



UDC 332

**THE ROLE OF BRAND IMAGE AND PERCEIVED QUALITY OF PRODUCTS MEDIATE  
EWOM'S EFFECT ON THE PURCHASE INTENTION OF MILLENNIAL CONSUMER:  
SIDO MUNCUL HERBAL MEDICINE AND HERBAL PHARMACY' INDONESIAN  
CONSUMERS STUDY**

**Lopulalan Margareta Alicia\*, Yasa Ni Nyoman Kerti**

Faculty of Economics and Business, University of Udayana, Indonesia

\*E-mail: [alicia.lopulalan@student.unud.ac.id](mailto:alicia.lopulalan@student.unud.ac.id)

**ABSTRACT**

COVID-19's ease of transmission hampered worldwide economic activity, especially in Indonesia. In uncertain times, people worry and defend themselves. The COVID-19 pandemic has changed society's view of health. Immune boosters, especially herbal ones, are in demand. The COVID-19 epidemic saw Sido Muncul lead the Indonesian natural medicine and pharmaceutical market. Although COVID-19 cases fell, middle- and lower-middle-class consumers' purchasing capacity for health products decreased. This study examined the role of brand image and perceived product quality in mediating the effect of EWOM on buying interest in herbal medicine and herbal pharmaceuticals, which increased the impact of the COVID-19 pandemic on Indonesia's largest internet user group, Millennials. This study asked Indonesian residents who planned to buy Sido Muncul items in the past year. Millennials (born 1980–1995) with a minimum SMA/SMK education are respondents. The study sampled 176 people. Sample processing uses PLS-SEM. This research adds empirical evidence to studies on EWOM factors, brand image, perceived quality, and purchase intention. The practical implications of this research can be used by Sido Muncul companies, especially on the Indonesian market typology, to understand consumer behaviour in terms of EWOM in shopping, brand image, perceived quality, and purchase intentions.

**KEY WORDS**

EWOM, brand image, perceived quality, purchase intention.

Indonesia has experienced a substantial impact from the COVID-19 pandemic since the beginning of 2020. The SARS-CoV-2 virus, commonly referred to as COVID-19, significantly impairs the functioning of the human respiratory system and is regarded as a grave menace. The World Health Organisation (WHO) designates the epidemic as a global pandemic emergency due to its capacity for airborne transmission.

The pandemic's repercussions have necessitated precautionary actions such as the closing of borders, limitations on social activities, and implementation of lockdowns. This exerts a significant influence on the worldwide economy, encompassing Indonesia as well. The discovery of the first COVID-19 case in Indonesia led to a substantial decline in domestic economic growth, resulting in a serious economic crisis.

Individuals encounter behavioural modifications that encompass precautionary actions such as hand hygiene, mask utilisation, and adherence to physical distancing. The ongoing pandemic has established a novel perspective on the significance of health and has spurred individuals to prioritise the maintenance of their immune system. This include modifications in one's lifestyle, such as engaging in physical activities, consuming nutritious food, and showing a keenness towards herbal supplements that enhance stamina.

The Internet serves a crucial function in the retrieval of information and conducting online purchases. Consumers have the ability to search for product information and complete online purchases in accordance with guidelines provided by the government. This phenomenon leads to a surge in online shopping activities, providing ease and easy access. Several brands are also utilising online sales channels to directly target consumers.

Amidst this unpredictable circumstance, individuals have been enlightened and



transformed in their conduct, prioritising their well-being and resilience. The popularity of online shopping is growing as it becomes a more secure choice. Additionally, there is a significant rise in the demand for immune-boosting products, particularly those derived from herbal sources. This exemplifies the adjustment of Indonesian society in confronting the COVID-19 pandemic.

Table 1 – Percentage of People Aged 5 Years and Over Who Have Accessed the Internet in the Last 3 Months by Age Group (Percent) in 2020

Age Group (Age)	Never Accessed the Internet
5-12	9,55
13-15	7,42
16-18	8,83
19-24	17,13
25+	57,07

Source: Statistics Indonesia, 2021.

Social media has emerged as a crucial platform for both sharing personal experiences and engaging in online commerce. A significant number of internet users in Indonesia, particularly those belonging to the Millennial demographic, rely on social media platforms as a primary means of accessing information, including updates related to COVID-19. The Millennial cohort, often encompassing individuals aged 25 to 40, relies on online evaluations as a navigational tool when making purchasing decisions. This is due to their familiarity with internet technologies, which leads to a more intricate purchasing decision-making process. Herbal medicine and herbal products in Indonesia have a lengthy historical background and are widely regarded as safer by the general population due to their minimal dosage. Herbal and herbal medicinal products are the primary preference for sustaining stamina. Society deems the adverse effects to be virtually negligible, and any that do arise are regarded as a natural bodily adjustment.

Sido Muncul is a prominent corporation in the herbal medicine and herbal pharmaceutical industry, holding a leading position in the market. Since its inception in 1940 in Yogyakarta, the company has experienced significant growth, transitioning from a small-scale cottage industry to a prominent enterprise that employs state-of-the-art technology. Sido Muncul functions as PT Industri Jamu dan Farmasi Sido Muncul Tbk. and continues to be a prominent player in the traditional herbal and pharmaceutical sector in Indonesia. Zhang et al. (2011) conducted research which indicates that internet purchasing consists of two distinct stages of behaviour. The initial stage involves potential buyers experiencing apprehension around the first purchase, including concerns or uncertainties regarding payment or product delivery. The second phase pertains to the inclination to make future purchases from the identical online retailer. Purchase intention refers to the behavioural response or inclination towards purchasing a product or the desire to make a repeat purchase.

Electronic Word of Mouth (EWOM) exhibits a robust correlation with consumer behaviour. Electronic Word of Mouth (EWOM) refers to product information that is generated by individuals based on their personal experiences. These reviews have a significant impact on the purchasing decisions of prospective clients, as they assist in developing a more impartial comprehension of the product and enable informed choices (Heryana & Yasa, 2020). Electronic Word-of-Mouth (EWOM) refers to a type of informal communication that targets prospective clients through the internet, specifically focusing on the unique features and qualities of specific products or services. Electronic Word of Mouth (EWOM) can exert either a favourable or unfavourable influence, contingent upon the nature of the review being positive or negative, respectively. A positive electronic word-of-mouth (EWOM) can influence a consumer's purchase intention by persuading them about the product's quality, whereas a bad EWOM can diminish the desire to make a purchase.

Multiple studies indicate a lack of research about the influence of electronic word-of-mouth (EWOM) on individuals' desire to make a purchase. Hence, mediating variables such



as brand image and perceived quality are employed to bridge the existing disparity. Brand image and perceived quality are crucial determinants in shaping buying intent. The study discovered that the impact of electronic word-of-mouth (EWOM) on purchase intention is mediated by brand image and perceived quality. Brand image fosters consumer confidence in a brand or product, whereas perceived quality heightens consumer anticipations of product excellence, hence impacting purchase intention. This study emphasises the significance of comprehending the impact of online reviews on consumer behaviour, as well as the role of brand image and perceived quality as intermediaries in the connection between electronic word-of-mouth (EWOM) and purchase intention. Tujuna's study examines the impact of electronic word of mouth on the purchasing inclination of Indonesian millennial customers towards Sido Muncul products during the COVID-19 pandemic.

## METHODS OF RESEARCH

This research employs both associative and causal approaches, utilising quantitative tools. Associative research is a type of research that seeks to establish the impact of the connection between two or more variables (Sugiyono, 2015: 57). The study focuses on the independent variable of electronic word-of-mouth (EWOM) represented by X. This variable is influenced by brand image and perceived quality, represented by M. The dependent variable in this study is purchase intention, represented by Y. Non-experimental research methods, as defined by Sugiyono (2015: 107), refer to quantitative approaches employed by researchers to determine the impact of exogenous variables on endogenous variables inside controlled settings. The conducted research is of a non-experimental nature. The study employs a purposive sampling technique to select participants, and data is collected through the distribution of questionnaires targeting customers of Sido Muncul items within the millennial age bracket in Indonesia.

## RESULTS OF STUDY

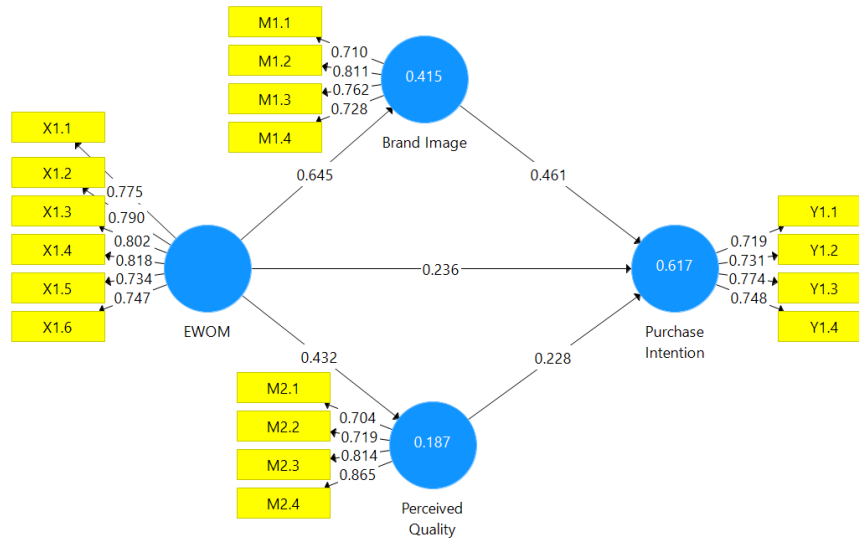
The evaluation of the measuring model involves assessing the relationship between variables and their corresponding indicators. When conducting technical data analysis with smartPLS, there are three criteria that are used to assess measurement models. The criteria involve assessing the outer model's measurement model for both convergent and discriminant validity in each indicator, as well as evaluating the composite reliability of all indicators. Outer loading refers to the degree of correlation between the indicators and the variables. The external loading levels displayed on the pathway diagram for each indication exceed the recommended values. Therefore, the indicators utilised in this study are deemed valid and demonstrate convergent validity.

The convergent validity of the measurement model is evaluated by examining the loading factor of the reflective indicators that measure the construct. An indicator is regarded reliable if it has a correlation value greater than 0.70. Nevertheless, in the field of scale development research, an outer loading ranging from 0.50 to 0.60 is considered to be within an acceptable range (Ghozali & Latan, 2015: 37). This study includes 4 constructs. Each construct has 4 to 6 indicators, and the Likert scale ranges from 1 to 5 for calculations.

The outcomes of the conducted model testing can be elucidated as follows:

- The concept of electronic word-of-mouth (EWOM) is assessed using indicators X1.1-X1.6. All of these indicators have a loading factor greater than 0.7;
- The measurement of brand image constructs is conducted using indicators M1.1-M1.5. All of these indicators have a loading factor that exceeds 0.7;
- Perceived quality is assessed using markers M2.1-M2.5, all of which have a loading factor greater than 0.7;
- The construct of purchasing intention is assessed using indicators Y1.1-Y1.4. All of these indicators have a loading factor greater than 0.7.

Based on the aforementioned loading factor data, it may be inferred that the construct has strong convergent validity.



Picture 1 – Outer Loading Measurement Model Using Path Diagram (Source: Data processed, 2023)

Table 2 – Convergent Validity Test Results

	EWOM	Brand Image	Perceived Quality	Purchase Intention
X1.1	0,775			
X1.2	0,790			
X1.3	0,802			
X1.4	0,818			
X1.5	0,734			
X1.6	0,747			
M1.1		0,710		
M1.2		0,811		
M1.3		0,762		
M1.4		0,728		
M2.1			0,704	
M2.2			0,719	
M2.3			0,814	
M2.4			0,865	
Y1.1				0,719
Y1.2				0,731
Y1.3				0,774
Y1.4				0,748

Source: Data processed, 2023.

Convergent validity testing is conducted by examining the average variance extracted (AVE) value of each latent variable. A latent variable can be said to have strong convergent validity if its average variance extracted (AVE) exceeds 0.5. This study suggests that the AVE value should exceed 0.50.

Table 3 – Convergent Validity Test Results Using AVE

Construct/Variable	Average Variance Extracted (AVE)
EWOM	0,606
Brand Image	0,568
Perceived Quality	0,606
Purchase Intention	0,553

Source: Data processed, 2023.

Discriminant validity is evaluated by examining the extent to which measurements cross-load with constructs or values, according to the Fornell-Larcker criterion. An indicator is considered valid if its cross-loading and Fornell-Larcker criterion values are higher than those of other variables.



The discriminant validity value exceeds 0.50, indicating that the latent variable is now a highly suitable benchmark for the model.

Table 4 – Test Discriminant Validity Using Cross-Loading

	<i>EWOM</i>	<i>Brand Image</i>	<i>Perceived Quality</i>	<i>Purchase Intention</i>
X1.1	0,775	0,557	0,387	0,490
X1.2	0,790	0,515	0,335	0,487
X1.3	0,802	0,573	0,367	0,517
X1.4	0,818	0,454	0,277	0,469
X1.5	0,734	0,449	0,333	0,505
X1.6	0,747	0,441	0,304	0,475
M1.1	0,477	0,710	0,331	0,527
M1.2	0,547	0,811	0,424	0,533
M1.3	0,440	0,762	0,436	0,595
M1.4	0,477	0,728	0,389	0,554
M2.1	0,236	0,242	0,704	0,339
M2.2	0,393	0,444	0,719	0,443
M2.3	0,348	0,499	0,814	0,493
M2.4	0,343	0,404	0,865	0,480
Y1.1	0,419	0,519	0,348	0,719
Y1.2	0,373	0,472	0,376	0,731
Y1.3	0,581	0,596	0,488	0,774
Y1.4	0,473	0,574	0,467	0,748

Source: Data processed, 2023.

Table 5 – Validity Test Using Fronell-Larcker Validity Test

	<i>EWOM</i>	<i>Brand Image</i>	<i>Perceived Quality</i>	<i>Purchase Intention</i>
<i>EWOM</i>	0,778			
<i>Brand Image</i>	0,645	0,754		
<i>Perceived Quality</i>	0,432	0,525	0,778	
<i>Purchase Intention</i>	0,631	0,732	0,572	0,743

Source: Data processed, 2023.

The cross-loading and Fronell-Larcker criterion values for each indicator of the variables in question are all above 0.50, surpassing the values of cross-loading and Fronell-Larcker criterion for other variables. Therefore, it can be concluded that the data on discriminant validity, as assessed by cross-loading and Fronell-Larcker criterion, is valid in this study.

The discriminant validity in this study is evident through the root square of average variance extracted (RSAVE) values for each construct, as well as the correlations across different constructs. It is evident that the bold square root value of AVE is higher than the correlation between constructs.

The study employed Cronbach's Alpha and composite reliability metrics for conducting reliability tests. The reliability test findings for Cronbach's Alpha and composite reliability indicate that the values for all constructions above the minimum threshold of 0.70 for Cronbach's Alpha and 0.70 or higher for composite reliability. The parameter values of all constructions exceed 0.7, as determined by reliability tests utilising Cronbach's Alpha and composite reliability. Therefore, the reliability tests conducted using Cronbach's Alpha and composite reliability indicates that all constructs in this model test exhibit strong internal consistency.

Table 6 – Construct Reliability Test Results

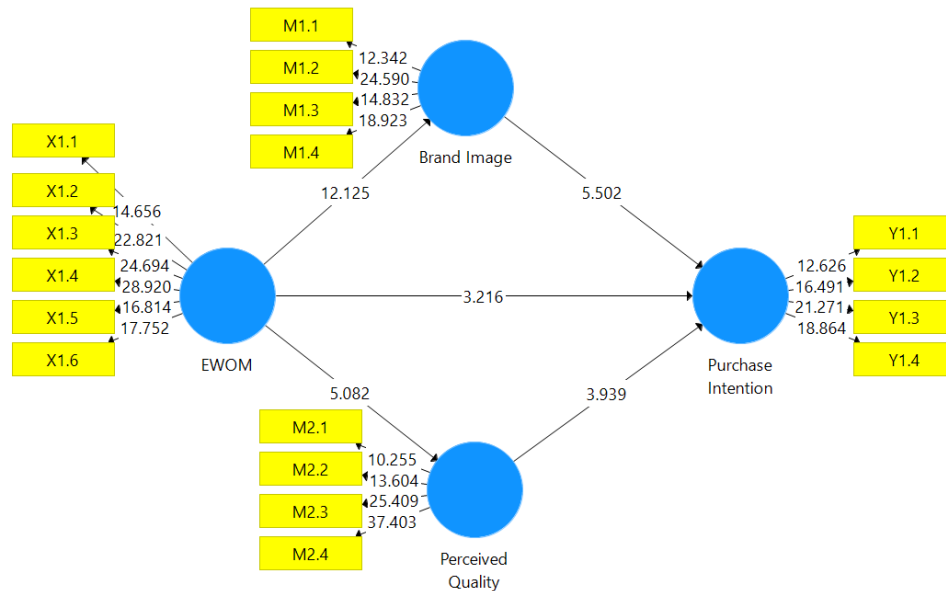
	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<i>EWOM</i>	0,870	0,902
<i>Brand Image</i>	0,745	0,840
<i>Perceived Quality</i>	0,782	0,859
<i>Purchase Intention</i>	0,732	0,832

Source: Data processed, 2023.



### Evaluation of the structural model (inner model)

Inner model testing is performed by assessing the R-square value, which acts as an indicator of the model's level of accuracy. The R-square of the PLS model is determined by evaluating the predictive relevance of the variable model. R-square measures the extent to which the model's parameter estimates effectively forecast the observed values.



Picture 2 – Inner Loading Structural Model Using Path Diagram (Source: Data processed, 2023)

### R-square value

Inner model testing involves evaluating the R-square value, which represents the degree of fit of the model. The coefficient of determination (R<sup>2</sup>) is employed to evaluate the extent to which the impact of endogenous constructions is affected by exogenous constructs. A value of 0.75 for the R-square indicates a robust model, whereas a value of 0.50 indicates a moderate model, and a value of 0.25 indicates a weak model.

Table 7 – R-square Test Results

	R Square	R Square Adjusted
<i>Brand Image</i>	0,415	0,412
<i>Perceived Quality</i>	0,187	0,182
<i>Purchase Intention</i>	0,617	0,610

Source: Data processed, 2023.

The R-square value quantifies the proportion of variance in the endogenous variable that can be explained by the exogenous variable. The R-square values vary from 0 to 1. A higher R-square number indicates a bigger influence of the exogenous variable on the endogenous variable, whereas a lower R-square value suggests a weaker connection. The R-square value for variable M1 (brand image) is 0.415. This indicates that the research model falls into the moderate category, as 41.5 percent of Sido Muncul's brand image is influenced by EWOM, while the remaining 58.5 percent is influenced by other factors not accounted for in the model. The R-square value for the variable M2 (perceived quality) is 0.187, indicating that the research model is weak. This suggests that 18.7 percent of Sido Muncul's perceived quality is influenced by EWOM, while the remaining 81.3 percent is influenced by other factors not accounted for in the model. The R-square value for variable Y (purchase intention) is 0.610, indicating that 61.7 percent of purchase intention is influenced by EWOM, brand image, and perceived quality. The remaining 48.3 percent is influenced by factors not accounted for in the model.



### Hypothesis bootstrapping direct effect test results

Utilising Partial Least Square (PLS) to test the direct influence hypothesis will yield six hypotheses. The t test is the statistical test employed to evaluate the hypothesis. The alternative hypothesis is deemed statistically significant if the p-value is less than the predetermined significance level of 5%, denoted as  $\alpha$ .

Table 8 – Direct Effect Test Results

n/n	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
EWOM -> Purchase Intention	0,236	0,228	0,073	3,216	0,001
EWOM -> Brand Image	0,645	0,648	0,053	12,125	0,000
EWOM -> Perceived Quality	0,432	0,430	0,085	5,082	0,000
Brand Image -> Purchase Intention	0,461	0,462	0,084	5,502	0,000
Perceived Quality -> Purchase Intention	0,228	0,235	0,058	3,939	0,000

Source: Data processed, 2023.

A concise elucidation of the direct correlation among components: (1) The influence of electronic word-of-mouth (EWOM) on the intention to purchase, as evidenced by an original sample value of 0.236 (positive), a t-statistics value of 3.216, and a p-value of 0.001, indicates that EWOM has a favourable and substantial impact on the intention to buy. Thus, the first hypothesis (H1) of this investigation is substantiated and acknowledged; (2) The influence of electronic word-of-mouth (EWOM) on brand image is evident from the initial sample value of 0.645 (positive), a t-statistics value of 12.125, and a p-value of 0.000. These results indicate that EWOM has a significant and positive impact on brand image. Thus, hypothesis H2 in this investigation is confirmed. (3) The influence of electronic word-of-mouth (EWOM) on perceived quality is evident from the original sample value of 0.432 (positive), a t-statistics value of 5.082, and a p-value of 0.000. These results indicate that EWOM has a substantial and positive impact on perceived quality. Thus, the hypothesis H3 in this investigation is confirmed. (4) The data analysis demonstrates that the brand image has a favourable and substantial influence on purchase intention. This is corroborated by the initial sample value of 0.461 (negative), a t-statistics value of 5.502, and a p-value of 0.000. Thus, the research confirms hypothesis H4, which posits that brand image has an impact on purchase intention. (5) The study revealed that the way people perceive the quality of a product has a strong and favourable impact on their inclination to acquire it. The result is substantiated by an initial sample value of 0.228 (positive), a t-statistics value of 3.939, and a p-value of 0.000. Thus, hypothesis H5 is confirmed.

Table 9 – Indirect Effect Test Results

n/n	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
EWOM -> Brand Image -> Purchase Intention	0,297	0,299	0,061	4,902	0,000
EWOM -> Perceived Quality -> Purchase Intention	0,099	0,101	0,032	3,083	0,002

Source: Data processed, 2023.

The p-value for each variable, which can be defined as follows: (1) The p-value for testing the mediation of brand image in the relationship between customer quality and buy intention is 0.000, which is less than 0.05. The t-statistic score is 4.902, which exceeds the critical value of 1.96. This research demonstrates that brand image has the ability to act as a mediator between brand image and purchase intention. (2) The p-value for testing the



influence of perceived quality in mediating electronic word-of-mouth (EWOM) on purchase intention is 0.002, which is below the significance level of 0.05. The t-statistic value is 3.083, which exceeds the critical value of 1.96. These findings indicate that the perceived quality of a product plays a role in mediating the impact of electronic word-of-mouth (EWOM) on consumers' propensity to purchase.

A mediation model test is conducted to ascertain the indirect influence that exists between variables using mediation testing. Essentially, this assessment aims to assess and intervene on the mediating variable, determining if it serves as a full mediator, partial mediator, or does not function as a mediator at all. The mediation variable testing approach employed in this study adheres to the criteria outlined by Hair et al. (2014:89). Based on the findings of the conducted data analysis, the outcomes can be characterised as follows: (1) The value of variable "a" is determined by examining the significance level of the impact of exogenous variables on endogenous variables. The exogenous variable in this study is EWOM, with a significance value of 0.001. This demonstrates the significance of the value of a. (2) The value of b is determined by examining the significance level of the impact of the exogenous variable on the mediating variable. The research used brand image and perceived quality as mediating factors, with corresponding significance levels of 0.000 for brand image and 0.000 for perceived quality as measured by electronic word-of-mouth (EWOM). This indicates that the b value holds statistical significance. The number three. The c value is determined by examining the statistical significance of the mediating variable's impact on the endogenous variable. The p-value for the impact of brand image on purchase intention is 0.000. Consequently, the significance of c1's value is implied. Furthermore, the impact of perceived quality on purchase intention is 0.002. These results indicate that the c2 value holds substantial importance.

This analysis shows that the EWOM influence model has a VAF value of 55.75% when applied to purchase intention mediated by brand image and a VAF value of 29.45% when applied to purchase intention mediated by perceived quality. In light of the fact that both models' VAF values fall somewhere between 20% and 80%, it follows that they are partial mediation models.

## DISCUSSION OF RESULTS

The hypothesis test shows that the p-value is 0.001 which value is lower than 0.05. These results show that electronic word-of-mouth (EWOM) has a positive and significant effect on purchase intention, and H1 is accepted. This means that when consumers receive a good EWOM, it will increase the purchase intention of Sido Muncul's products. The highest indicator on the EWOM variable is the statement "Online reviews of Sido Muncul products by other consumers make potential customers confident in buying the product." indicating that consumers who know a positive EWOM will strengthen the purchase intention of Sido Muncul products.

The results of this study proved to be in accordance with the results of research conducted by Syafaruddin et al. (2016), Kudeshia & Kumar (2017), Purba et al. (2018), Imbayani & Gama (2018), Amanda et al. (2021), Abir et al. (2020), Wangsa et al. (2022), Wedari & Yasa (2022) which found that EWOM significantly positively affected product intent/purchase interest. EWOM is able to influence the assessment of products and services by consumers, so the better the existing EWOM, it will increase market purchase intent. The better social media marketing designed, the more it will affect the consumer's decision to make a purchase (Pratiwi & Yasa, 2019).

### **The effect of electronic word-of-mouth on brand image**

The hypothesis test shows that the p-value is 0.000 which value is lower than 0.05. This result indicates that H2 is acceptable. In descriptive analysis, this reveals that the better the EWOM received by potential customers, the better Sido Muncul brand image will be. The highest indicator on the EWOM variable is the statement "Online reviews of Sido Muncul products by other consumers make potential customers confident in buying the product."





indicates that consumers who know a positive EWOM will strengthen the brand image of Sido Muncul products.

This is because consumers have seen and read various information submitted by other consumers, which is then reported through blogs or trusted websites (Imbayani & Gama, 2018). The spread of EWOM through social networks is considered to have been an important factor in shaping consumer behavior, attitude characteristics, and brand image formation. EWOM is seen as effective in a company's advertising strategy (Farzin & Fattahi, 2018). Another study conducted by Abir et al. (2020), Pratiwi & Yasa (2019), and Asdiana & Yasa (2020) states that online communication from a brand to consumers through a variety of different platforms significantly impacts the level of perception as consumers use these channels to gather information about a product or service.

### **The effect of EWOM on perceived quality**

Based on the hypothesis test, it shows that the p-value is 0.000 which value is lower than 0.05. This result indicates that H3 is accepted. Based on the results of the analysis, the better the EWOM received by potential customers regarding Sido Muncul, the better perceived quality will be. The highest indicator on the EWOM variable is the statement "Online reviews of Sido Muncul products by other consumers make potential customers confident in buying the product." indicating that consumers who know a positive EWOM will increase the perceived quality of Sido Muncul products.

The results of this study support research according to Demante and Dwiyanto (2019) stating that electronic word of mouth has a positive and significant effect on perceived quality. Beig & Nika (2019) stated that due to the rapid advancement of technology, the internet has become an active role in the formation of consumer preferences or behaviors related to online shopping. In the digital era, most consumers use the internet to find information about their purchases, including through EWOM. Today's online shoppers can easily share reviews about their product experiences on third-party websites as well as social media. Research conducted by Anggraini and Nurhadi (2023) also proves that EWOM is able to affect perceived quality positively and significantly. This electronic word-of-mouth communication is becoming more effective because millennials spend quite a lot of time using electronic devices connected to the internet (Anggraeni & Luthfi, 2016). If EWOM as a source of information in accordance with perceived quality can meet consumer needs, then consumers will get satisfaction and subjectively increase their perception of the product (Saleem et al., 2015).

### **The effect of brand image on purchase intention**

The p-value is 0.000, which is less than 0.05, according to the hypothesis test. H4 is accepted based on this finding. The study's findings show that consumers are more likely to buy from Sido Muncul if they have a positive impression of the brand. Among the brand image indicators, the most prominent one is "Sido Muncul has a strong brand image." This means that customers who think well of Sido Muncul are more likely to want to buy their items.

Isyanto et al. (2020) found that consumers' perceptions of a brand significantly impact their propensity to buy Focallure products. If consumers have a positive impression of a brand, they are more likely to buy the brand's goods and services. Brand image can directly impact an individual's purchase intention, with brand association being the foundation for building brand image (Imbayani & Gama, 2018). This idea has been supported by numerous researchers, including Ansary and Hashim (2018), Temaja & Yasa (2019), Kusuma et al. (2022), Pratama & Yasa (2023), and Subawa et al. (2023). Brand image—both corporate and product—has a positive and substantial effect on consumers' propensity to make a purchase, so it's important for marketers to take cultural norms and consumer socioeconomic status into account when developing campaigns (Liu et al., 2016).

### **The effect of perceived quality on purchase intention**

The p-value is 0.000, which is less than 0.05, according to the hypothesis test. Based



on these findings, we accept H5. The data shows that potential buyers of Sido Muncul products will be more likely to make a purchase if they have a positive impression of the product's quality. This statement, "prospective customers decide to buy Sido Muncul products that are felt to be in accordance with their needs." is the strongest indication in the perceived quality variable, suggesting that consumers will be more likely to buy Sido Muncul products if they perceive them to be of good quality.

The findings of the study by Hanslim et al. (2020) corroborate this idea, since they found a connection between Culinaria Moderna's marketing communications and the positive perceptions of product quality and the increased likelihood of purchase. Muslihati and Trifiyanto (2021) found that consumers are more likely to purchase things that they perceive as having high quality. Evidence that consumers' impressions of a product's quality influence their propensity to buy has been provided by Nurhasanah and Karyaningsih (2021), Hafids (2023), and Fauzia and Sosianika (2021).

### **The role of brand image mediates the influence of EWOM on purchase intention**

Based on the hypothesis test, it shows that the VAF value is 55.75 which is higher than 20% and below 80%. This shows that brand image mediates the influence of EWOM on Sido Muncul purchase intention partially. This result indicates that H7 is accepted. Based on the results of the analysis, it is revealed that someone who thinks EWOM is good will make the perceived brand image better so that purchase intention will increase. This is supported by research Research on Tokopedia consumers states that many of them have an interest in finding out more about a product if the brand has a good brand image. This is due to human nature that likes to establish relationships through communication with each other, so that the image of products / services can be trusted with the existence of EWOM. If the brand image describes the quality of the product or service features, the history or reputation of the company, as well as the expected performance expectations that can be met, then interest in buying the product or service can increase (Nugraha, 2013). With a positive perception of a brand, consumers are even willing to pay a premium price as long as their satisfaction can be guaranteed (Nuseir, 2019). The same thing was also conveyed by Hendro & Keni (2020), that brand image is a positive and significant predictor of the EWOM variable on purchase intent. Companies want an increase in consumer purchase intent towards their products so that companies must ensure the company's brand image and products are good in the eyes of consumers (Jalilvand & Samiei, 2012). Research conducted by Iswara & Jatra (2017) and Candra & Yasa (2022) also states that the power of brand image in mediating the influence of EWOM on purchase intention is very influential and determines the effectiveness of EWOM on the purchase intention of Samsung smartphone products.

### **The role of perceived quality mediates the influence of EWOM on purchase intention**

Based on the hypothesis test, it shows that the VAF value is 29.44 which is higher than 20% and below 80%. This shows that perceived quality mediates the influence of EWOM on Sido Muncul purchase intention partially. This result indicates that H8 is accepted. Based on the results of the analysis, it is revealed that someone who considers EWOM good will assume the perceived quality is getting better so that purchase intention will increase. This is supported by Nurchasanah's research (2023) stating that EWOM has a significant indirect influence on purchase intention through perceived quality. If good EWOM communication is established between consumers and potential customers, with the exchange of positive information between them, this means that the perceived quality of the brand will also get a positive influence. Perceived quality of brands online is proven to influence purchasing decisions because consumers can be more actively involved in the purchasing decision-making process (Syahrivar & Ichlas, 2018). This is also evidenced by research on Sariayu Martha Tilaar (Demante & Dwiyanto, 2019) lipstick products which shows the relationship between EWOM variables with a fairly high value of direct influence on variables mediating perceived quality or brand image, and indirect relationships with purchase intention.



## IMPLICATIONS OF RESEARCH RESULTS

The outcomes of this investigation have two distinct implications: theoretical and practical. Theoretical consequences are to his work in developing ideas concerning the variables of electronic word-of-mouth (EWOM), brand image, perceived quality, and purchase intention. When creating marketing policies, the practical implications of research contributions to the Sido Muncul Company are considered. This is done to create a brand image and perceived quality through electronic word-of-mouth (EWOM), which in turn influences purchase intention.

According to the conducted research, it is evident that theoretically, this research strongly corroborates preexisting theories. This study aims to provide empirical evidence on the association between electronic word-of-mouth (EWOM) factors, brand image, perceived quality, and purchase intention in order to advance the field of marketing science.

According to research findings, electronic word-of-mouth (EWOM) does not have an impact on purchase intention. Additionally, brand image does not play a mediating role between EWOM and buy intention. However, perceived quality does act as a mediator between EWOM and purchase intention. These findings contribute to the advancement of management science in the field of marketing, specifically in relation to consumer behaviour in mobile banking. They also support other empirical studies that examine the impact of electronic word-of-mouth (EWOM) on purchase intention, which is influenced by brand image and perceived quality.

The results of this study are expected to be a reference for manufacturing companies engaged in producing products such as Sido Muncul in utilizing and trying to create a positive EWOM in the minds of consumers so as to increase brand image and perceived quality which ultimately causes consumer purchase intentions. The results of this study are expected to be a reference for e-manufacturing companies engaged in producing products in utilizing and trying to create a positive EWOM in the minds of consumers so as to increase brand image and perceived quality which ultimately causes consumer purchase intentions. The first practical implication can be seen from the highest score of the indicator that measures the EWOM variable, it was found that online reviews of Sido Muncul products by other consumers made potential customers confident in buying the product. The company is expected to be able to increase the number of online reviews of Sido Muncul products by other consumers so that Sido Muncul products are increasingly known by many people.

In this study, it was found that Sido Muncul has a strong brand image, which gets the highest score in brand image measurement. This means that Sido Muncul companies are expected to maintain this strong Sido Muncul brand image to be able to increase the purchase intent of Sido Muncul products. In addition, prospective consumers decide to buy Sido Muncul products that are felt to be in accordance with their needs to get the highest indicator value in the perceived quality variable. This shows that the company maintains and improves consumer quality perception of Sido Muncul products so as to increase the purchase intention of Sido Muncul products.

## CONCLUSION

Based on the results of the research obtained, it can be concluded that EWOM has a significant positive effect on purchase intention in Sido Muncul products, which means that the better the EWOM received by consumers, it can increase the purchase intention on Sido Muncul products. EWOM has a significant positive effect on the brand image of Sido Muncul products, which means that the better the EWOM received by consumers, it can strengthen the brand image of Sido Muncul products in the minds of consumers. EWOM has a significant positive effect on perceived quality in Sido Muncul products, which means that the better the EWOM received by consumers, it can increase the perceived quality of Sido Muncul products. Brand image has a significant positive effect on purchase intention in Sido Muncul products, which means that if the stronger the brand image perceived by consumers, it can increase purchase intention on Sido Muncul products. Perceived quality has a



significant positive effect on purchase intention in Sido Muncul products, which means that if the higher the perceived quality perceived by consumers, it can increase the purchase intention of Sido Muncul products. Brand image mediates the significant positive influence of EWOM on purchase intention in Sido Muncul product consumers, which means that the better the EWOM perceived by Sido Muncul product consumers can increase brand image, with the stronger brand image owned by Sido Muncul product consumers, it will increase purchase intention in Sido Muncul product consumers. Perceived quality mediates the significant positive influence of EWOM on purchase intention in Sido Muncul product consumers, which means that the better the EWOM perceived by Sido Muncul product consumers can increase perceived quality, with the increase in perceived quality owned by Sido Muncul product consumers, it will increase purchase intention in Sido Muncul product consumers.

## REFERENCES

1. Aaker, D. (2007). *Building Strong Brands*. New York, United States: The Free Press.
2. Abir, T., Rahman, M. A., & Hamid, A. B. (2020, April). Electronic Word of Mouth (e-WOM) and consumers' purchase decisions: Evidences from Bangladesh. *Xi'an Jianshu Keji Daxue Xuebao/Journal of Xi'an University of Architecture & Technology*, 12(4), 367-382.
3. Abubakar, M., & Ilkan, M. (2016). Impact of Online WOM on Destination Trust and Intention to Travel: A Medical Tourism Perspective. *Journal of Destination Marketing and Management*, 5(3).
4. Alam, S. O. (2021). Kapan COVID-19 Masuk ke Indonesia? Begini Kronologinya. Disadur pada 9 April 2022, dari Detikhealth: <https://health.detik.com/berita-detikhealth/d-5781536/kapan-covid-19-masuk-ke-indonesia-begini-kronologinya>
5. Aljaafreh, A., Al-Adaileh, R., Mehayar, H., Saeed, M., & Baroom, H. (2020). The Impact of Electronic Word of Mouth on Consumers Purchasing Intention. *Journal of Theoretical and Applied Information Technology*, 98(2), 183-193.
6. Amalia, A. C., & Sagita, G. (2019). Analisa pengaruh influencer social media terhadap keputusan pembelian konsumen Generasi Z di Kota Surabaya. *Jurnal Penelitian Ilmu-Ilmu Sosial*, 20(2), 51-59.
7. Amanda, T., Winoto Tj, H., Kusniawati, A., & Surjaatmadja, S. (2021). Effect of Electronic Word Of Mouth, Product Quality, and Price on Purchase Intention. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(2), 6181-6190.
8. Anggraeni, A., & Luthfi, A. (2016). The impact of electronic word-of-mouth on brand image, attitude toward product, perceived quality and visit intention: an empirical study of the food and beverage industry in Jakarta. *Business Management and Marketing Binus University*.
9. Anggraeni, R. (2021, 27 Januari). Di Tengah Pandemi Covid-19, Sido Muncul Jadi Juara Sorotan Media. Disadur pada 9 April 2022, dari Bisnis.com: <https://kabar24.bisnis.com/read/20210127/15/1348865/di-tengah-pandemi-covid-19-sido-muncul-jadi-juara-sorotan-media>
10. Anggraini, R., & Nurhadi, N. (2023). Pengaruh Electronic Word of Mouth pada Akun Twitter@ eminacosmetics, Perceived Quality dan Brand Image Terhadap Brand Trust (Studi pada Remaja Wanita Pengguna Kosmetik Emina yang Memiliki Akun Twitter di Kota Surabaya). *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(3), 2065-2073.
11. Ansary, A., & Hashim, N. M. (2018). Brand image and equity: The mediating role of brand equity drivers and moderating effects of product type and word of mouth. *Review of Managerial Science*, 12(4), 969-1002.
12. Asdiana, LDP & Yasa, N.N.K. (2020), The Role Of Image Brands Mediates E-Wom Effects On Buying Interest In Triton Learning Institutions, *Russian Journal of Agricultural And Socio-Economic Sciences* 7 (103), 45-53



13. Badan Pusat Statistik. (2021). Persentase Rumah Tangga yang Pernah Mengakses Internet dalam 3 Bulan Terakhir Menurut Media Akses 2017-2020. Diambil kembali dari <https://www.bps.go.id/indicator/2/402/1/persentase-rumah-tangga-yang-pernah-mengakses-internet-dalam-3-bulan-terakhir-menurut-media-akses.html>
14. Badan Pusat Statistik. (2018). Statistik Gender Tematik: Profil Generasi Milenial Indonesia. Indonesia: Kementerian Pemberdayaan Perempuan dan Perlindungan Anak.
15. Beig, F. A., & Nika, F. A. (2019). EWOM as a Catalyst for Development of Quality Perception among E-Buyers. *Abhigyan*, 36(4), 57-66.
16. Candra, KYA & Yasa, N.N.K., (2022), Brand Image Mediates the Effect of Event Marketing and E-WOM on Purchase Intention, *SSRG International Journal of Economics and Management Studies* 9 (12), 37-46
17. Chan, Y., & Ngai. (2011). Conceptualizing electronic word of mouth activity an input-process-output perspective. *Marketing Intelligence and Planning* , 29(5), 488-516.
18. Chatterjee, P. (2001). Online Reviews: Do Consumers Use Them? *UT: Association for Consumer Research, ACR 2001 Proceedings*, eds. M. C. Gilly and J. Myers-Levy, Provo, 129-134.
19. Cheung, C. M., & Lee, M. K. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), 218-225.
20. Darmadi, D. (2004). *Brand Equity Ten: Strategi Memimpin Pasar*. Jakarta, Indonesia: Gramedia Pustaka Utama.
21. De Bruyn, A., & Lilien, G. L. (2008). A Multi-Stage Model of Word-of-Mouth Influence Through Viral Marketing. *International Journal of Research in Marketing*, 25(3), 151-163.
22. Demante, K., & Dwiyanto, B. M. (2019). Analisis pengaruh electronic word of mouth terhadap brand image dan perceived quality serta dampaknya pada purchase intention (Studi pada Lipstik Sariayu Martha Tilaar di Kota Semarang). *Diponegoro Journal of Management*, 8(4), 97-105.
23. Dewi, N. P., & Ardani, I. G. (2016). Pengaruh Sikap, Norma Subjektif Terhadap Niat Beli Ulang Produk Fashion Via Online di Kota Denpasar. *E-Jurnal Manajemen Unud*, 5(1), 650-677.
24. Dewi, N. S., & Sudiksa, I. B. (2019). Peran kepercayaan merek memediasi electronic word of mouth terhadap keputusan pembelian. *E-Jurnal Manajemen*, 8(6), 3784-3813.
25. Dharma, N. P., & Sukaatmadja, I. P. (2015). Pengaruh Citra Merek, Kesadaran Merek, dan Kualitas Produk Terhadap Keputusan Membeli Produk Apple. *E-Journal Manajemen Unud*, 4(10), 3228-3255.
26. Duriyanto, D., Sugiarto, & Sitinjak, T. (2017). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT. Gramedia Pustaka Utama.
27. Emari, H., Jafari, A., & Mogaddam, M. (2012). The mediatory impact of brand loyalty and brand image on brand equity. *African Journal of Business Management*, 6(17), 5692-5701.
28. Eun-Jung, K., Soo-Ho, K., & Yong-Ki, L. (2019). The Effects of Brand Hearsay on Brand Trust and Brand Attitudes. *Journal of Hospitality, Marketing, and Management*, 28(7), 765-784.
29. Evans, D., & McKee, J. (2010). *Social Media Marketing: The Next Generation of Business Engagement*. Indiana: John Wiley and Sons.
30. Farzin, M., & Fattahi, M. (2018). EWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research*.
31. Fauzia, A. Z. N., & Sosianika, A. (2021, September). Analisis pengaruh brand image, perceived quality, dan country of origin terhadap minat beli produk skincare luar negeri. In *Prosiding Industrial Research Workshop and National Seminar* (Vol. 12, pp. 1068-1072).



32. Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik, Aplikasi. Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. Semarang, Indonesia: BP Undip.
33. Godes, D., & Mayzlin, D. (2004). Using Online Conversations to Study Word-of-Mouth Communication. *Marketing Science*, 23(4), 545-560.
34. Hafidz, G. P. (2023). Analisis Hubungan antara Brand Image, Brand Trust dan Perceived Quality terhadap Niat Beli Konsumen pada Merek Pakaian Impor. *JIIP- Jurnal Ilmiah Ilmu Pendidikan*, 6(5), 3405-3418.
35. Hair, J. E. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. California, United States: SAGE Publication, Inc.
36. Handoko, N. T., & Melinda, T. (2021). Effect of Electronic Word of Mouth on Purchase Intention Through Brand Image as Media in Tokopedia . *International Journal of Economics, Business and Accounting Research (IJEBAR)* , 5(4), 83-93.
37. Hanslim, F., Jaya, H. P., & Prasetyawati, Y. R. (2020). The Influence of Perceived Quality on Product Purchase Intention Through Event. *Communicare: Journal of Communication Studies*, 7(2), 121-134.
38. Hendro, H., & Keni, K. (2020). E-WOM dan Trust sebagai Prediktor terhadap Purchase Intention : Brand Image sebagai Variabel Mediasi. *Jurnal Komunikasi*, 12(2), 298-310.
39. Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic Word-Of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers To Articulate Themselves On The Internet? *Journal of Interactive Marketing*, 18(1), 38-52.
40. Heryana, DK. & Yasa, N.N.K., (2020), Effect of Electronic Word of Mouth on Repurchase Intention Mediated by Brand Attitude, *International Research Journal of Management, IT & Social Sciences* 7 (2), 9-20
41. Hu, N., Liu, L., & Zhang, J. J. (2008). Do online reviews affect product sales? The role of reviewer characteristics and temporal effects. *Information Technology and Management*, 9(3), 201-214.
42. Imbayani, I. G., & Gama, A. W. (2018). The Influence of Electronic Word of Mouth (E-Wom), Brand Image, Product Knowledge on Purchase Intention. *Jurnal Ekonomi dan Bisnis Jagaditha* , 5(2), 145-153.
43. Iswara, I. G., & Jatra, I. M. (2017). Peran Brand Image Dalam Memediasi Pengaruh Electronic Word Of Mouth Terhadap Purchase Intention (Studi Kasus Pada Produk Smartphone Samsung di Kota Denpasar). *E-Jurnal Manajemen Unud*, 6(8), 3991-4018.
44. Isyanto, P., Sapitri, R. G., & Sinaga, O. (2020). Micro Influencers Marketing and Brand Image to Purchase Intention of Cosmetic Products Focallure. *Systematic Reviews in Pharmacy*, 11(1).
45. Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning*, 30(4), 5.
46. Jogiyanto, H. M. (2011). *Metodologi Penelitian Bisnis (Edisi Ke-4)*. Yogyakarta: BPFEE.
47. Kala, D., & Chaubey, D. S. (2018). Impact of Electronic Word of Mouth On Brand Image and Purchase Intention Towards Lifestyle Products in India. *Pacific Business Review International*, 10(9), 135-144.
48. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53, 59-68.
49. Karimi, A. M., & Rafieian-Kopaei, M. (2015). Herbal versus synthetic drugs; beliefs and facts. *Journal of Nephropharmacology*, 4(1), 27-30.
50. Kotler, P., Keller, K., Ang, S., Tan, C., & Leong, S. (2017). *Marketing Management: An Asian Perspective*. Pearson.
51. Kudeshia, C., & Kumar, A. (2017). Social EWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310-330.
52. Kurniawan, H. (2017). Pengaruh Perceived Quality Terhadap Brand Loyalty Melalui



- Mediasi Brand Image Dan Brand Trust. *Jurnal Bisnis dan Manajemen*, 4(2), 228-239.
53. Kusuma, PPD., Ekawati, N.W., & Yasa, N.N.K. (2022), The Role of Brand Image in Mediating The Effect of Brand Equity on Purchase Intention: Study on Honda Motorcycles in Denpasar, *EURASIA: Economics & Business* 8 (62), 39-49
  54. Lee, Y. (2017). Discussion Consumers' Perceived Value, Quality And Risk on Purchase Decision-Making From The Perspective of Brand Image. 55th LASTEM International Conference, 64.
  55. Liu, X., Zhang, S., & Qin, Z. (2016). Study of the Influence of Brand Image on Consumers' Online Shopping Intention-in the Case of Cosmetics. *WHICEB 2016 Proceedings*, 36.
  56. Loh, E. W., & Kau, A. (2006). The Effects of Service Recovery on Consumer Satisfaction: a comparison between complainants and noncomplainants. *Journal of Services Marketing*, 20(2).
  57. Lomboan, L. K. (2017). Analysis Of The Influence Of Perceived Quality, Perceived Price, And Perceived Value On Consumer Purchase Intention In Traditional Fabrics (Case Study Kaeng Manado). *Jurnal Berkala Ilmiah Efisiensi*, 17(1), 100-112.
  58. Mangold, W. G., & Smith, K. T. (2012). Selling to Millennials with online reviews. *Business Horizons*, 55(2), 141-153.
  59. Marwati, & Amidi. (2018). Pengaruh budaya, persepsi, dan kepercayaan terhadap keputusan pembelian obat herbal. *Jurnal Ilmu Manajemen*, 7(2), 168-180.
  60. Melati, A. W. (2020, Desember 17). Menengok Kinerja Sido Muncul selama Pandemi Covid-19. Diambil kembali dari Liputan 6: <https://www.liputan6.com/amp/4432868/menengok-kinerja-sido-muncul-selama-pandemi-covid-19>
  61. Melovic, B., Sehovic, D., Karadzic, V., Dabic, M., & Cirovic, D. (2021). Determinants of Millennials' behavior in online shopping – Implications on consumers' satisfaction and e-business development. *Technology in Society*, 65, 101561.
  62. Muslihati, R. P., & Trifiyanto, K. (2021). Pengaruh Health Awareness, Green Product dan Perceived Quality Terhadap Minat Beli. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 3(1), 78-86.
  63. Nugraha, M. R. (2013). Analisa Pengaruh Electronic Word-of-Mouth, Argument Quality, Message Source Credibility Terhadap Brand Image Dan Dampaknya Pada Purchase Intention. Binus University.
  64. Nurhasanah, E., & Karyaningsih, K. (2021). Pengaruh Brand Image dan Perceived Quality terhadap Minat Beli Pada Website Sophie Paris. *YUME: Journal of Management*, 4(1).
  65. Nurchasanah, S. (2023). PENGARUH ONLINE CONSUMER REVIEW TERHADAP PURCHASE INTENTION JAM TANGAN CASIO DENGAN BRAND AWARENESS DAN PERCEIVED QUALITY SEBAGAI VARIABEL INTERVENING (Doctoral dissertation, Universitas Putra Bangsa).
  66. Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries - a case of (UAE). *Journal of Islamic Marketing*.
  67. PT Industri Jamu dan Farmasi Sido Muncul Tbk. (2021). Laporan Tahunan 2021 PT Industri Jamu dan Farmasi Sido Muncul Tbk.
  68. Pang, H. (2021). Identifying associations between mobile social media users' perceived values, attitude, satisfaction, and EWOM engagement: The moderating role of affective factors. *Elsevier Telematics and Informatics*, 59(2021), 101561.
  69. Park, D., & Kim, S. (2008). The Effects of Consumer Knowledge on Message Processing of Electronic Word of Mouth via Online Consumer Reviews. *Electronic Commerce Research and Applications - ECRA*.
  70. Perwitasari, A. S. (2022, November 9). Sido Muncul (SIDO) Beberkan Alasan Kinerja Turun di Tahun 2022. Diambil kembali dari [Kontan.co.id: https://investasi.kontan.co.id/news/sido-muncul-sido-beberkan-alasan-kinerja-turun-di-tahun-2022](https://investasi.kontan.co.id/news/sido-muncul-sido-beberkan-alasan-kinerja-turun-di-tahun-2022)



71. Peter, J. P., & Olson, J. C. (2002). *Consumer Behavior and Marketing Strategy* (6th Edition). Singapore: McGraw-Hill Irwin.
72. Pratama, IPA & Yasa, N.N.K. (2023), The Role Of Brand Image Mediates The Influence Of Social Media Marketing And Content Marketing On Purchase Decisions: A Study On Consumers Of Umah Lokal Coffee & Roastery in Denpasar , *EURASIA: Economics & Business* 8 (74), 3-21
73. Pratiwi, N. M. I., & Yasa, N. N. K. (2019) The Effect of Store Atmosphere, Social Media Marketing, And Lifestyle On Purchase Decisions On Consumers Of The Alleyway Cafe. *European Journal of Business and Management*, 4(4), 85-100.
74. Pratiwi, W. A., & Yasa, N. N. K. (2019). The Role of Brand Image In Meditating The Effect Of Electronic Word of Mouth on Brand Attitude of Shopee Fashion E-Commerce in Denpasar. *European J. of Business and Management*, 11(8), 89-96.
75. Prima, B. (2020). Permintaan produk herbal naik, laba bersih Sido muncul (SIDO) naik 15,6% pada 2020. Disadur pada 17 Maret 2021, dari *Investasi.Kontan*: <https://investasi.kontan.co.id/news/permintaan-produk-herbal-naik-laba-bersih-sido-muncul-sido-naik-156-pada-2020>
76. Purba, F. D., Sulistyarini, E., & Sadalia, I. (2018). The Influence of Product Quality on Purchase Intention Through Electronic Words of Mouth in PT. Telkomsel Medan. *The 2018 International Conference of Organizational Innovation, KnE Social Sciences*, 760-768.
77. Raharja, S. J., & Dewakanya, A. C. (2020, January). Impact of electronic word-of-mouth on brand awareness in the video game sector: a study on Digital Happiness. *International Journal of Trade and Global Markets*, 13(1), 1.
78. Ramdhani, P. I. (2020). Pengusaha Jamu: Penjualan Produk Suplemen Herbal Naik Tajam Selama Pandemi Covid-19. Disadur pada 17 Maret 2021, dari *Merdeka.com*: <https://www.merdeka.com/uang/pengusaha-jamu-penjualan-produk-suplemen-herbal-naik-tajam-selama-pandemi-covid-19.html?page=all>
79. Rooney, C., Priambodo, D. D., Candraditya A, H., Reinastya A, K., & Hestiyani, M. (2019). Analisa Pengaruh Persepsi Kualitas dan Harga Terhadap Minat Beli (Case Study Integrated home protection). *Indonesia Business Review*, 2(1), 125-138.
80. Rosen, E. (2009). *The anatomy og buzz revisited: Real-life lessons in word-of-mouth marketing*. New York: Doubleday.
81. Saidani, B., & Arifin, S. (2012). Pengaruh Kualitas Produk dan Kualitas Layanan Terhadap Kepuasan Konsumen dan Minat Beli Pada Ranch Market. *Jurnal Riset Manajemen Sains Indonesia*, 3(1), 1-22.
82. Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product Perceived Quality and Purchase Intention with Consumer Satisfaction. *Global Journal of Management and Business Research: E Marketing*, 15, 1.
83. Saputri, S. M., & Kurniawati. (2015). Pengaruh Perceived Quality Dan Perceived Value Terhadap Purchase Intention. *Seminar Nasional Cendekiawan 2015*, 755-761.
84. Sari, N., Saputra, M., & Husein, J. (2017). Pengaruh Electronic Word of Mouth Terhadap Keputusan Pembelian Pada Toko Online Bukalapak.com. *Jurnal Manajemen Magister Darmajaya*, 3(1), 96-106.
85. Satuan Tugas Penanganan COVID-19. (2021). Kebijakan Pemerintah Terkait Pandemi Menitikberatkan Mencegah Peluang Penularan COVID-19. Disadur pada 9 April 2022, dari *covid19.go.id*: <https://covid19.go.id/p/berita/kebijakan-pemerintah-terkait-pandemi-menitikberatkan-mencegah-peluang-penularan-covid-19>
86. Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th Edition ed.). New York, United States: Pearson.
87. See-To, E. W., & Ho, K. K. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust (A theoretical analysis.). *Computers in Human Behavior*, 31, 182-189.
88. Sernovitz, A. (2009). *Word of Mouth Marketing: How Smart Companies Get People Talking* (Revised Ed.). New York: Kaplan Publishing.
89. Shen, Y., Li, S., & DeMoss, M. (2012). The effect of quantitative electronic word of





- mouth on consumer perceived product quality. *International Journal of Management and Marketing Research*, 5(2), 19-29.
90. Shukla, P. (2011). Impact of Interpersonal Influences, Brand Origin and Brand Attitude on Luxury Purchase Intentions: Measuring Inter Functional Interactions and A Cross-National Comparison. *Journal of World Business*, 12(4), 1-18.
  91. Simamora, B. (2008). *Panduan Riset Perilaku Konsumen*. Jakarta, Indonesia: PT Gramedia Pustaka Utama.
  92. Sitharthan, R. (2020). Homoeopathic perspective on Covid 19 pandemic. *International Journal of Homoeopathic Sciences*, 4(3), 351-353.
  93. Soleha, I., Arifin, R., & Rahmad, A. S. (2017). Pengaruh Citra Merek dan Persepsi Label Halal Terhadap Minat Pembelian Ulang Produk Kosmetik Zoya Malang. *Jurnal Ilmiah Riset Manajemen*, 6(2), 166-176.
  94. Solimun. (2010). *Analisis Variabel Moderasi dan Mediasi*. Malang: Program Studi Statistika FMIPA-UB.
  95. Son, J., & Jin, B. (2013). Consumers Purchase Intention Toward Foreign Brand Goods. *Management Decision*, 51(2), 434-450.
  96. Subawa, IKS, Yasa, N.N.K., Giantari, IGAK., & Sukaatmadja, IPG. (2023), The Role Of Brand Image In Mediateing The Influence Of Place And Promotion On Purchase Decisions, *EURASIA: Economics & Business* 9 (72), 72-88
  97. Sugiyono. (2015). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung, Indonesia: Alfabeta.
  98. Sutriyono, S. (2008). Analisis Pengaruh word-of-mouth Positif yang Diterima terhadap Minat Beli Konsumen pada Penjualan Kartu Simpati Telkomsel di Kalangan Mahasiswa Fisip UI. Universitas Indonesia.
  99. Syafaruddin, Z., Suharyono, & Kumadji, S. (2016). Pengaruh Komunikasi Electronicword Of Mouth Terhadap Kepercayaan (Trust) Dan Niat Beli (Purchase Intention) Serta Dampaknya Pada Keputusan Pembelian (Survey Pada Konsumen Online Shopping Zafertech.Com). *Jurnal Bisnis dan Manajemen*, 3, 1.
  100. Syahrivar, J., & Ichlas, A. M. (2018). The Impact of Electronic Word of Mouth (E-WoM) on Brand Equity of Imported Shoes: Does a Good Online Brand Equity Result in High Customers' Involvements in Purchasing Decisions? *The Asian Journal of Technology Management*, 11(1), 57-69.
  101. Temaja, G.A. & Yasa, N.N.K. (2019), The Influence of Word of Mouth on Brand Image and Purchase Intention (A study on the potential custimers of Kakiang Garden Cafe Ubud), *Int. J. of Business Management and Economic Research* 10 (2)
  102. Tjiptono, F. (2011). *Manajemen dan Strategi Merek*. Indonesia: Penerbit Andi.
  103. Tran, G. A., & Strutton, D. (2020). Comparing email and SNS users: Investigating e-servicescape, customer reviews, trust, loyalty and E-WOM. *Journal of Retailing and Consumer Services*, 53(101782).
  104. Wang, X., & Yang, Z. (2010). The effect of brand credibility on consumers' brand purchase intention in emerging economies: the moderating role of brand awareness and brand image. *Journal of Global Marketing*, 23(3), 177.
  105. Wangsa, INW, Rahanatha, GB., Yasa,N.N.K., & Dana, IM. (2022), The Effect of Sales Promotion on Electronic Word of Mouth and Purchase Decision (Study on Bukalapak Users in Denpasar City), *European Journal of Business and Management Research* 7 (2), 176-182
  106. Wedari, CIA & Yasa, N.N.K. (2022), The Role Of Brand Image To Mediate The Effect Of Word Of Mouth On The Intention Of Using Wicitra Wedding Salon Services In The City Of Denpasar, *Eur. Journal of Business and Management Research* 7 (2), 1-6.
  107. Yap, K. B., Soetarto, B., & Sweeney, J. C. (2013). The Relationship between Electronic Word Of Mouth Motivations and Message Characteristics: The Sender's Perspective. *Australian Marketing Journal*, 21(1), 66-74.
  108. Zhang, Y., Fang, Y., Wei, K.-K., Ramsey, E., McCole, P., & Chen, H. (2011). Repurchase intention in B2C e-commerce - A relationship quality perspective. *Information & Management*, 48(6), 192-200.