THE ROLE OF BRAND IMAGE IN MEDIATING THE EFFECT OF ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION

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Abstract

The purpose of this research is to provide an explanation for the function that brand image plays in moderating the effect of electronic word of mouth on the intention to buy Somethinc liptint goods. Through the use of a questionnaire, this study was carried out in Denpasar City with a total of 110 individuals in the representative sample. An approach known as non-probability sampling combined with the concept of purposive sampling was used in order to identify the sample. Through the use of the SPSS software, the method of data analysis that is utilized is known as route analysis. The findings of the study indicate that each and every hypothesis is validated. There is a positive and significant impact that electronic word of mouth has on purchase intention, there is a positive impact that electronic word of mouth has on brand image, there is a positive impact that brand image has on purchase intention, and brand image is able to mediate the impact that electronic word of mouth has on purchase intention. In terms of the link between electronic word of mouth, brand image, and purchase intention, the theoretical implications of this study have the potential to reinforce earlier research and serve as a reference.

Keywords: Brand Image, Electronic Word of Mouth, Purchase Intention, Mediation, Lip Tint

INTRODUCTION

The development of the era has caused women around the world, including Indonesia, to have a desire to look beautiful and attractive. This is the main factor that causes the cosmetics industry to become one of the growing industries and is loved by consumers. Cosmetic products have become one of the primary needs, in addition to acting as a lifestyle support. This cosmetic product also plays a role as an aesthetic value enhancer and a person's self-confidence. The progress of the cosmetics industry can be seen from the increasing number of sales of beauty care products, especially purchases on the marketplace. Seeing the high consumer interest in care and beauty products, cosmetic product manufacturers continue to strive to produce attractive innovative products. Liptint is one form of innovative product that appears and is a combination of lipstick and lipcream. Lipstick and lipcream basically have the same function, which is to color the lips, but these two cosmetic products make the lips feel heavy because they both leave a waxy residue on the lips, from this, an innovation emerged, namely liptint. Liptint has a liquid texture because it contains water or gel and not wax, therefore users will not feel like there is something heavy on the lips and only focus on providing color on the lips. Based on data reported by Kompas (2024) regarding the results of a survey conducted by Jakpat involving at least 2 thousand people to take part in the survey, the results showed that as many as 40% of respondents chose lipcream, 38% chose lipstick, and as many as 39% chose liptint. This shows that, the popularity of liptint as a new innovative product has been able to compete with lip cosmetic products that have existed first. One of the Liptint brands currently known in Indonesia is a liptint released in 2019 by PT Beaute Haul which houses the Somethinc brand, which is a local Indonesian company. Somethinc brand liptint has several advantages including this liptint is presented in a small package and seems contemporary, the color of the bottle used also matches the color of the liptint inside, this product also has an affordable price, is durable, lightweight and comes with 28 color variants, so consumers can choose colors according to their tastes, ranging from bright, fresh¸ to bold color choices. Thus consumers become easier to get colors that match their skin tone. With the many advantages possessed by somethinc liptint, this product is expected to be able to reach more consumers throughout Indonesia with various criteria, tastes and skintones to choose somethinc liptint as the liptint product to be used. Based on data reported by Compas (2022) which displays marketshare data for the best-selling liptint products in E-Commerce, for the period December 2022, it shows that somethinc liptint has not been able to occupy the first position as the liptint with the highest marketshare, where it can be seen that somethinc liptint marketshare is in third position, which is 7.98%, when compared to its competing brands which are in the top position, The marketshare of somethinc liptint is quite different, where the liptint brand foccallure which is a

liptint product originating from China which was launched on the Indonesian market in 2021 has a marketshare of 12.30%, and barenbliss liptint originating from South Korea launched on the Indonesian market in 2021 has a marketshare of 13.09%. This indicates that Somethinc liptint as a local product has not been able to fully lead the local sales market, indicated by consumers preferring other liptint brands which are foreign brand products compared to the Somethinc brand.

In addition, the best-selling liptint sales data in e-commerce in 2023 actually shows data related to Somethinc liptint not making it into the category of the best-selling liptint brand for the 2023 period. This indicates that consumer interest in choosing somethic liptint as a lip product to be used is still relatively low. The low interest of the public to choose Somethinc liptint as a choice of lip product to be used is related to the purchase intention of consumers, this indicates that the purchase intention of consumers towards this product is still relatively low, when compared to similar products with other brands.

Table 1. The Best-Selling Liptint Brand in E-Commerce by 2023

No.	Product Brand	Sales (pcs)
1.	Implora	214.748
2.	Hanasui	199.191
3..	Dazzle Me	62.365
4.	Foccalure	55.311
5.	Barenbliss	53.036
6.	Azarine	41.686
7.	Madame Gie	33.819
8.	Dear Me Beauty	31.969
9.	Emina	31,339

Source: Markethac.id (2023)

Intention is said to be a motivational factor that encourages a person to act (Utama & Giantari, 2020). The possibility of actions related to purchases by consumers will increase if the Purchase Intention owned by consumers also increases . A pre-survey related to the purchase intention of somethinc liptint has been conducted among twenty-five people in Denpasar City. Of the twenty-five respondents, twenty-two respondents stated that they knew somethinc liptint products. Then, as many as fourteen respondents stated that they had obtained information and product reviews from other consumers about somethinc brand liptint products. All respondents stated that they had never bought somethinc liptint and as many as fifteen respondents stated that they did not want to buy somethinc liptint products.

Electronic Word of Mouth is a way of sharing information about products and services among people who interact with each other in cyberspace or social media. Currently, social media is a platform full of content creation or sharing, reviews, referrals, and recommendations by other users (Sulthana & Vasantha, 2019). If consumers are satisfied with the product or service at the company, consumers will share positive electronic word of mouth which can help companies to promote and attract new consumers, whereas if consumers are dissatisfied, consumers tend to share their electronic word of mouth in a negative way, which indirectly prevents other consumers from buying a product. (Ghorban & Tahernejad, 2012). Consumers often use internet reviews as a measuring stick in considering product purchases (Giantari et al. 2020; Asdiana & Yasa, 2020). This is in line with research from Andreana & Giantari (2023) explaining that positive and significant Purchase Intention is influenced by Electronic Word of Mouth and similar to research by Rohman & Respati (2023); Parama & Seminari (2020); Wedayanti & Ardani (2020) and Suyoga & Santika (2018). Conversely, different results were found in the research of Agustin & Hasyim (2019); Budiono et al. (2020); Chin et al. (2018) which concluded that Purchase Intention is not influenced by Electronic Word of Mouth, as well as the results of research from Yohana et al. (2020) which found the results of Electronic Word of Mouth has a positive influence but this influence is not significant on purchase intention.

The existence of misalignment of results in previous studies, it is necessary to conduct research by involving Brand Image variables as mediating variables. Brand Image was chosen as a mediating variable because Brand Image is a key to Purchase Intention owned by consumers whether to buy a product or not (Pranoto & Giantari, 2022; Sutrisna & Yasa, 2022; Candra & Yasa, 2022; Kusuma et al. 2022). According to Iswara & Jatra (2017); Pratiwi & Yasa (2019); Lopulalan & Yasa (2024), electronic word of mouth is a factor that will greatly affect brand image. Information obtained by consumers through electronic word of mouth will form a brand image of a product in the minds of consumers. electronic word of Mouth from consumers will have an impact on brand image and will determine the emergence of purchase intention (Suyoga & Santika, 2018). This statement is also corroborated by research conducted by Candra & Suparna (2019) which shows that brand image is positively and significantly influenced by electronic word of mouth. The use of mediation is also supported by research conducted by Parama & Seminari (2020); Putra & Pramudana (2018) which proves that there is a positive and significant influence between electronic word of mouth through brand image as mediation on purchase intention. Based on this context, the purpose of this study is to test and explain the role of brand image in mediating electronic word of mouth on purchase intention for somethinc liptint products in Denpasar City.

To understand what customers think (cognition), how they feel (affection), what they do (behavior), and where (surrounding events) that affect and are affected by what these consumers think, feel, and do in order to design the appropriate marketing strategy. This will allow us to comprehend consumers and formulate the most effective marketing plan. According to Kotler and Keller (2016: 181), consumer behavior is a continuous process that begins when consumers have not made a purchase, continues when consumers make a purchase, and concludes after consumers have made a purchase. The decision-making process is described as occurring between one stage and another. Marketers have the ability to do research on all of these actions in order to determine the reasons why consumers pick one brand over the many other brands that are comparable that are available on the market. Purchase Intention is the stage where consumers evaluate the information received (Resmawa, 2017). Purchase Intention can be interpreted as the possibility that consumers will purchase certain products. Purchase Intention will arise by itself if consumers already feel interested or give a positive response to what the seller offers (Ananda et al. 2016; Ningrat & Yasa, 2019). According to Handoko & Melinda (2021) Purchase Intention is a consumer's tendency to buy a brand or action related to a purchase which is measured by the level of likelihood of consumers to make a purchase.

Electronic Word of Mouth is a positive or negative statement based on experiences formed by consumers about a product, service or company that can be accessed by many people via the internet (Noviandini & Yasa, 2021; Wangsa et al. 2022; Paramarta & Yasa, 2022). Electronic Word of Mouth is the development of word of mouth in the form of an online positive or negative statement from customers or former customers that leads to calls to like or even oppose a particular product or company (Subana & Yasa, 2019; Immanuel & Maharia, 2020; Heryana & Yasa, 2020).

Brand Image according to Kotler & Keller (2016: 330) is a consumer perception of a brand that acts as a reflection of the associations that exist in the consumer's mind. Brand Image is a process when individuals interpret the perception of a brand obtained from information and experiences from consumers who already have experience with a brand (Wijanarko et al., 2016; Prabawa et al., 2016). 2016; Prabawa et al. 2022; Dewi et al., 2023; Subawa et al. 2023; Pratama & Yasa, 2023). A good product brand image will encourage potential consumers to choose this product compared to choosing similar products from other brands (Dewi & Suprapti, 2018; Wedari & Yasa, 2022; Putri & Yasa, 2022).

Based on the results of previous research, the following hypothesis can be formulated: H_1 : Electronic word of mouth has a positive and significant effect on purchase intention, H_2 : Electronic word of mouth has a positive and significant effect on purchase intention, H_3 : Brand

image has a positive and significant effect on purchase intention, H_4 : Brand image is able to mediate electronic word of mouth on purchase intention.

LIMITATIONS OF THE STUDY

1. Sample size and Generalizability: The study used a non-probability sampling method with a purposive sample of 110 people in Denpasar City. This limits the generalizability of the findings to the entire population of potential Somethinc liptint consumers in Indonesia or even Denpasar City itself. A larger, random sample would be needed to generalize the results.

2. Focus on a single location: The study was conducted solely in Denpasar City. Consumer preferences and the influence of electronic word of mouth can vary depending on location. Research in other regions of Indonesia or even other countries could provide a more complete picture.

3. Limited product scope: The study focused on Somethinc liptint. The results may not be applicable to other cosmetic products or brands.

4. Self-reported data: The study relied on self-reported data through questionnaires. Consumers may not always be accurate in reporting their intentions or how they are influenced by electronic word of mouth.

5. Social desirability bias: Participants may have been influenced by social desirability bias, meaning they might have answered in a way they thought would be viewed favorably by the researcher.

6. Not examining specific channels of eWOM: The study considers eWOM in general but doesn't address the possible influence of different channels like social media platforms, online reviews, or influencer marketing.

RESEARCH METHODS

This research uses a quantitative approach in the form of associative. This quantitative approach is a research method used to examine certain populations or samples that aim to test predetermined hypotheses, while being associative in nature which aims to reveal the relationship between two or more variables through hypothesis testing. This research was conducted in Denpasar City. The reason the researcher chose this location is because based on data obtained from the internet regarding the 15 best cosmetic stores in Bali, 10 of them are in Denpasar City, this shows that in Denpasar City there are potential consumers, which means that the people of Denpasar City are people who have a high awareness of the importance of cosmetics to support their appearance. This will make it easier for researchers to obtain

comprehensive data to support the implementation of research. The object of this research is consumer behavior in Denpasar City, especially consumers who have never bought and used Somethinc liptint products but have been exposed to information about Somethinc liptint products. Exposure to information through electronic word of mouth is then associated with brand image and purchase intention. Table 2, presents the dependent variables, independent variables and mediating variables in this study as well as indicators of research variables.

The population in this study were respondents with at least high school / equivalent education because it was assumed that they were able to understand and give opinions on the items in the questionnaire. The respondents chosen were those who live in Denpasar City and had never used Somethinc liptint. In this study, the sampling method used was non-probability with purposive sampling technique. Purposive sampling is a sampling technique using certain considerations that are adjusted to the desired criteria in determining the number of samples to be used in the study. The criteria for determining the sample in this study are as follows, 1) Respondents live in Denpasar City, 2) Respondents with at least high school / equivalent education, 3) Respondents have seen and know Somethinc liptint products, 4) Respondents have never bought and have never used Somethinc liptint products, 5) Respondents understand or know about online shopping sites so they know Somethinc liptint product reviews. Qualitative data in this study are in the form of statements from respondents on questionnaire items. Quantitative data in this study are the tabulated results of questionnaire responses consisting of the number of respondents and the score of the questionnaire answers.

Table 2. Research Variable Indicators

Variables	Indicator	Source
Purchase intention	1. Want to buy the product $(Y)_{1.1}$ 2. Interested in recommending products $(Y)_{1.2}$ 3. Making the product the first choice $(Y)_{1.3}$ 4. Search for information about product advantages $(Y)_{1.4}$	Ferdinand (2014: 189) and Salim & Widianingsih (2017)
Electronic word of mouth	1. Positive product-related reviews $(X)_{1.1}$ 2. Specific product or brand recommendations $(X)_{1.2}$ 3. Confident in buying products when seeing positive reviews from others $(X)_{1.3}$	Immanual & Maharia (2020).
Brand image	1. Brand association advantage $(M)_{1.1}$ 2. Strength of brand association $(M)_{1.2}$ 3. Uniqueness of brand association $(M)_{1.3}$ 4. Product image $(M)_{1.4}$	Kotler & Keller (2016); Sterie et al. (2019).

In distributing questionnaires, the Likert scale was used as a measurement scale in this study with a score of one to five. A valid instrument according to Sugiyono (2019: 175) is an instrument that can be used to measure what should be measured. Validity can be done by correlating the factor score with the total score and if the correlation for each factor is positive (count greater than 0.30), then the research instrument can be declared valid. This reliability test is carried out with the aim of knowing the extent of the consistency of the measuring instrument used, so that if the measuring instrument is used again to examine the same object, with the same technique even at different times, the results obtained will remain the same (Sugiyono, 2019: 175). The instrument can be declared reliable to measure variables if it has a Cronbach's Alpha value ≥ 0.60. Descriptive statistics are statistics used to analyze data by describing the data that has been collected as it is, without any intention to conclude the data that has been collected (Sugiyono, 2019: 206). The data is processed using the Path Analysis method, Sobel Test and VAF Test.

Table 3. Validity Test Results

No.	Variables	Instrument	Pearson Correlation	Description
1.	Purchase intention (Y)	Y1	0.687	Valid
		Y2	0.915	Valid
		Y3	0.907	Valid
		Y4	0.845	Valid
2.	Electronic word of mouth (X)	X1	0.911	Valid
		X2	0.935	Valid
		X3	0.903	Valid
3.	Brand image (M)	M1	0.882	Valid
		M2	0.904	Valid
		M3	0.866	Valid
		M4	0.909	Valid

Table 4. Reliability Test Results

No.	Variables	Cronbach's Alpha	Description
1.	Purchase intention (Y)	0.862	Reliable
2.	Electronic word of mouth (X)	0.901	Reliable
3.	Brand image (M)	0.910	Reliable

RESULTS AND DISCUSSION

Respondent characteristics contain respondent data that has been collected to determine the profile of research respondents. This study uses sampling with purposive sampling method. Based on the results of research conducted on consumer purchase intention for Somethinc brand liptint in Denpasar City, it can be seen that the characteristics of the respondents include gender, age, latest education, occupation, The following are the overall characteristics of the respondents.

Table 5. Respondent Characteristics

No.	Classification	Frequency	Percentage (%)
1	Female	110	100
2	Male	0	0
Total		110	100
1	17-24 Years	101	91.8
2	25-35 Years	7	6.4
3	Over 35 Years	2	1.8
Total		110	100
1	High school/equivalent	93	84.5
2	Diploma	8	7.3
3	Bachelor	8	7.3
4	Postgraduate	1	0.9
Total		110	100
1	Student	97	88.2
2	Private Employee	8	7.3
3	Self-employed	2	1.8
4	PNS	0	0
5	More	3	2.7
Total		110	100

The respondents of this study were 110 respondents and met the established sample criteria. Table 5, shows the results of the classification of respondents as a whole is female. Respondents are dominated by the age range 17-24 years. Most of the respondents' latest education is at the high school / equivalent level and most of the respondents are students.

Table 6. Description of Respondents' Answers to Purchase intention Variables

No.	Statement	Frequency of Answer					Jml	Average	Category
		1	2	3	4	5			
1	I would like to buy somethinc liptint either immediately or in the future.	0	2	15	68	25	110	4.05	High
2	I am interested in recommending my neighborhood to use Somethinc liptint.	1	29	26	36	18	110	3.37	High enough
3	I make Somethinc liptint my first choice when buying liptint products.	1	36	24	31	18	110	3.26	High enough
4	I was interested in finding information about the benefits of Somethinc liptint.	0	10	14	39	47	110	4.12	High
Total Average								3.70	High

In this investigation, the purchase intention variable (denoted by Y) is a dependent variable that is quantified through responses to four statements on a five-point Likert scale. Table 6 displays the results of the purchase intention measurement which shows a high mean score of 3.70. Respondents seem to have a high purchase intention for somethinc liptint.

Table 7. Description of Respondents' Answers to Electronic word of mouth Variables

No.	Statement	Frequency of Answer					Jml	Average	Category
		1	2	3	4	5			
1	I read the positive reviews shared by other consumers about Somethinc liptint.	0	7	27	38	38	110	3.97	Good
2	I read reviews of other consumers who recommended Somethinc liptint.	0	17	24	22	47	110	3.90	Good

3	I feel confident to buy Somethinc liptint when I see positive reviews from other people.	0	36	28	28	18	110	3.25	Good enough
Total Average								3.71	Good

In this investigation, the electronic word of mouth variable (denoted by X) is an independent variable that is quantified through responses to three statements on a five-point Likert scale. Table 7 displays the results of the electronic word of mouth measurement which shows a good average score of 3.71. Respondents seem to have a favorable opinion of the effectiveness of Somethinc liptint online recommendations.

Table 8. Description of Respondents' Answers to Brand Image Variables

No.	Statement	Frequency of Answer					Jml	Average	Category
		1	2	3	4	5			
1	I believe that somethinc liptint has good quality and is not harmful to health.	0	5	21	47	37	110	4.05	Good
2	Somethinc Liptint is unique because it has a variety of color options	0	11	21	39	39	110	3.96	Good
3	Somethinc liptint brand is easy to remember	0	37	29	28	16	110	3.21	Good enough
4	I believe that Somethinc liptint has a good product image in the community.	0	11	21	42	36	110	3.94	Good
Total Average								3.79	Good

In this investigation, the brand image variable (denoted by M) is a mediating variable that is quantified through responses to four statements on a five-point Likert scale. Table 8 displays the results of the brand image measurement which shows a good average score of 3.79. Respondents seem to have a good impression of Somethinc liptint.

Table 9. Normality Test Results

	Unstandarized Structure 1	Unstandarized Structure 2
N	110	110
Kolmogorov-Smirnov	0.070	0.078
Asymp. Sig (2-tailed)	0.200	0.102

Table 9 reveals that the Kolmogorov-Smirnov value for structure 1 is 0.070, and the value of the asymptotic significance (two-tailed) statistic is 0.200. Due to the fact that the Asymp. Sig (2-tailed) is higher than the alpha value of 0.05, these findings suggest that the structure 1 regression equation model follows a normal distribution. On the basis of Table 9, it is possible to see that the Kolmogorov-Smirnov value for structure 2 is 0.078, and the Asymp. Sig (2-tailed) value is 0.102. Due to the fact that the Asymp. Sig (2-tailed) is higher than the alpha value of 0.05, these findings suggest that the structure 2 regression equation model follows a normal distribution.

Table 10. Multicollinearity Test Results

Structure Equation	Variables	Tolerance	VIF
M = p1 X + e1	Electronic word of mouth (X)	1.000	1.000
Y = p2 X + p3 M + e2	Electronic word of mouth (X)	0.524	1.910
	Brand image (M)	0.524	1.910

Table 10 shows that the tolerance and VIF values of the electronic word of mouth and brand image variables in the structure 2 regression equation show that the tolerance value for each variable is greater than 10 percent (> 0.1) and the VIF value is less than 10, this means that the regression equation model is free from multicollinearity.

Table 11. Heteroscedasticity Test Results Structure 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.796	0.632		2.840	0.005
	Electronic word of mouth	0.005	0.055	0.008	0.082	0.935

Table 11 shows that the significance value of the Electronic word of mouth variable is 0.935. This value is greater than 0.05, which means that there is no influence between the independent variables on the absolute residual. This means that the research model does not contain symptoms of heteroscedasticity.

Table 12. Heteroscedasticity Test Results Structure 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.140	0.608		3.519	0.001
Electronic word of mouth	0.067	0.063	0.140	1.067	0.288
Brand image	-0.094	0.052	-0.236	-1.791	0.076

Table 12 shows that the significance value of the Electronic word of mouth variable is 0.288 and the significance value of the Brand image variable is 0.076. This value is greater than 0.05, which means that there is no influence between the independent variables on the absolute residual. This means that the research model does not contain symptoms of heteroscedasticity.

Table 13. Model 1 Path Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std.Error	Beta		
(Constant)	6.008	0.953		6.301	0.000
Electronic word of mouth (X)	0.823	0.083	0.690	9.915	0.000
R Square	0.476				
Adj.RSquare	0.472				
F Statistics	98.302				
Sig. F test	0.000				
Dependent Variable: Brand Image					

Table 13 shows the results of the path analysis in model 1 so that the structural equation formed can be formulated as:

Structure 1: $M = \beta_2 X + \varepsilon1$

$M = 0.690X + \varepsilon1$

According to the findings of the Path Analysis model 1 that are presented in Table 13, the magnitude of the influence of the independent variables on the dependent variable is shown by the total determination value (R Square) of 0.476. This indicates that electronic word of mouth variations are responsible for 47.6% of the variations in brand image, while the remaining 52.4% of the variations can be explained by other factors that were not included in the model.

Table 14. Model 2 Path Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std.Error	Beta		
1	(Constant)	3.095	0.905		3.420	0.001
	Electronic word of mouth (X)	0.352	0.093	0.311	3.778	0.000
	Brand image (M)	0.514	0.078	0.541	6.584	0.000
	R Square	0.621				
	Adj.RSquare	0.614				
	F Statistics	87.846				
	Sig. F test	0.000				
Dependent Variable: Purchase intention						

Table 14 shows the results of the path analysis in model 1 so that the structural equation formed can be formulated as:

Structure: $Y = \beta_1 X + \beta_3 M + \varepsilon 2$

$Y = 0.311X + 0.541M + \varepsilon 2$

Table 14 shows the magnitude of the influence of the independent variables on the dependent variable indicated by the total determination value (R Square) of 0.621, which means that 62.1% of the variation in purchase intention is influenced by variations in electronic word of mouth and brand image, while the remaining 37.9% is explained by other factors not included in the model.

The calculation of the value of error variables 1 and 2 is as follows:

$$e_i = \sqrt{1 - Ri^2}$$
$$e_1 = \sqrt{1 - R1^2} = e_1 = \sqrt{1 - 0.476} = 0.724$$
$$e_2 = \sqrt{1 - R2^2} = e_2 = \sqrt{1 - 0.621} = 0.616$$

In the calculation of the effect of error (e_1) above, the results of the effect of error (e_1) of 0.723 and the effect of error (e_2) of 0.615, then the total coefficient of determination can be calculated as follows:

$$R_m^2 = 1 - (e_1)^2(e_2)^2$$
$$R_m^2 = 1 - (0.723)^2(0.615)^2$$
$$R_m^2 = 1 - (0.524)(0.379)$$
$$R_m^2 = 1 - 0{,}198596$$
$$R_m^2 = 0.8014$$

Based on the results of the above calculations, the total coefficient of determination is 0.8014, which means that 80.14% of the purchase intention variable is influenced by electronic word of mouth and brand image, while the remaining 19.86% is influenced by other factors not included in the model. Figure 1 is a model of the final path diagram of the findings of substructure 1 and substructure 2 analysis and the value of the error variable in each structure.
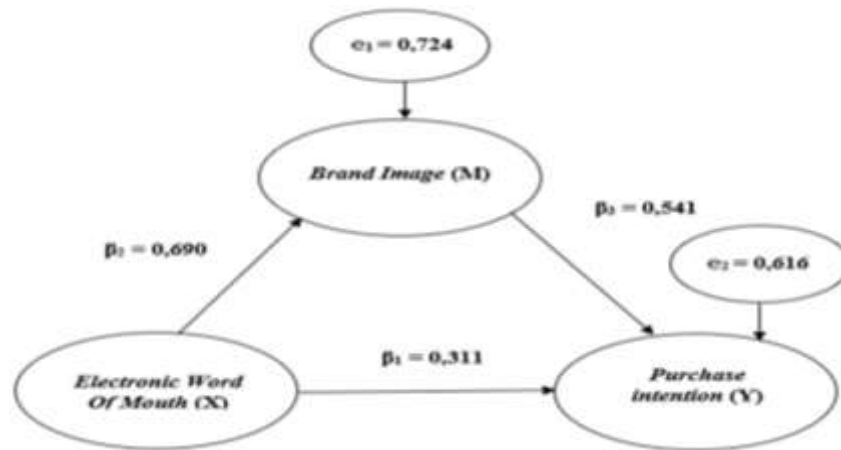
Figure 1. Path Diagram Model

Based on Figure 1, the calculation of the direct effect between variables, the indirect effect of electronic word of mouth on purchase intention through brand image and the total effect is presented in Table 15.

Table 15. Direct Effect, Indirect Effect, and Total Effect

Variable Influence	Direct Effect	Indirect Effect Through Brand Image $(\beta_2 \times \beta_3)$	Total Influence
X→Y	0,311	0,373	0,684
X→M	0,690	-	0,690
M→Y	0,541	-	0,541

In order to determine the extent of the indirect influence that exists between the electronic word of mouth variable (X) and the purchase intention variable (Y) by means of the brand image variable (M), the Sobel test is used. The computation of the Sobel test that was carried out yielded the findings 5.49> 1.96, which indicates that brand image is a variable that has the potential to moderate the impact of electronic word of mouth on the intention to make a purchase.

Additionally, the findings of the VAF test will provide an explanation of the category of brand image mediation function. In the event that the value of the VAF is more than 80%, it signifies that M is acting as complete mediation. The VAF value of M is considered to be a partial mediator if it falls between the range of 20% to 80%. On the other hand, if the VAF value is less than 20%, it is possible to draw the conclusion that there is virtually no mediation effect. In light of the fact that the VAF test findings indicate that the VAF value (54.5%) falls somewhere in the range of 20 percent to 80 percent, it is possible to classify brand image as a partial mediator of the link between electronic word of mouth and purchase intention.

With a significance value of 0.000, which is less than the significance value that was used (0.000 <0.05), the magnitude of the effect of electronic word of mouth (X) on purchase intention (Y) is 0.311. This indicates that the first hypothesis, which asserts that electronic word of mouth has a positive and significant effect on purchase intention, can be accepted. After confirming the findings of the investigation with three respondents, the researchers have concluded that Respondent A responded that electronic word of mouth, which includes things like online reviews or suggestions from friends on social media, plays a significant role in his ability to decide whether or not to purchase a product. Respondent C indicated that he prefers to trust online reviews when he wants to make a purchase because he believes that electronic word of mouth reflects the true experiences of other customers and that he considers it to be a component of his personal market research. Respondent B stated that he acknowledges the importance of electronic word of mouth in his personal market research.   This shows that if the electronic word of mouth is becoming better, it will have an influence on raising the buy intention of Something Liptint in Denpasar City and vice versa. This is because the electronic word of mouth is growing better. It is possible to boost the likelihood of a consumer making a purchase by giving a favorable stimulant for the product. The findings of this description are consistent with the findings of earlier study carried out by Andreana and Giantari (2023), who discovered that the desire to make a purchase will be increased if the electronic word of mouth that takes place is also growing better. Similar findings were also discovered in study carried out by Rohman and Respati (2023), who discovered that one's desire to make a

purchase in the Bukalapak application was positively correlated with the quality of the electronic word of mouth.

The magnitude of the effect of electronic word of mouth (X) on brand image (M) is 0.690, and the significance value is 0.000, which is 0.000 less than the significance value that was used (0.000 <0.05). Therefore, the second hypothesis, which states that electronic word of mouth has a positive and significant effect on brand image, can be accepted. Respondent A stated that he believed that electronic word of mouth could have a significant impact on the image of a brand. Respondent B stated that he believed that electronic word of mouth could provide valuable information about the quality of a product. Respondent C stated that he believed that electronic word of mouth could provide valuable information about the quality and reliability of a product. Respondent C stated that he believed that electronic word of mouth could provide valuable information about the quality and reliability of a product. The findings of this description are consistent with the findings of a previous study that was carried out by Candra and Suparna (2019). That study discovered that electronic word of mouth has a favorable and substantial influence on the brand image of Yamaha Lexi automobiles in Denpasar City. Similar findings were also discovered in research carried out by Parama and Seminari (2020) on Traveloka users in Denpasar City; Yohana et al. (2020) on Xiaomi smartphone users in Denpasar City. These findings confirm that the quality of the electronic word of mouth communication that takes place is directly proportional to the quality of the brand image that is created.

The magnitude of the influence of brand image (M) on purchase intention (Y) is 0.541, and the significance value is 0.000, which is smaller than the significance value that was chosen (0.000 <0.05). Therefore, the third hypothesis, which asserts that brand image has a positive and significant effect on buy intention, may be accepted. Researchers have confirmed the research results with 3 respondents, namely, Respondent A stated that he believes that brand image has a big influence on his purchase intention, Respondent B stated that, he sees brand image as an indicator of the quality and reputation of a product or them and Respondent C stated that, the consistency of a brand's branding is something that needs to be considered. There is a correlation between the improvement of the brand image associated with Somethinc liptint goods and the increase in the intention to buy Somethinc liptint in Denpasar City, and vice versa. The findings of this description are consistent with the findings of earlier study carried out by Wedayanti and Ardani (2020). They discovered that the level of customer intention to buy Oriflame cosmetics in Denpasar City is directly proportional to the quality of the brand image that is communicated by the firm. Similar findings were also discovered in study carried out by Ariesi and Suprapti (2022) and Arini

and Sudiksa (2019), who discovered that the perception of a brand has a favorable and substantial impact on the intention to make a purchase.

The findings of the Sobel Test, which showed that the mediating variable, namely brand image, has a positive influence on the link between electronic word of mouth variables and purchase intention, were obtained by testing using the Sobel Test and receiving the results $Z = 5.49 > 1.96$. It is possible to draw the conclusion that brand image has the ability to act as a mediator between the influence of electronic word of mouth on purchase intention. This conclusion is based on the findings of this investigation. After confirming the findings of the investigation with three respondents, the researchers have concluded that Respondent A expressed his belief that electronic word of mouth has a significant impact on brand image. He stated that if a brand receives a large number of positive reviews on online platforms, such as social media or review sites, the brand image will increase in the eyes of consumers, which will in turn affect the consumers' intention to make a purchase. Respondent B indicated that a powerful brand image will be formed and that it will affect the intention to make a purchase if a business has an image that is consistent and integrated across a variety of platforms, this includes advertising as well as social media. Respondent C noted that the legitimacy of online reviews may have an effect on the image of a business. If the reviews originate from a reliable source, it will improve customer confidence in the company and promote consumer intention to make a purchase. The results of this demonstrate that the Somethinc liptint brand image is significantly impacted by the effect of electronic word of mouth. When the electronic word of mouth is more favorable, it has the potential to boost customer confidence and consumer confidence in a product. As a result of this, the brand image that is owned will be improved, which in turn may raise the intention to acquire Something Liptint in Denpasar City. It has been found that the findings of this description are consistent with the findings of prior study carried out by Parama and Seminari (2020), Yohana and colleagues (2020), and Kameswara and Respati (2020).

This study has the potential to enhance prior research and become a reference on the link between electronic word of mouth, brand image, and purchase intention. However, the theoretical implication of this study is that it can strengthen past research. Additionally, it is believed that the quality of a brand's image acts as a mediator between the influence of electronic word of mouth and the inclination to buy a product. The more positive the electronic word of mouth about a product is, the more positive the brand image of the product will be. One of the main roles that will be played in increasing consumer purchase intention to buy a product is going to be one that involves improving the brand image of a product and spreading electronic word of mouth about it.

CONCLUSIONS AND SUGGESTIONS

The following is a conclusion that may be drawn from the findings of the study undertaken. It has been shown that electronic word of mouth has a positive and substantial impact on the intention to acquire Somethinc liptint items in Denpasar City. This implies that the more favorable the electronic word of mouth on Somethinc liptint, the higher the intention to purchase Somethinc liptint in Denpasar City. There is a positive and substantial impact that electronic word of mouth has on the brand image of Somethinc liptint goods in Denpasar City. This implies that the quality of the electronic word of mouth on Somethinc liptint is directly proportional to the quality of the brand image of Somethinc liptint in Denpasar City. There is a positive and substantial relationship between brand image and the desire to acquire Somethinc liptint goods in Denpasar City. This implies that the stronger the brand image that Somethinc liptint has, the greater the intention to purchase Somethinc liptint products in Denpasar City. As a result of the fact that brand image is able to partly mediate the impact of electronic word of mouth on purchase intention of Somethinc liptint goods in Denpasar City, this indicates that brand image is able to enhance the influence that electronic word of mouth has on buy intention.

Based on the results of the study, the suggestions that can be conveyed are as follows: 1) Somethinc Company must be able to provide encouragement to consumers to provide honest and informative reviews. This can be done by being able to send emails to consumers after they buy products and send messages via the chat feature available on the e-commerce application and Somethinc Company must be able to provide fast and positive responses to reviews, as well as correct product deficiencies transparently to build consumer confidence in product quality. 2) Somethinc Company can increase brand visibility through creative and targeted advertising on social media, online platforms that are popular among target consumers in Denpasar City as well as contributing as sponsorships at relevant events and Somethinc Company can build brand uniqueness and appeal by creating attractive and memorable logos and taglines that are able to convey strong brand values and offer products with superior quality and innovation.

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