

THE ROLE OF BRAND IMAGE IN MEDIATING SOCIAL MEDIA MARKETING AND ELECTRONIC WORD OF MOUTH TOWARDS PURCHASE INTENTION ON EMINA PRODUCTS IN PADANG PANJANG CITY



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ABSTRACT

This study aims to analyze the influence of social media marketing, electronic word of mouth (e-WOM), and brand image as mediating variables on purchase intention on Emina products in Padang Panjang City. This type of research is quantitative with a sample of 140 respondents who know Emina through social media but have never purchased the product. Data were collected using an online questionnaire and analyzed with SmartPLS. The results showed that social media marketing and brand image significantly positively affect purchase intention. Meanwhile, e-WOM does not have a significant effect on purchase intention. Social media marketing and e-WOM have a significant positive effect on brand image. Brand image is also proven to be a mediating variable that affects the relationship between e-WOM and purchase intention but does not mediate the effect of social media marketing on purchase intention.

Keywords: Purchase Intention; Social Media Marketing; Electronic Word of Mouth;
Brand Image; Product Emina

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INTRODUCTION

The development of digital technology has had a major impact on the business world, especially in the beauty industry (Ahlgren et al., 2021). Easy access to the internet and social media allows consumers to search for information, share experiences, and influence purchasing decisions (Hennig-Thurau et al., 2010). Social media marketing (SMM) is an effective tool in attracting consumer attention, while electronic word of mouth (e-WOM) also strengthens its influence through reviews and recommendations from other users (Mangold and Faulds, 2009). In addition, brand image also plays an important role in influencing purchase intention. If the brand image is good, consumers tend to be interested in buying the product (Abdolvand et al., 2020).

The presence of social media has not only changed the way people interact with brands, but has also become a primary channel in building relationships between brands and consumers (Keller, 2020). The influence of this technology requires business actors to continue to innovate and utilize social media optimally, in order to improve performance and competitiveness in an increasingly competitive market (Tuten and Solomon, 2020). By utilizing SMM, e-WOM, and building a positive brand image, businesses can encourage increased purchasing interest and better purchasing decisions in this digital era (Abdolvand et al., 2020). In this context, brand image is also an important factor that can strengthen consumer perception of a product. A good brand image can create trust and increase loyalty, which in turn can increase consumer purchase intention (Nguyen et al., 2020).

This study aims to analyze the influence of social media marketing, electronic word of mouth, and brand image on purchase intention on Emina products in Padang Panjang City. By understanding the relationship between these variables, companies can formulate more effective and targeted marketing strategies to increase sales and strengthen brand position in the market. Through this study, it is expected to provide deeper insight into the dynamics of the influence of social media and digital communication on consumer behavior, as well as how brand image can act as a bridge between various factors that influence purchasing decisions.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESIS

Purchase Intention

According to Kotler and Keller (2016), purchase intention is a form of consumer behavior that wants to buy or choose a product based on experience, use and desire for a product. Monroe in Khan (2020), states that purchase intention is a person's willingness to buy something that adds value to them. Crosnoet in Bashir (2019), states that purchase intention is the possibility that consumers in certain buying situations can choose other product groups in the future. Omaret in Bashir (2019), states that consumer purchasing decisions in the future can be influenced by purchase intention.

Consumers are interested in buying products or services such as from experience, preferences, the external environment, advertising (Kotler and Keller, 2021). Purchase intention is described as the consumer's willingness to buy a particular product or service, then the customer intends to obtain the product or service, the consumer's likelihood of buying becomes higher even though the consumer does not necessarily need it (Meyer and Schwager, 2021).

According to Japariato and Adelia, (2020) there are 4 purchase intention indicators, namely:

1. Transactional interest, namely consumer interest in purchasing a product.

2. Referential interest, namely consumer interest in recommending a product to others.
3. Preferential interest, namely interest that shows the consumer's main preference for a product.
4. Explorative interest, namely consumer interest in seeking information about a product they are interested in.

Social Media Marketing

According to Benardo et al., (2020), in Haudi et al., (2022), social media is content containing information created by people who utilize publishing technology, easily accessible and aimed at facilitating communication, influencing and interacting with the general public. According to Kotler and Keller (2016), Social Media Marketing is a marketing communication activity that uses electronic media (online) to attract consumers or companies in various forms (images, writing, etc.) to increase awareness, company image and to increase sales.

According to Chris Heuer, there are 4C in using social media (Solis, 2010), namely:

1. Context
Context is how a message or a story is in the form of information such as the meaning of a message, and how the language of the message itself is used.
2. Communication
How to share information consisting of how to listen, answer, or grow understanding well.
3. Collaboration
A collaboration between accounts and companies using social media to be more efficient and effective.
4. Connection
There is an ongoing relationship so that users feel closer.

Electronic Word of Mouth

Electronic word of mouth (e-WOM) can be interpreted as information that contains a discussion about a product or service, where later this information will be shared with people who search for information related to the product or service through various social media platforms using internet technology (Nguyen et al., 2024). The social media platforms in question can be Facebook, Twitter, Instagram, and Line, and EWOM can also be distributed through discussion forums, instant messaging, online communities, and chat rooms (Paisri et al., 2022).

According to Kotler and Keller (2016), word of mouth is one of the things that influences a brand, because it is an effective marketing tool in controlling sales, and social media is one of the media for word of mouth. Electronic word of mouth is an activity that allows customers to carry out WOM communication which is delivered electronically through features such as rating and review, recommendations, forums, and communities (Devara & Rachmawati, 2023).

According to Goyette, et al (2010) in measuring the influence of electronic word of mouth, the following indicators are used:

1. Intensity
Intensity in electronic word of mouth is the appropriateness of consumers in providing information, interaction, and opinions between consumers on social networking sites.

2. Content

Content is the information content of social networking sites related to products and services.

3. Valence of Opinion

Valence of Opinion is consumer interest in a product by purchasing a product based on the opinions and recommendations of other consumers.

Brand Image

Brand image is defined as a collection of perceptions, ideas and impressions that influence purchasing decisions and consumer loyalty (Tariq and Butt, 2020). Brand image can reflect a product, so that consumers consider it an important element (Huda, 2020). Brand image is a consumer's understanding of the uniqueness of a product or company in identifying and differentiating it from competitors, so that consumer trust in the product or company arises (Girsang et al., 2020).

According to Kotler and Keller (2013: 77), measuring brand image can be done based on aspects of a brand, namely:

1. Strength

Strength is the physical advantages that a brand has and is not found in other brands.

2. Uniqueness

Uniqueness is the ability to differentiate a brand from other brands.

3. Favourable

Favorability refers to the brand's ability to be easily remembered by consumers, which includes: the ease with which the brand is pronounced, the brand's ability to remain remembered by customers, and the suitability between the brand's impression in the minds of customers and the image desired by the company for the brand in question."

Hypothesis

Based on the background and literature review, the hypotheses in this study are as follows :

H1: Social media marketing has a positive and significant effect on purchase intention.

H2: Social media marketing has a positive and significant effect on electronic word of mouth)

H3: Electronic word of mouth has a positive and significant effect on purchase intention.

H4: Social Media Marketing has a positive and significant influence on brand image.

H5: Electronic word of mouth has a positive and significant effect on brand image.

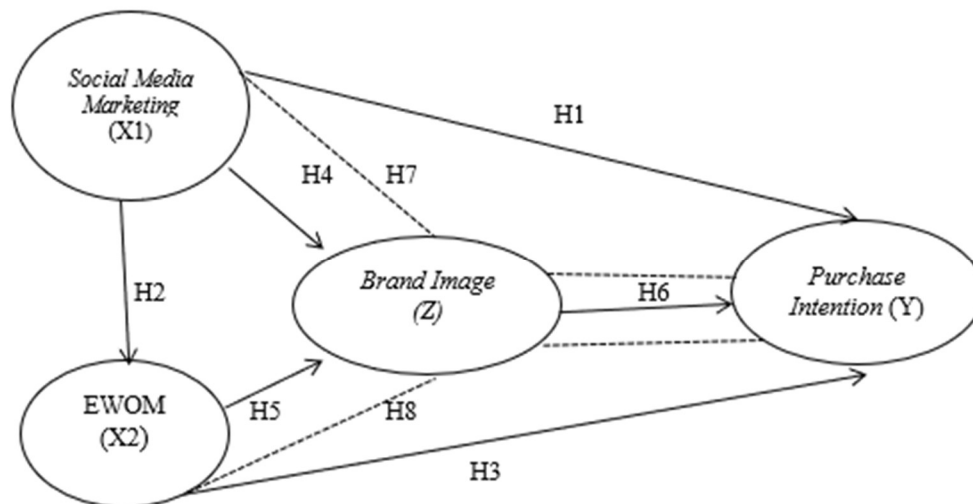
H6: Brand image has a positive and significant effect on purchase intention.

H7: Social media marketing has a positive and significant influence on purchase intention through brand image.

H8: Electronic word of mouth has a positive and significant effect on purchase intention through brand image.

Research Framework

A conceptual framework or framework of thinking is a concept that explains, describes and shows perceptions of the relationship between independent variables, dependent variables and mediating variables that will be studied based on the background and problem formulation (Hair et al., 2019). The following conceptual framework will reveal the influence of social media marketing, electronic word of mouth, and brand image as mediating variables on purchase intention for Emina cosmetics in Padang Panjang City.



Source : Formed based on research by Adriana et al., (2022)

Figure 1
Research Framework

METHOD

The type of research used is quantitative research, quantitative research aims to measure the predetermined hypothesis (Hair et al., 2019). Based on the characteristics of this research problem, there is a causal relationship in this study. Causal research is research that aims to determine the causal relationship between independent variables and dependent variables (Sugiyono, 2019).

The variables used in this study are social media marketing, electronic word of mouth as independent variables, then purchase intention as dependent variables, and brand image as mediating variables. The type of data in this study uses primary data, where the data source is obtained from consumers through the distribution of respondent questionnaires that will be used as samples in the study. The population in this study is the people of Padang Panjang city aged 12 to 28 years who use social media and have an interest in buying Emina products, totaling 140 people.

In this study, the sampling was done using a non-probability sampling method with a purposive sampling technique. In this study, the sample to be taken by the researcher will consider the criteria ; respondents who live in Padang Panjang City, who know Emina products through social media, and have never purchased Emina products.

The analysis technique used in this study is SEM analysis with PLS, measurement model analysis (Outer Model) with the test used is Convergent Validity, Discriminant Validity, Composite Reliability and Cronbach's Alpha. Structural model analysis (Inner Model) with the test used is R-Square, the mediation test used is Path Coefficient and Specific Indirect Effect, and Hypothesis Test (Hair et al., 2019).

RESULTS AND DISCUSSION

Respondent Characteristics

The data in this study was collected by distributing questionnaires via Google Forms to 140 respondents who met the criteria. The characteristics of respondents needed for this research are based on gender, age, occupation, and income.

Table 1
Respondent Characteristics

Characteristics	Category	Number of people)	(%)
Gender	Man	25	17.90%
	Woman	115	82.10%
	Amount	140	100%
Age	12- 25 years	134	95.70%
	26 – 30 years	6	4.30%
	31 – 35 years	0	0%
	36 – 40 years	0	0%
	> 40 years	0	0%
Work	Employee	13	9.30%
	civil servant	0	0%
	Businessman	0	0%
	Students	103	73.60%
	Other	24	17.10%
Income	Rp1,000,000	112	80%
	Rp1,000,000 – Rp2,500,000	14	10%
	Rp2,500,000 – Rp5,000,000	12	8.60%
	> Rp. 5,000,000	2	1.40%

Source: Primary Data, 2025

Measurement Model (Outer Model)

Convergent Validity and Discriminant Validity

Convergent validity is the criteria in the SmartPLS test with reflective indicators assessed based on the loading factor or correlation between item scores and construct scores (Hair et al., 2019) . An individual's reflective measure is said to be high if it has a correlation of more than 0.70 with the construct to be measured, however, at the stage of scale development research, the loading is equal to 0.06, in addition to being seen from the outer loading value, the Average Variance Extracted (AVE) factor is also one of the tests that must be carried out, where the AVE value that must be met is more than 0.50 (Hair et al., 2019). The way to test discriminant validity is to use reflective indicators by looking at the cross loading value, this cross loading value for each variable must be greater than 0.70 (Hair et al., 2019).

Table 2
Convergent Validity

Variables	Indicator	Outer Loading	AVE
Social Media Marketing (X1)	SM 1	0.749	0.534
	SM 2	0.786	
	SM 3	0.770	
	SM 4	0.775	
	SM 5	0.829	
	SM 6	0.792	
	SM 7	0.794	
	SM 8	0.821	
	SM 9	0.816	
	SM 10	0.816	
	SM 11	0.813	
	SM 12	0.781	
Electronic Word of Mouth (X2)	eWOM 1	0.778	0.613
	eWOM 2	0.794	
	eWOM 3	0.791	
	eWOM 4	0.808	
	eWOM 5	0.809	
	eWOM 6	0.779	
	eWOM 7	0.750	
	eWOM 8	0.752	
Purchase Intention (Y)	PI 1	0.713	0.553
	PI 2	0.745	
	PI 3	0.736	
	PI 4	0.742	
	PI 5	0.768	
	PI 6	0.784	
	PI 7	0.787	
	PI 8	0.720	
	PI 9	0.708	
	PI 10	0.727	
Brand Image (Z)	BI 1	0.712	0.633
	BI 2	0.733	
	BI 3	0.710	
	BI 4	0.756	
	BI 5	0.766	
	BI 6	0.723	
	BI 7	0.725	
	BI 8	0.730	
	BI 9	0.710	
	BI 10	0.736	

Source: Primary Data, 2025

Composite Reliability and Cronbach's Alpha

After the validity test is carried out, a reliability test must also be carried out to determine the level of consistency of the measuring instrument of at least 0.7, the reliability test is measured by Cronbach's Alpha and Composite Reliability, the resulting Cronbach's Alpha and Composite Reliability measures must be >0.7, but if the resulting value is >0.6 it is still acceptable (Hair et al., 2019).

Table 3
Composite Reliability and Cronbach's Alpha

	Cronbach's alpha	Composite reliability
Social Media Marketing	0.947	0.949
Electronic Word of Mouth	0.910	0.910
Purchase Intention	0.910	0.911
Brand Image	0.903	0.904

Source: Primary Data, 2025

It is concluded that the Composite Reliability and Cronbach Alpha values of all the variables above are more than 0.7 so they are declared valid.

R-Square

The R-square value ranges from 0 to 1, where 1 is the highest value (100%), which indicates the magnitude of the combination of exogenous variables in influencing the value of endogenous variables (Kasmir, 2022). The closer to one, the better the model issued by the regression.

Table 4
R-Square

	R-square	R-square adjusted
Electronic Word of Mouth	0.716	0.714
Purchase Intention	0.727	0.721
Brand Image	0.683	0.679

Source: Primary Data, 2025

It is concluded that purchase intention can be explained by Electronic Word of Mouth by 71.6% and brand image of 68.3% then the model is considered strong.

Path Coefficient and Specific Indirect Effect Mediation Test

To test the hypothesis of direct and indirect effects, bootstrapping assistance is needed on Smart PLS software, hypothesis testing can be done based on the level of significance and the value of the path coefficient between latent variables, for significance, based on t statistics, it must have a value of > 1.96 and the p value must have a value of < 0.05 (Hair *et al.*, 2019). The following are the results of the hypothesis test in this study:

Table 5
Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hypothesis Test Results
Social Media Marketing -> Purchase Intention	0.488	0.491	0.100	4.866	0.000	Hypothesis Accepted
Social Media Marketing -> Electronic Word of Mouth	0.846	0.847	0.034	24,641	0.000	Hypothesis Accepted
Electronic Word of Mouth -> Purchase Intention	0.171	0.176	0.106	1,611	0.107	Hypothesis Rejected

Social Media Marketing -> Brand Image	0.328	0.333	0.095	3.451	0.001	Hypothesis Accepted
Electronic Word of Mouth -> Brand Image	0.531	0.527	0.098	5,439	0.000	Hypothesis Accepted
Brand Image -> Purchase Intention	0.248	0.241	0.125	1,979	0.048	Hypothesis Accepted

Source: Primary Data, 2025

Table 6
Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hypothesis Test Results
Social Media Marketing -> Brand Image -> Purchase Intention	0.081	0.083	0.053	1,534	0.125	Hypothesis Rejected
Electronic Word of Mouth -> Brand Image -> Purchase Intention	0.132	0.125	0.067	1,961	0.050	Hypothesis Accepted

Source: Primary Data, 2025

According to the results of the study, social media marketing significantly and favorably influences purchase intention, as evidenced by a t statistic of 4.866 that is higher than the t table value (t count 4.866 > t table 1.96), a p value of 0.000 that is less than 0.05 (0.000 < 0.05), and a value of 0.488. The study's findings showed that the first hypothesis that social media marketing significantly and favorably influences purchase intention was true.

With a value of 0.846, p values of 0.000 are less than 0.05 (0.000 < 0.05), and t statistics of 24.641 have a value higher than the t table value (t count 24.641 > t table 1.96), it was determined that social media marketing has a positive and significant effect on electronic word of mouth. The study's findings confirmed the second hypothesis, which found that social media marketing has a positive and significant effect on electronic word of mouth.

With a value of 0.171, p values of 0.107 greater than 0.05 (0.000 < 0.05), and t statistics of 1.611, which is smaller than the t table value (t count 1.611 > t table 1.96), the analysis's findings indicated that electronic word of mouth has a positive and insignificant effect on purchase intention. The study's findings showed that the third hypothesis that electronic word-of-mouth had no discernible and beneficial impact on purchase intention was disproved.

With a value of 0.328, p values of 0.001 less than 0.05 (0.000 < 0.05), and t statistics of 3.451, which is higher than the t table value (t count 3.451 > t table 1.96), social media marketing significantly and favorably affects brand image. According to the study's findings, the fourth hypothesis that social media marketing significantly and favorably affects brand image was accepted.

With a value of 0.531, p values of 0.000 smaller than 0.05 (0.000 < 0.05), and t statistics of 5.439, which has a value greater than the t table value (t count 5.439 > t table 1.96), the analysis's findings showed that electronic word-of-mouth has a positive and

significant effect on brand image. The study's findings confirmed the fifth hypothesis, which was that electronic word-of-mouth has a positive and significant effect on brand image.

With a value of 0.248, p values of 0.048 less than 0.05 ($0.000 < 0.05$), and t statistics of 1.979, which is higher than the t table value ($t \text{ count } 1.979 > t \text{ table } 1.96$), it was discovered that brand image significantly and favorably influences purchase intention. According to the study's findings, the sixth hypothesis that brand image significantly and favorably influences purchase intention was accepted.

With a value of 0.081, p values of 0.125 greater than 0.05 ($0.000 < 0.05$), and t statistics of 1.534, which is less than the t table value ($t \text{ count } 1.534 > t \text{ table } 1.96$), the analysis's findings indicated that social media marketing has a positive and negligible impact on purchase intention mediated by the brand image. According to the study's findings, the seventh hypothesis that social media marketing significantly and favorably influences purchase intention through brand image is disproved.

With a value of 0.132, p values of 0.050 less than 0.05 ($0.050 = 0.05$), and t statistics of 1.961, which is higher than the t table value ($t \text{ count } 1.961 > t \text{ table } 1.96$), electronic word of mouth significantly and favorably influences purchase intention. According to the study's findings, the eighth hypothesis that electronic word-of-mouth has a favorable and significant impact on purchase intention mediated by brand image is accepted.

The Influence of Social Media Marketing on Purchase Intention

The study's findings demonstrate that social media marketing significantly and favorably influences consumers' intentions to make purchases. The computation results which show that the path coefficient value of 0.488 t statistic of 4.866 is more than the t-table value of 1.96 ($t \text{ count } 4.866 > t \text{ table } 1.96$) and that p values of 0.000 are less than 0.05 ($0.000 < 0.05$) provide evidence of this. The results of the study show that social media marketing has a positive and significant effect on purchase intention. This is evidenced by the calculation results obtained from the path coefficient value of 0.488 t statistic of 4.866, where the value is greater than the t-table value of 1.96 ($t \text{ count } 4.866 > t \text{ table } 1.96$) and p values of 0.000 are smaller than 0.05 ($0.000 < 0.05$). The study's findings are consistent with those of Adriana et al. (2022), who discovered that social media marketing significantly and favorably influences purchase intention. This suggests that a rise in social media marketing may also lead to an increase in purchase intention. The findings of this study are consistent with those of a study by Pramudita and Sitinjak (2021) that found social media marketing significantly and favorably influences consumers' intentions to make e-commerce purchases.

Influence Social Media Marketing Against Electronic Word Of Mouth

The study's findings demonstrate that social media marketing significantly and favorably influences electronic word-of-mouth. P values of 0.000 are less than 0.05 ($0.000 < 0.05$), and the path coefficient value of 0.846 with a t-statistic of 24.641, which is higher than the t-table value of 1.96 ($t \text{ count } 24.641 > t \text{ table } 1.96$), provides support of this. Therefore, it can be said that consumers are more likely to make a purchase when social media marketing is more prevalent. These results are in line with the research of Mangold and Faulds (2009), They found that social media marketing plays an important role in increasing electronic word of mouth, which can strengthen the influence of consumer purchase intentions. Social media as a platform allows consumers to share experiences, which leads to the influence of purchasing decisions. In addition, Cheung et al. (2008)

stated that eWOM, which is influenced by social media, can increase consumer trust in products or services and encourage them to make purchases. Kwon and Kwon (2021) found that effective social media marketing not only increases eWOM but also plays a role in strengthening the relationship between brands and consumers, which in turn increases purchase intention.

The Influence of Electronic Word Of Mouth on Purchase Intention

With a value of 0.171, a p value of 0.107 that is greater than 0.05 ($0.000 < 0.05$), and a t statistic of 1.611 that is smaller than the t table value ($t \text{ count } 1.611 > t \text{ table } 1.96$), the research findings indicate that electronic word of mouth has a positive and insignificant effect on purchase intention. The third hypothesis, that is, that electronic word of mouth had a positive and insignificant effect on purchase intention, was rejected. The influence of eWOM on purchase intention can greatly depend on individual consumer characteristics and purchasing decisions. It is possible that eWOM (although important) is not a major factor in influencing purchase intentions for most consumers. Consumers may trust other factors more such as personal experience, price, product quality, reviews or information found on social media. Sometimes, especially for certain products or services, eWOM may be less effective in driving purchase intent if consumers focus more on product quality or immediate benefits.

The Influence of Social Media Marketing on Brand Image

With a value of 0.328, p values of 0.001 that are less than 0.05 ($0.000 < 0.05$), and t statistics of 3.451 that are higher than the t table value ($t \text{ count } 3.451 > t \text{ table } 1.96$), the study's findings demonstrate that social media marketing significantly and favorably affects brand image. According to the study's findings, the fourth hypothesis that social media marketing significantly and favorably affects brand image was accepted. These results are in line with research conducted by Dewi et al., (2022), which showed that social media marketing has a positive and significant effect on brand image. This means that the more effective social media marketing is, the more positive the brand image produced. The study's findings support those of Prasetyo and Zahira (2019), who found that social media marketing significantly and favorably affects brand image. The research by Sanny et al. (2020), which claims that social media marketing significantly improves brand image, is also supported by this finding.

Influence Electronic Word Of Mouth Towards Brand Image

With a value of 0.531, p values of 0.000 smaller than 0.05 ($0.000 < 0.05$), and t statistics of 5.439, which have a value bigger than the t table value ($t \text{ count } 5.439 > t \text{ table } 1.96$), the study's findings show that electronic word of mouth significantly and favorably affects brand image. According to the study's findings, the fifth hypothesis that electronic word-of-mouth significantly and favorably affects brand image was accepted. The research results are in line with those found by Dewi et al., (2022), the results showed that electronic word of mouth has a positive and significant effect on brand image. Consumers or users can be convinced by the dissemination of information with electronic word of mouth through a site. The picture obtained by the recipient of the information can vary because it arises from the many personal accounts that act as sources of information in the dissemination of electronic word of mouth. Therefore, every review that is disseminated through electronic word of mouth communication can influence brand image, but the impact will be based on the perspective of the recipient of the information.

Rahmawati and Dermawan (2023) also found results stating that electronic word of mouth has a positive and significant effect on brand image. This means that the higher the good reviews about a product on a site or platform, the better the brand image of the product will be.

The Influence of Brand Image on Purchase Intention

The study's findings demonstrate that brand image significantly and favorably influences purchase intention, with a t statistic of 1.979 that is higher than the t table value ($t_{\text{count}} 1.979 > t_{\text{table}} 1.96$) and a value of 0.248 p values of 0.048 less than 0.05 ($0.000 < 0.05$). According to the study's findings, the sixth hypothesis that brand image significantly and favorably influences purchase intention was accepted. According to research by Adriana et al. (2022), purchase intention is positively and significantly impacted by brand image. This demonstrates that purchase intention increases with brand image strength. This result is consistent with study by Candra and Suparna (2019), which demonstrates that customer purchasing power is positively and significantly impacted by brand image. This demonstrates how a more favorable brand image raises consumer interest in purchasing a product. Furthermore, this study's findings are consistent with those of Pramudita and Sitinjak (2021), who found that purchase intention is positively impacted by brand image.

Influence Social Media Marketing on Purchase Intention Mediated By Brand Image

With a value of 0.081, p values of 0.125 greater than 0.05 ($0.000 < 0.05$), and t statistics of 1.534, which is less than the t table value ($t_{\text{count}} 1.534 < t_{\text{table}} 1.96$), the study's findings show that social media marketing has a positive and negligible impact on purchase intention mediated by brand image. According to the study's findings, the seventh hypothesis that social media marketing has no discernible impact on purchase intention mediated by brand image was disproved. The results of the study indicate that brand image as a mediator is not strong enough to explain the effect of social media marketing on purchase intention. This could be caused by several factors, such as: Brand image may not be strong enough to influence purchasing decisions (purchase intention) in the context of this study. There may also be other variables that influence purchase intention more than brand image itself. Social media marketing may not be effective enough in creating a strong brand image in the eyes of consumers, which has an impact on the low influence on purchase intention.

Influence Electronic Word Of Mouth On Purchase Intention Mediated By Brand Image

With a value of 0.132, p values of 0.050 less than 0.05 ($0.050 = 0.05$), and t statistics of 1.961, which is higher than the t table value ($t_{\text{count}} 1.961 > t_{\text{table}} 1.96$), the study's findings show that electronic word of mouth significantly and favorably influences purchase intention through brand image. According to the study's findings, the eighth hypothesis—that is, that brand image mediates the positive and considerable impact of electronic word-of-mouth on purchase intention was accepted. These findings are consistent with a study by Anissa Asyakra and Alimuddin Rizal Rivai (2024), which found that, when brand image is used as a mediating variable, electronic word of mouth (e-WOM) significantly and favorably influences purchase intention. Furthermore, using brand image as a mediating variable, Adriana et al. (2022) discovered that electronic word

of mouth (e-WOM) significantly and favorably influences purchase intention. This demonstrates that the Electronic Word is more favorable. The study's findings are consistent with those of Pramudita and Sitinjak (2021), who found that electronic word-of-mouth positively influences purchase intention both directly and through brand image.

CONCLUSION AND SUGGESTIONS

Based on the results of the research and discussion above, it can be concluded that social media marketing and brand image have a positive and significant effect on purchase intention, electronic word of mouth has a positive and insignificant effect on purchase intention, social media marketing and electronic word of mouth have a positive and significant effect on brand image, brand image is also proven to be a mediating variable that influences the relationship between electronic word of mouth and purchase intention, but has a positive and insignificant effect in mediating the influence of social media marketing on purchase intention. The factors that most influence the level of involvement in this research are social media marketing and electronic word of mouth, so these two factors need to be improved to increase purchase intention for Emina products in Padang Panjang City.

Based on the research results, to increase purchase intention for Emina products in Padang Panjang City, it is recommended that decision makers pay attention to increase the effectiveness of Emina products through social media marketing by: increasing consumer interest by highlighting product advantages, using the right influencers, updating Emina product information via social media, creating more personal relationships with followers and providing Emina product information that is easy to understand. Improving the brand image of Emina products by improving the quality of Emina products, creating variations of Emina products based on skin type, offering affordable prices and innovating more attractive products.

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