

The Influence of Electronic Word of Mouth on Purchase Intention Mediated by Brand Image (A Study on Avoskin Product Consumers in Shopee E-Commerce of Denpasar City)

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The Influence of Electronic Word of Mouth on Purchase Intention Mediated by Brand Image (A Study on Avoskin Product Consumers in Shopee E-Commerce of Denpasar City)

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Abstract. The aim of this research is to determine Electronic Word of Mouth on Brand Image-mediated purchase intentions among Shopee E-commerce consumers in Denpasar City. The methodology in this research is associative research. The sampling technique used in this research was non-probability sampling, purposive sampling with a sample size of 100 respondents. The data analysis technique used is descriptive analysis and Structural Equation Modeling (SEM) based on Partial Least Square (PLS). The results of this research suggest (1) Electronic Word of Mouth has a positive and significant effect on purchase intention, (2) Electronic Word of Mouth has a positive and significant effect on Brand Image, (3) Brand Image has a positive and significant effect on purchase intention (4) Electronic Word of Mouth has a positive and significant influence on purchase intention which is mediated by Brand Image.

Keywords: Electronic Word of Mouth, Purchase Intention, Brand Image, Avoskin, Shopee.

1. INTRODUCTION

Online shopping trends in Indonesia are a concrete example of this behavioral shift. Previously, people tended to shop in physical stores or through traditional means. However, with the widespread adoption of technology and the internet, people have started to shift towards online shopping. In 2017, online shopping reached about 41% of the total population and grew by 15% (Wardah & Harti, 2021). Bank Indonesia also reported that in 2020, e-commerce sales increased by 26%, with 51% new consumers. This indicates that online shopping has become a preferred choice due to the convenience and ease of acquiring desired products (Wardah & Harti, 2021). Shopee ranked first among e-commerce platforms with the highest number of visitors, reaching 96 million in Q3 and sharply increasing to 129 million in Q4 2020. In Southeast Asia, Shopee also ranked first with 281 million visitors. The dominant users of e-commerce were Generation Z and millennials aged 18-40 (Kumala & Fageh, 2022).

Shopee's high visits are attributed to its popular product categories, with facial care products achieving the highest sales at 46.8%, generating sales worth 40 billion IDR (Kumala & Fageh, 2022). Early 2020 data shows that the beauty category led sales with 247.1 million items sold. Facial care products are primarily used by women, focusing on body care, especially the neck and face, though they are also suitable for men. Local skincare brands in Indonesia are now on par with international brands due to modern research into their ingredients (Kumala & Fageh, 2022).

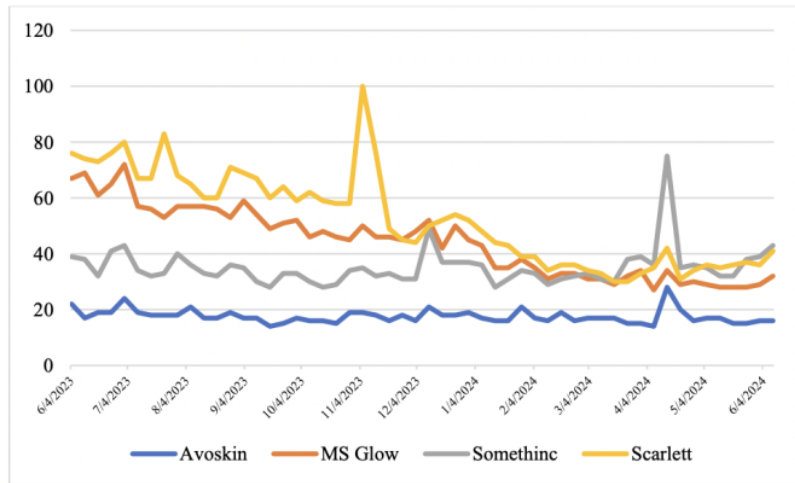
Cosmetics are one of the secondary needs being met through this growing industry. Indonesia's cosmetic industry has been growing year by year, creating significant opportunities due to its large market and high consumer demand. Based on Bitzeka's observations, from 2010-2015, the cosmetic industry in Indonesia had an average annual demand growth rate of 96.7% (Nurdin & Wildiansyah, 2021). Research from Compass shows that local skincare brands had substantial sales, reaching Rp. 91.22 billion in early 2021 with 1.2 million transactions.

According to SAC (Science Art Communication) Indonesia, the skincare industry has become the largest segment in the cosmetic and personal care market since 2018 (Andriani & Setiawan, 2020). The skincare market generated approximately US\$2,022 million from a total market of US\$5,502 million. The Indonesian cosmetic industry is projected to grow by around 9%, with annual growth estimated at 7.2% until 2021 (Robiah & Nopiana, 2022). Euromonitor International data also shows that Indonesia is the second-largest contributor to global skincare growth (Robiah & Nopiana, 2022).

Avoskin, a successful local facial skincare brand, demonstrates the impact of society's behavioral shift towards online shopping on the cosmetics and skincare industry. Avoskin, launched in 2014 by PT AVO Innovation Technology, offers a range of products, including facial cleansers, moisturizers, serums, sheet masks, sunscreens, toners, and body care (Avoskin, 2023). Avoskin focuses on ingredients commonly used by international beauty brands, making it a competitive local skincare brand. Despite being relatively new, Avoskin received positive feedback and boosted its presence in the market (Wardah & Harti, 2021). Avoskin achieved nearly 6,000 transactions in one week in early November 2020 (Wardah & Harti, 2021). In 2019 and 2020, Avoskin was recognized by Female Daily as the top facial skincare brand, becoming the best local brand in 2020 (Wardah & Harti, 2021). Avoskin products consistently receive an average rating of 4 out of 5 stars on beauty review sites like Female Daily and Sociolla.

Based on the research findings presented in the study by Robiah & Nopiana (2022), the sales performance of local skincare products has shown impressive results. The brand Avoskin secured the fourth position with total sales of approximately IDR 5.9 billion (Robiah & Nopiana, 2022). However, Avoskin is still significantly behind its competitors. Ms Glow leads the market with sales reaching IDR 38.5 billion, followed by Scarlett with IDR 17.7 billion, Somethinc with IDR 8.1 billion, and Wardah, with a slightly lower margin, reaching IDR 5.3 billion in sales (Robiah & Nopiana, 2022). The fact that Avoskin's sales are well below those

of its competitors suggests that the brand may not have fully succeeded in capturing the interest of buyers.

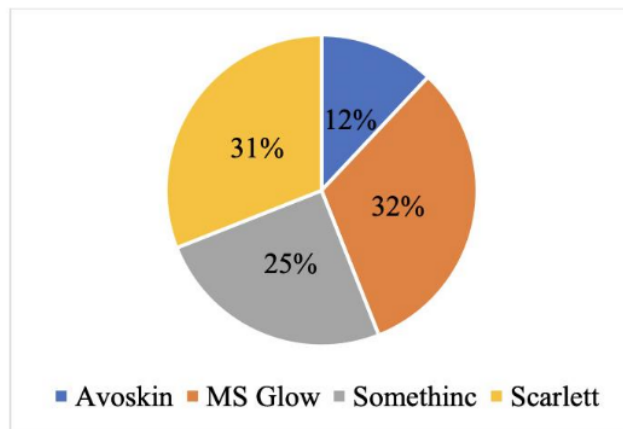


Source: Google Trends (2024)

Figure 1. Web searching comparison between top 4 skincare products (Avoskin, MS Glow, Somethinc, and Scarlett) May 2023-May 2024 in Indonesia

Avoskin's search volume tends to be lower compared to its competitors, with its highest search volume in April 2024 still significantly trailing behind its rivals. This data indicates that Avoskin's lower search volume could be a sign of lower interest in the brand's products. This research was conducted in Denpasar, Bali, driven by the increase in e-commerce transactions in Bali between 2022 and 2023, both in terms of the number of packages and transaction value, as reported by the Bali Provincial Statistics Agency (2023).

E-commerce transactions in Bali increased from 4,482 packages worth Rp. 105,393,296,537 in 2022 to 13,795 packages worth Rp. 607,933,559,986 in 2023, confirming a shift in consumer behavior towards digital platforms in Bali. Denpasar, the capital of Bali, was chosen as the research location due to its population of over 725,000 as of the 2020 Census and its highest per capita expenditure in Bali, averaging 19,000 per capita, placing it first among other cities or regencies in the province (Bali Provincial Statistics Agency, 2023).



Source: Google Trends (2024)

Figure 2. Web searching comparison between top 4 skincare products (Avoskin, MS Glow, Somethinc, and Scarlett) May 2023-May 2024 in Denpasar City

Avoskin products face intense competition on digital platforms, as evidenced by Google search data in Denpasar City from April 2023 to April 2024. Avoskin captured only 12% of total searches, significantly lagging behind competitors like MS Glow (32%), Scarlett (31%), and Somethinc (25%). This indicates that Avoskin has a lower share of consumer attention in Denpasar, which may reflect a lower purchase intention.

Purchase intention refers to the desire or intention to choose an action from several alternative options (Priyanti et al., 2017). The process of purchase intention is a fundamental psychological process that plays a crucial role in understanding how consumers make actual purchase decisions (Mansur & Azizan, 2024). Consumers who show a strong desire to buy a particular product are more likely to make actual purchases compared to those who do not express a buying intention (Latief, 2018). However, purchase intention does not always lead to a purchase.

Consumers do not solely rely on information from advertisements or promotions conducted by brands but also seek information from other sources like reviews and comments on social media or review sites. Electronic Word of Mouth (eWOM) refers to the dissemination of information, opinions, or recommendations about products or services from consumer to consumer through electronic communication platforms like the internet, social media, blogs, and online forums (Hasnia et al., 2023).

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Brand image plays a significant role as a mediator between eWOM and consumer purchase intention. eWOM can influence consumers' perceptions of a brand or product, either positively or negatively. When consumers see many positive reviews or comments about a brand or product, it can increase their purchase intention. Conversely, a weak or negative brand image can reduce consumers' trust and preference for that product.

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According to Khotimah et al. (2023), brand image is defined as the perception or impression consumers have of a brand, formed through information, experiences, and perceptions communicated via brand elements such as logos, brand names, packaging design, as well as promotional and advertising messages. A strong and positive brand image can enhance consumer trust and preference, thereby influencing their purchasing behavior and decisions.

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Based on the discussion of the aforementioned phenomena, this research is titled "The Influence of Electronic Word of Mouth on Purchase Intention Mediated by Brand Image (A Study on Avoskin Product Consumers on Shopee E-commerce in Denpasar City)".

2. LITERATURE REVIEW

Purchase Intention

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According to Fransiska (2023), purchase intention is the initial stage in the consumer decision-making process when consumers show interest in a product or service, indicated by seeking information but not yet making a purchase decision. Kumbara (2021) describes it as the second stage, occurring after obtaining information, where consumers develop a desire to buy based on their needs and wants. Maritza et al. (2022) define purchase intention as the stage where consumers are interested in a product or service and are willing to consider buying it by weighing the pros and cons and comparing it with other market options. This stage is a precursor to making a final purchase decision.

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Kurniawan et al. (2021) describe the AIDA model as a framework for understanding purchase intention, consisting of four stages: Attention, Interest, Desire, and Action. Attention are consumers become aware of a product or brand through ads, recommendations, or online searches. Interest are awareness leads to interest, where consumers seek more information and consider a potential purchase. Desire are interest evolves into a strong desire to own the product, prompting comparisons with alternatives and evaluation of benefits. Action are the desire translates into a purchase decision, which may also involve sharing the experience, potentially restarting the AIDA cycle.

Electronic Word of Mouth

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Electronic Word of Mouth (eWOM) refers to the communication of information, opinions, or evaluations about products, brands, or services between individuals through digital platforms such as online forums, blogs, or social media (Dalova et al., 2023). According to Zalfa et al. (2024), eWOM involves the process of sharing and receiving information and opinions via the internet about specific products, brands, or services. Aqila and Ardia (2023) define eWOM as any form of communication occurring on the internet, including websites, blogs, social media, or email, that conveys information or opinions about a product, brand, or service.

Previous research has identified key indicators for measuring Electronic Word of Mouth (eWOM), including volume, valence, and content. Volume refers to the frequency of accessing and interacting with information on social media, as well as the number of user reviews. Valence pertains to the sentiment of opinions, whether positive or negative. Content encompasses information about product choices, quality, pricing, transaction security, and the reliability of the online platform (Luthfiyatillah et al., 2020).

Brand Image

According to Nisa (2022), brand image is defined as the perception that consumers have of a brand, encompassing associations, ideas, beliefs, visual imagery, and feelings related to the brand. Aaker views brand image as a key element in building a strong and successful brand, where a positive and consistent image helps differentiate the brand from competitors, fosters consumer loyalty, and enhances brand awareness. Radika (2022) describes brand image as a combination of quality, image, characteristics, and relationships formed in the minds of customers and the general public regarding the brand, product, and organization. Keller suggests that brand image should be seen as a valuable asset requiring careful management, with a positive image enhancing consumer trust, strengthening brand loyalty, and supporting brand differentiation.

Key indicators of brand image as follows: Recognition, which measures how well consumers remember and recognize the brand; Reputation, reflecting consumers' perceptions of the brand's quality and reliability based on their experiences and market standing; and Affinity, representing the emotional bond between consumers and the brand (Riliantika & Anggi, 2023).

Effect of Electronic Word of Mouth (eWOM) on Purchase Intention

Electronic word of mouth (eWOM) positively impacts purchase intention by shaping consumer behavior, which ultimately creates purchase intent. Previous research supporting this includes Maya & Aam (2021), who found that eWOM significantly affects purchase intention for smartphones in Tangerang. Jatmiko et al. (2023) confirmed that eWOM positively impacts Shopee consumers' purchase intentions through reviews on Shopee. Rusmayanti et al. (2021) also reported a significant positive effect of eWOM on online purchase intentions during the COVID-19 pandemic in Bandung. Conversely, Suwarduki et al. (2016) found no significant effect of eWOM on purchase intention in their study of Instagram followers who visited Indonesian tourist destinations.

H1: Electronic word of mouth has a positive and significant effect on purchase intention.

Effect of Electronic Word of Mouth (eWOM) on Brand Image

Previous studies consistently show that eWOM positively and significantly affects brand image. Supporting research includes Wajdi et al. (2020), who explored the influence of eWOM on the intention to purchase halal cosmetics on Instagram, and Ngarmwongnoi et al. (2020), who discussed eWOM's impact on the customer journey. Purwianti (2022) highlighted eWOM's role in influencing the intention to buy halal cosmetics through mediation by attitude. Strong and frequent eWOM communication and positive information can enhance brand image in consumers' minds. Beneke et al. (2015) showed a positive but not significant effect of eWOM on brand image, suggesting that the relationship can be complex and influenced by other factors.

H2: Electronic word of mouth has a positive and significant effect on brand image.

Effect of Brand Image on Purchase Intention

Research consistently indicates that brand image positively and significantly affects purchase intention. For example, Maya & Aam (2021) found a significant positive effect of brand image on smartphone purchase intention in Tangerang. Jatmiko et al. (2023) demonstrated a positive effect of brand image on Shopee consumers' purchase intentions, highlighting the need for Shopee to maintain a positive brand image. Zulfikar et al. (2022) added that brand image influences purchase intention both simultaneously and partially in digital marketing contexts. However, Randi & Heryanto (2016) found no significant effect of brand image on purchase intention for fast food, suggesting that the relationship may vary by industry or product.

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H3: Brand image has a positive and significant effect on purchase intention.

Effect of Electronic Word of Mouth (eWOM) on Purchase Intention Mediated by Brand Image

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Previous studies indicate that eWOM positively affects purchase intention with brand image as a mediating variable. Maya & Aam (2021) found that eWOM significantly affects purchase intention through brand image in Tangerang. Priyanthi & Kerti (2020) showed that brand image significantly mediates the effect of eWOM on purchase intention in the Triton Learning Institution. Pratama et al. (2024) revealed that eWOM has a significant positive effect on purchase intention mediated by brand image in the context of choosing Dhyana Pura University in Bali. These findings strongly support the positive relationship between eWOM, brand image, and purchase intention, emphasizing the role of positive communication in influencing consumer preferences and purchase decisions.

1
H4: Electronic word of mouth affects purchase intention mediated by brand image.

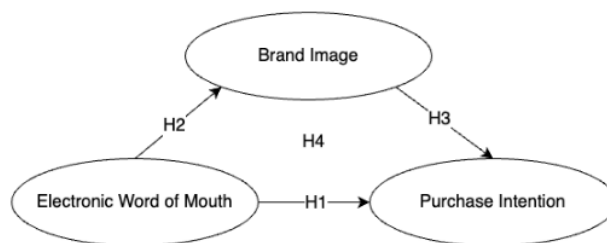


Figure 3. Conceptual Framework

3. METHODS

This study employs an associative research approach, which focuses on exploring or identifying relationships between variables without direct intervention from the researcher. The main objective is to observe and analyze the connections between these variables. The research will be conducted in Denpasar, Bali, chosen for its significant population and diverse consumer base. Denpasar's high per capita spending and strong access to social media platforms make it an ideal location for gathering relevant data. The target population consists of skincare consumers in Denpasar who have not previously purchased Avoskin products. A sample of 50 to 100 respondents will be selected using purposive sampling. Data will be collected through questionnaires distributed via social media and directly, using a Likert scale to measure responses.

The data analysis techniques in this study involve both descriptive and inferential statistics. Descriptive analysis summarizes and describes the basic characteristics of the dataset, using measures such as means and distribution ranges to evaluate respondent responses, categorized into criteria like "Very High" or "Very Low" based on their scores. Inferential statistics, specifically Partial Least Squares Structural Equation Modeling (PLS-SEM), are employed to test hypotheses and make predictions. PLS-SEM involves designing and evaluating both the outer and inner models. The outer model assesses the validity and reliability of indicators and their relationships with latent variables, focusing on convergent and discriminant validity. The inner model examines relationships between variables, calculating coefficients of determination (R^2), direct, indirect, and total effects. Hypothesis testing is performed using t-statistics and p-values, with a significance threshold set at a 5% alpha level to determine the acceptance or rejection of hypotheses regarding the effects of electronic word of mouth and brand image on purchase intention.

4. RESULTS

Avoskin, a skincare and beauty product brand, was founded by PT AVO Innovation Technology in Yogyakarta on October 10, 2014. The company, established by Anugrah Pakerti, Ahmad Ramadhan, and Aris Nurul Huda, focuses on creating natural and environmentally friendly products. Over the years, Avoskin has grown significantly by utilizing celebrity endorsements and launching new brands like Looke Cosmetics, which have helped increase brand awareness and expand their market reach. The company emphasizes the use of halal and safe ingredients, certified by the Indonesian Ulema Council (MUI) and the Food and Drug Supervisory Agency (BPPOM), making it particularly appealing to Indonesia's predominantly Muslim population.

The journey of PT AVO Innovation Technology began modestly, with its founder Anugrah Pakerti operating from a small rented room while still a student. Despite challenges, the company officially started production in 2014 after passing laboratory tests and obtaining necessary certifications. Over the years, Avoskin has expanded its operations, including opening Avostores across Indonesia and implementing a Business to Business (B2B) model to improve economic opportunities. The company has also embraced digital strategies, such as developing a web-based skin advisor application and focusing on online sales, while adopting the concept of green beauty through eco-friendly packaging.

Avoskin has consistently innovated, introducing new products like the Avoskin Perfect Hydrating Treatment Essence and the Avoskin Intensive Nourishing Eye Cream. The company

has also engaged in corporate social responsibility (CSR) initiatives, partnering with organizations like the World Wide Fund for Nature (WWF) and supporting social causes. In 2020, Avoskin introduced the "clean beauty" concept, emphasizing natural, safe ingredients, and environmentally friendly packaging. The company's vision is to empower women to be confident and embrace their uniqueness, while its mission focuses on providing high-quality, safe products, continuous innovation, and delivering excellent customer service.

The characteristics of the respondents, including demographic information and related factors that can provide further context to the analysis results.

Table 1. Respondent Characteristics

No.	Characteristic	Number of People	Percentage (%)
1	Gender		
	• Male	31	31
	• Female	69	69
2	Age		
	• 17 years - 21 years	49	49
	• ≥ 22 years - 25 years	41	41
	• ≥ 26 years - 30 years	8	8
	• ≥ 31 years	2	2
3	Education Level		
	• High School/Equivalent	49	49
	• College/University	51	51
4	Income		
	• ≤ Rp. 2,500,000	39	39
	• ≥ Rp. 2,500,001 – Rp. 5,000,000	30	30
	• ≥ Rp. 5,000,001	31	31

From the results presented in Table above, 31% of the respondents are male, while 69% are female. This gender distribution can provide insights into potential differences in responses and perceptions between gender groups. The majority of respondents (49%) are in the age range of 17 to 21 years. This even age distribution allows for a comprehensive analysis of preferences and tendencies related to the variables studied. A total of 51% of respondents have a higher education background, while 49% have a high school or equivalent background. This comparison is important to understand how the respondents' education level may influence their responses to the research variables. The income distribution of respondents shows significant variation. As many as 39% of respondents have an income of ≤ Rp. 2,500,000, 30% have an income between Rp. 2,500,001 and Rp. 5,000,000, and 31% have an income above Rp. 5,000,001. This analysis can provide an understanding of the relationship between the respondents' economic conditions and their interest or behavior towards the variables studied.

The analysis of the scores for the Purchase Intention (Y) variable shows an average score of 4.15, categorized as very high. This indicates a very high level of purchase intention

among consumers towards Avoskin products. The Y2 indicator (interest) and Y4 indicator (action) have the lowest scores of 4.11, while the Y1 indicator (attention) has the highest score of 4.21.

For the Electronic Word of Mouth (X) variable, the average score is 4.15, also categorized as very high. This suggests that consumers tend to give positive testimonials about Avoskin products on digital platforms. The X1 indicator (volume) has the lowest score of 4.08, while the X3 indicator (content) has the highest score of 4.20. The Brand Image (M) variable shows an average score of 4.17, categorized as very high. This reflects a positive brand image of Avoskin in the eyes of consumers. The M1 indicator (recognition) has the lowest score of 4.13, while the M3 indicator (affinity) has the highest score of 4.23. Overall, the Brand Image variable has the highest average score of 4.17, compared to the other variables. Meanwhile, the Purchase Intention and Electronic Word of Mouth variables have the lowest average score of 4.15. The M3 indicator (affinity) has the highest score of 4.23 among all indicators, while the X1 indicator (volume) has the lowest score of 4.08.

Table 2. Convergent Validity Test Results

Indicator	Variable	Original Sample	T Statistics	P Values
Y1	Purchase Intention	0.917	39.057	0
Y2	Purchase Intention	0.881	27.103	0
Y3	Purchase Intention	0.903	26.888	0
Y4	Purchase Intention	0.897	26.867	0
X1	eWOM	0.915	33.168	0
X2	eWOM	0.897	38.854	0
X3	eWOM	0.915	36.364	0
M1	Brand Image	0.887	33.076	0
M2	Brand Image	0.906	30.457	0
M3	Brand Image	0.919	56.066	0

The convergent validity test confirms that the indicators used in measuring the construct variables have a strong and significant relationship with the concepts being measured. All indicators show excellent contribution, with outer loadings greater than 0.8, t-statistics above 2.5, and p-values less than 0.05. Notably, the attention indicator (Y1) has the highest value, emphasizing its importance in determining purchase intention.

The outer model in the path coefficients shown below, shows the loading factors and p-values of each indicator in relation to their variables.

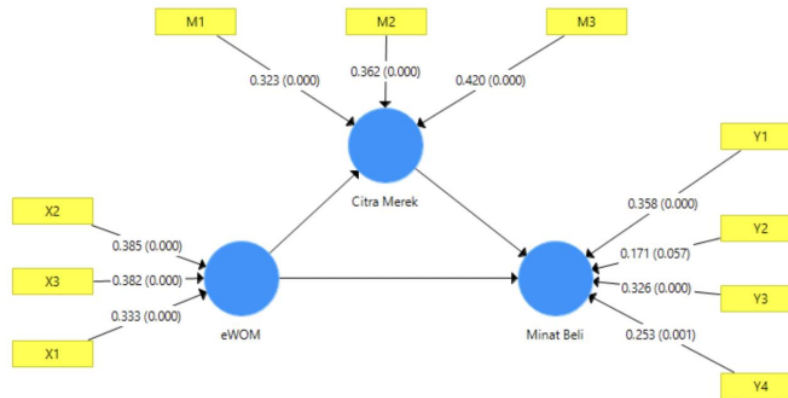


Figure 4. Outer Model Path Results

The discriminant validity test results in this study are based on cross-loadings, providing information on how well a construct variable can be distinguished from other construct variables and showing how well each indicator is connected with the construct variable it is integrated with. The following are the discriminant validity test results:

Table 3. Discriminant Validity Test Results

Indicator	Brand Image	Purchase Intention	eWOM
Y1	0.85	0.917	0.818
Y2	0.8	0.881	0.809
Y3	0.823	0.903	0.825
Y4	0.825	0.897	0.81
X1	0.825	0.836	0.915
X2	0.817	0.812	0.897
X3	0.838	0.823	0.915
M1	0.887	0.804	0.817
M2	0.906	0.845	0.81
M3	0.919	0.84	0.839

The discriminant validity test, based on cross-loadings, shows that all indicators have high cross-loading values (above 0.7). This indicates that the indicators are well-suited for their respective constructs and contribute effectively to measuring their variables. For example, the attention indicator (Y1) strongly correlates with purchase intention but less so with brand image or eWOM, highlighting its specific impact on purchase intention.

Table 4. Results of the Indirect Effect Test

Variable	R Square	R Square Adjusted
Brand Image (M)	0.827	0.825
Purchase Intention (Y)	0.872	0.869

The Coefficient of Determination (R Square) for Brand Image (M) is 0.827, indicating that 82.7% of the variation in Brand Image can be explained by eWOM, with an adjusted R Square of 0.825. For Purchase Intention (Y), the R Square is 0.872, meaning 87.2% of its variation is explained by eWOM and Brand Image, with an adjusted R Square of 0.869. Both high R Square values demonstrate the model's strong explanatory power.

Table 5. Results of the Direct Effect Test

Relationship	Original Sample	T-statistics	P-values
eWOM (X) → Purchase Intention (Y)	0.408	3.927	0
eWOM (X) → Brand Image (M)	0.909	38.957	0
Brand Image (M) → Purchase Intention (Y)	0.548	5.377	0

The direct effect analysis reveals that eWOM has a significant positive influence on Purchase Intention, with a coefficient of 0.408, a T-statistic of 3.927, and a P-value of 0.000. Additionally, eWOM significantly positively impacts Brand Image with a coefficient of 0.909, a T-statistic of 38.957, and a P-value of 0.000. Moreover, Brand Image significantly positively influences Purchase Intention with a coefficient of 0.548, a T-statistic of 5.377, and a P-value of 0.000. The inner model on the path coefficient displays the effect size, p-values, and square values of each variable relative to other variables.

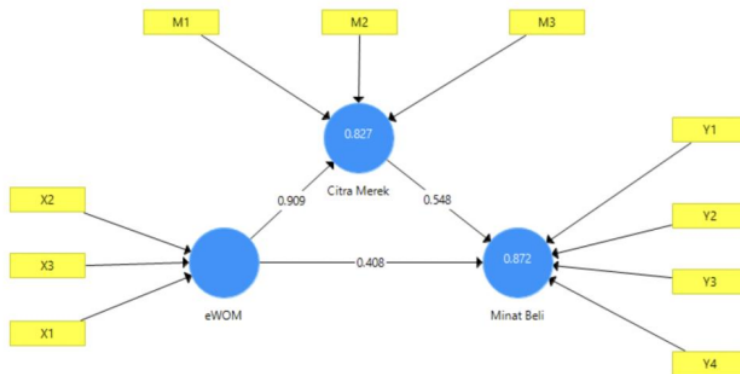


Figure 5. Inner Model Path Results

The total effect includes both direct and indirect effects, providing a comprehensive overview of the contribution of the independent variable to the dependent variable. The results of this test are presented in Table 6.

Table 6. Results of the Indirect Effect Test

Relationship	Original Sample	T-Statistics	P-values
eWOM (X) → Purchase Intention (Y) mediated by Brand Image (M)	0.498	5.317	0

33
The indirect effect analysis shows that eWOM has a positive and significant indirect influence on Purchase Intention when mediated by Brand Image, with a coefficient of 0.498, a T-statistic of 5.317, and a P-value of 0.000. This indicates that Brand Image serves as a significant mediator in the relationship between eWOM and Purchase Intention.

Table 7. Results of the Total Effect Test

Relationship	Original Sample	T-statistics	P-values
eWOM (X) → Purchase Intention (Y)	0.905	35.819	0
eWOM (X) → Brand Image (M)	0.909	38.957	0
Brand Image (M) → Purchase Intention (Y)	0.548	5.377	0

3
The total effect analysis combines direct and indirect effects, showing that eWOM has a strong positive total influence on Purchase Intention, with a coefficient of 0.905, a T-statistic of 35.819, and a P-value of 0.000. Similarly, eWOM has a significant positive total effect on Brand Image with a coefficient of 0.909, a T-statistic of 38.957, and a P-value of 0.000. Brand Image also maintains a significant positive total effect on Purchase Intention with a coefficient of 0.548, a T-statistic of 5.377, and a P-value of 0.000.

5. DISCUSSION

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The study reveals that Electronic Word of Mouth (eWOM) has a positive and significant impact on the purchase intention of consumers for Avoskin products on the Shopee e-commerce platform in Denpasar. This finding aligns with previous research by Maya & Aam (2021), Jatmiko et al. (2023), and Rusmayanti et al. (2021), indicating that positive eWOM increases consumer purchase intention. Consumers tend to trust high-quality content, which builds confidence in the product and attracts attention, ultimately leading to a higher likelihood of purchase. The relationship between eWOM and purchase intention is the weakest among the other direct relationships, suggesting that Avoskin should focus on this aspect since consumers often trust peer reviews more than company marketing claims (Kotler, 2009; Rumondang et al., 2020).

10
The research indicates that eWOM has a positive and significant effect on the brand image of Avoskin products on Shopee in Denpasar. This aligns with previous studies by Wajdi

et al. (2020), Ngarmwongnoi et al. (2020), and Purwianti (2022), which highlight that eWOM is crucial in shaping a positive brand image. High-quality, informative content and emotional affinity with the brand contribute significantly to this relationship. Positive experiences and deep emotional connections with the brand enhance consumers' perceptions, making them more loyal and positively influencing the brand's image (Susetyo & Suwitho, 2021; Sari et al., 2017).

The study shows that a positive brand image significantly increases the purchase intention of Avoskin products on Shopee in Denpasar. Consumers with a favorable perception of Avoskin's brand are more likely to intend to purchase its products. This result is consistent with previous research by Maya & Aam (2021), Jatmiko et al. (2023), and Zulfikar et al. (2022), emphasizing that a strong emotional connection with the brand and high consumer attention are crucial factors in motivating purchase decisions. A positive brand image helps in capturing consumer interest and drives them toward making a purchase (Sari et al., 2017).

The research found that eWOM positively and significantly impacts purchase intention when mediated by the brand image of Avoskin products on Shopee in Denpasar. Positive eWOM enhances the brand image, which in turn influences consumers' purchase intention. This finding is consistent with previous studies by Maya & Aam (2021), Priyanthi & Kerti (2020), and Pratama et al. (2024), indicating that a strong brand image amplifies the effect of eWOM on purchase intention. Emotional attachment to the brand plays a key role in this mediated relationship, where strong emotional bonds with the brand make positive eWOM more effective in boosting brand image and ultimately increasing purchase intention.

6. CONCLUSION

Based on the results and discussions from the previous chapters, the conclusions of this study are as follows, electronic word of mouth has a positive and significant influence on purchase intention for Avoskin products on the Shopee e-commerce platform in Denpasar, electronic word of mouth has a positive and significant influence on the brand image of Avoskin products on the Shopee e-commerce platform in Denpasar, brand image has a positive and significant influence on purchase intention for Avoskin products on the Shopee e-commerce platform in Denpasar, electronic word of mouth has a positive and significant influence on purchase intention, mediated by brand image, for Avoskin products on the Shopee e-commerce platform in Denpasar.

7. LIMITATION

This study has several limitations that should be considered to better understand the context and interpretation of the research findings, the sample size used may not represent the entire population of skincare product consumers in Denpasar, the study only considers the influence of Brand Image and eWOM on Purchase Intention, time and location constraints affected the depth of analysis and further understanding of the skincare market dynamics in Denpasar.

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