population size is unknown, it can be determined using the following formula:

$$n = (0,25)\left(\frac{Z\alpha/2}{\varepsilon}\right)^2$$

Information :

n = Number of samples

Zα/2 = Level of normal distribution at the level

significant 5% = 1.96

ε = Tolerable margin of error and set at 10%

Using the formula above, the number of samples obtained is:

$$n = (0,25)\left(\frac{Z\alpha/2}{\varepsilon}\right)^2$$

$$n = (0,25)\left(\frac{1,96}{0,1}\right)^2$$

$$n = 96,04$$

Based on the calculation results above, the minimum number of samples used is 96.04 or rounded to 96 respondents. However, to get accurate results and avoid calculations in the questionnaire, the research sample used in this study is 100 respondents to get more fit data.

This study uses a descriptive quantitative research type that describes the phenomena that occur, with a clear description of the subject and object because it analyzes primary data obtained from questionnaire respondents based on 5 categories on the Likert Scale. Based on the theories and hypotheses of the study, the variables used in this study are: (1) Independent variables, namely variables that are free and not affected by other variables. The independent variable (X1) in this study is e-WOM; (2) Intervening variables, namely variables that theoretically affect the relationship between independent and dependent variables into an indirect relationship that cannot be observed and measured. The intervening variable (Z) in this study is Brand Image, and (3) Dependent variable, is a variable that is influenced or dependent on other variables. The dependent variable (Y) in this study is Purchase Interest, so to avoid misinterpretation in assessing the variables studied, it is necessary to explain the operational definition and method of measuring the variables used in relation to this study, namely:

Table 3.1
Operational Definition Summary

No.	Variables	Operational Definition	Indicator

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1.	*Electronic Word Of Mouth* (X)	Marketing using the internet to create word of mouth effects to support marketing efforts and goals..	- Read online reviews of other consumers' products. - Collecting information from consumer product reviews via the internet. - Consult online. - Feelings of worry if someone doesn't read online reviews beforehand purchase. -Increased self-confidence after reading online reviews. Source:Jalilvand and Samiei (2012)
2.	Purchase Interest (Y)	Part of the consumer behavior component in consumption attitudes, the tendency of respondents to act before the purchase decision is actually implemented.	- Transactional Interest - Referential Interest - Preferential Interest - Explorative Interest Source: Kotler in Abzari, et al (2014)
3.	*Brand Image* (Z)	A representation of the overall perception of a brand and is formed from past information and experiences with that brand.	- Strength (Strength) - Uniqueness - Favorability Source:Keller & Swaminathan (2020)

Based on the results of the validity test using the Pearson Correlation Instrument from the e-WOM variable (X) consisting of 5 statement items, it shows that items 1 to 5 are declared valid because the lowest calculated r value is 0.583 and the highest is 0.798, which is greater than the r table (0.194). From the purchase interest variable (Y) consisting of 4 statement items, it shows that items 1 to 4 are declared valid because the lowest calculated r value is 0.673 and the highest is 0.804, which is greater than the r table (0.194).

The results of the reliability test using SPSS V.22 show that the Croncbach's Alpha value of 0.705 is greater than 0.600. So it can be concluded that the electronic word of mouth variable (X) is reliable. The results of the reliability test using SPSS V.22 show that the Croncbach's Alpha value of 0.637 is greater than 0.600. So it can be concluded that the Brand Image variable (X1) is reliable. The results of the reliability test using SPSS V.22 show that the Croncbach's Alpha value of 0.756 is greater than 0.600. So it can be concluded that the purchase interest variable (Y) is reliable.

Data analysis using the classical assumption test using the Statistical test used to test the normality of the residual is the non-parametric Kolmogorov-Smirov (KS)

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statistical test showing a sig value of 0.200 greater than 0.05, meaning that the data is normally distributed. Based on the first test with the dependent variable Brand Image (Z) on the SPSS output results, it shows that the Tolerance value of 1,000 is greater than 0.10 and the VIF value of 1,000 is less than 10, meaning that there is no multicollinearity in the data being tested.

Based on the second test with the dependent variable Purchase Interest (Y) in the SPSS output results, it shows that the Tolerance value of 0.672 is greater than 0.10 and the VIF value of 1.489 is less than 10, meaning that there is no multicollinearity in the data tested.

Based on the first test of the Glejser test on the SPSS output results, it shows that the sig value of 0.545 is greater than 0.05, meaning that there is no heteroscedasticity. Based on the second test of the Glejser test on the SPSS output results, it shows that the sig value of 0.062 is greater than 0.05, meaning that there

is no heteroscedasticity.

For the first Multiple Linear Regression Test, the SPSS output results showed a sig value of 0.000 smaller than 0.05, meaning that the e-WOM variable (X) has a significant effect on the brand image variable (Z). Based on the second SPSS output results on the analysis of the influence of the e-WOM variable (X) on the brand image variable (Z) and its impact on the purchase interest variable (Y), it has a significant effect because the sig value of 0.000 is smaller than 0.05.

RESULTS AND DISCUSSION
Hypothesis Test Results
Partial Test (T Statistic Test)

The t-test is used to determine whether there is a linear influence between the independent variable and the dependent variable. The results of the partial test are in accordance with the results of the regression analysis, the results are as follows:

1. **Hypothesis 1 (The Influence of e-WOM on Brand Image)**

Table 4.19
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.103	1.162		3,532	.001
	ELECTRONICS WORD OF MOUTH	.394	.057	.573	6,922	.000

a.Dependent Variable: BRAND IMAGE

Based on the SPSS output results above, it shows a significance value of 0.000 which is smaller than 0.05, which

means that there is an influence between the e-WOM variable (X) and brand image (Z).

2. **Hypothesis 2 (Influence on Purchase Interest)**

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Table 4.20

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,034	1.285		4.696	.000
BRAND IMAGE	.818	.105	.618	7,779	.000

a. Dependent Variable: BUYING INTEREST

Based on the SPSS output results above, it shows a significance value of 0.000 which is smaller than 0.05, which means that there is an influence between the brand image variable (Z) and the purchase interest variable (Y).

3. **Hypothesis 3 (The Influence of e-WOM on Purchase Interest)**

Table 4.21

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,648	1,402	.666	2.603	.011
ELECTRONICSWORD OF MOUTH	.605	.069		8,829	.000

a. Dependent Variable: BUYING INTEREST

Based on the SPSS output results above, it shows a significance value of 0.000 which is smaller than 0.05, which means that there is an influence between the e-WOM variables.

Model Feasibility Test (F Test)

The F statistical test basically shows whether all independent or free variables included in the model have model suitability for the dependent/bound variables (Ghozali, 2011).

Table 4.22

F Test Results
ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	298,577	2	149,288	53,876	.000 b
Residual	268,783	97	2,771		
Total	567,360	99			

a. Dependent Variable: BUYING INTEREST

b. Predictors: (Constant), BRAND IMAGE, ELECTRONIC WORD OF MOUTH

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Based on the SPSS output results above, it shows a significance value of 0.000 which is smaller than 0.05, so it can be concluded that the e-WOM variable (X) and the brand image variable (Z) have a simultaneous effect on the purchase interest variable (Y).

Coefficient of Determination Test

The coefficient of determination (R2) measures how far the model's ability to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variable. The coefficient of determination from this study is shown in the following table:

Table 4.23
Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.573 a	.328	.322	1,489

a. Predictors: (Constant), ELECTRONIC WORD OF MOUTH

b. Dependent Variable: BRAND IMAGE

Based on the SPSS output results above, it shows that the R square value is 0.328, meaning that the influence of e-WOM (X) on brand image is 32.8%, and the remaining 67.2% is influenced by other variables that were not studied.

Table 4.24

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 a	.526	.516	1,665

a. Predictors: (Constant), BRAND IMAGE, ELECTRONIC WORD OF MOUTH

Based on the SPSS output results above, it shows that the R square value is 0.526, meaning that the influence of e-WOM (X) and brand image (Z) on purchasing interest (Y) is 52.6%, and the remaining 47.4% is influenced by other variables that were not studied.

Discussion

The Influence of Electronic Word Of Mouth on Brand Image (Hypothesis 1)

*e-WOM*can be interpreted as a word of mouth communication technique that can affect brand image. With a review, it can encourage the interest of other customers and can increase customer trust.

Based on the results of the t-test of the e-WOM variable (X) against the brand image variable (Z), a significance value of 0.000 is obtained, which is smaller than 0.05 (0.00 <0.05). This means that the higher the e-WOM, the higher the brand image. On average, respondents gave an answer that agreed in determining and considering the e-WOM indicator. Then the results of the F test showed that all independent variables (e-WOM and brand image) simultaneously or together had a significant influence on purchasing interest.

This statement is supported by previous research conducted by Nurkolish Majid (2020) which states that brand image

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is influenced by e-WOM. So it can be concluded that e-WOM has a positive and significant effect on brand image.

The Influence of Brand Image on Purchase Interest (Hypothesis 2)

*Brand image*can be interpreted as consumer perception or what consumers think and feel. Consumer perception can influence consumer purchasing decisions.

Based on the results of the t-test of the brand image variable (Z) against the purchase interest variable (Y), a significance value of 0.000 is obtained, which is smaller than 0.05 (0.00 <0.05). This means that the higher the e-WOM, the higher the brand image. On average, respondents gave an answer that agreed in determining and considering brand image indicators. Then the results of the F test showed that all independent variables (e-WOM and brand image) simultaneously or together had a significant influence on purchase interest.

The results of this study are in line with research conducted by Anggriani (2021) which states that brand image has a positive and significant effect on purchasing interest. So it can be concluded that brand image has a positive and significant effect on purchasing interest.

The Influence of Electronic Word Of Mouth on Purchase Interest (Hypothesis 3)

*e-WOM*can be interpreted as a marketing communication strategy. With consumer reviews it can be said as a marketing communication that plays a role in consumer purchasing decisions.

Based on the results of the t-test of the e-WOM variable (X) against the purchase interest variable (Y), a significance value of 0.000 is obtained, which is smaller than 0.05 (0.00

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<0.05). This means that the higher the e-WOM, the higher the brand image. On average, respondents gave an answer that agreed in determining and considering the e-WOM indicator. Then the results of the F test showed that all independent variables (e-WOM and brand image) simultaneously or together had a significant influence on purchase interest.

This statement is supported by previous research conducted by Aditya, Tony (2022) which stated that e-WOM has a significant effect on purchasing interest. So it can be concluded that e-WOM has a positive and significant effect on purchasing interest.

CONCLUSION

Based on the results of the discussion of data analysis through proof of the hypothesis of the problems raised regarding the influence of e-WOM on brand image and its impact on purchasing interest, it can be concluded that: (1) e-WOM is stated to have a significant influence on brand image; (2) Brand image is stated to have a significant influence on purchasing interest, and (3) e-WOM is stated to have a significant influence on purchasing interest, which shows that consumer purchasing interest will increase through the influence of e-WOM and brand image.

The suggestions that need to be recommended include: (1) For a company, it is very important to be able to improve the brand image of the products it creates so that customer buying interest increases, and (2) For the leaders and marketing team of a company to be more capable of creating good marketing ideas, especially through e-WOM strategies because e-WOM will also build a good brand image and will automatically increase the number of consumer buying interest.

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