

## Antecedents and Consequences of Brand Image and Perceived Quality of Wardah Face Mask Prospects

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### ABSTRACT

The aim of this research is to examine the antecedents and consequences of brand image and perceived quality in Cimahi City. Cross-sectional or one shot method was used to obtain data. The instrument has passed the validity and reliability tests by including outer model measurements, namely convergent validity, discriminant validity, and composite reliability. The data analysis technique used is structural equation modeling (SEM). Of the fourteen research hypotheses proposed, twelve were supported by empirical data. With the results of the study, quantity and credibility have a positive effect on brand image and perceived quality, then brand image and perceived quality have a positive effect on purchase intention, then brand image and perceived quality mediate the effect of quantity and credibility on purchase intention. The difference from this study is the object studied by Wardah face masks and the research locus in Cimahi City. The results of this study are expected to provide benefits for further research and the assessed Wardah or similar beauty industries related to designing strategies relevant to improving the quality of these attributes.

**Keywords:** Brand Image, Electronic Word of Mouth, Perceived Quality, Purchase Intention



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## INTRODUCTION

Rapid communication technology makes it easy for everyone to obtain information, especially about the beauty field (Nayumi & Sitinjak, 2020). Looking beautiful is one way for women to get attention from others so that beauty treatments such as cosmetics are a necessity for women today (Sulianto, 2017). Indonesian women aged 13-22 years as much as 58.7% have used skincare (zapclinic.com). One of the most popular cosmetic products is face masks (Masluhiya & Fidiastuti, 2019). Facial masks are useful for reducing wrinkles, removing acne scars, brightening, and moisturizing facial skin. Based on data from Dinar Standard, in 2021 Indonesia will become the largest halal cosmetic consumption country after India (godstats.id). One of the halal cosmetic brands in Indonesia is Wardah (baznas.go.id). Wardah is one of the beauty cosmetics brands that does marketing with target female customers ranging from teenagers to adult women (Benowati & Purba, 2020). Wardah has been produced since 1995 by PT Paragon Technology and Innovation (Adriyati & Indriani,

2017). In competitive conditions over the past year, the 2022 period shows that the Wardah brand index is ranked 4th at 12.70% while Mustika Ratu is ranked 1st at 20.40%, Ovale is ranked 2nd at 18.50% and Sariayu is ranked 3rd at 13.80% which is Wardah's competitor. One of the top brand index indicators is mind share, which shows the level of how a brand is remembered in the minds of consumers compared to other brands. Thus, the high and low mind share is characterized by the high and low level of consumers in remembering the brand. The high and low ability of consumers to remember has the potential to generate purchase intention. Wardah's position at number 4 may indicate that the purchase intention of the Wardah brand is still lagging behind other competing brands during this period.

Electronic word of mouth as a negative or positive statement made by actual, potential or previous consumers about a product or company where this information is available to people or institutions via internet social media (Muninggar et al., 2022). According to Bataineh (2015), three dimensions are used to measure E-WOM, namely quantity, quality, and credibility, which in this study are positioned as independent variables. Quantity reflects the amount of information obtained when consumers are in the information search stage about the desired product or service (Mariasih & Setiyaningrum, 2021). Quality reflects the quality of information posted in online reviews to determine that the information in online reviews is valuable to customers for current and future decisions (Safitriani & Auliya, 2023). Credibility is the recipient's cognitive assessment of the ability and motivation, the source of information, and the recipient will have a certain disposition of trust in the source (Safitriani & Auliya, 2023). According to Pujiastuti et al (2019) brand image as a mediating variable is influenced by quality, quantity, and credibility. The same thing is known that brand image is influenced by the quality, quantity, and credibility of electronic word of (Wajdi & Aji, 2020).

H1: quality has a positive effect on brand image

H2: quantity has a positive effect on brand image

H3: credibility has a positive effect on brand image

H4: quality has a positive effect on perceived quality

H5: quantity has a positive effect on perceived quality

H6: credibility has a positive effect on perceived quality

David Ogilvy came up with Brand Image Theory in the 1950s, pointing out that "A brand is a complex symbol, which is the intangible sum of the brand's attributes, name, packaging, price, history, and reputation as well as advertising methods". Before that, Gardner and Levy were the first to capture the essence of brand image in writing, but the ideas underlying their writings were not new. Marketers in the late 19th century were increasingly concerned with the "brand gestalt" from the progressive developments in branding, advertising, and marketing techniques that occurred in that era (Murphy 1987). Gardner and Levy had a tremendous influence on marketing practice and research by launching the term "brand image", which came to be widely used. According to Kotler & Keller (2009), brand image is the perceptions and beliefs held by consumers, as reflected in the associations embedded in consumers' memories. Perceived quality is defined by Zeithaml (1988) as a consumer's assessment (perception) of the overall superiority of a product. Irawan et al (2022) and Medinna & Imanuddin (2020) show that brand image as consumer perceptions and preferences for brands, as reflected by various kinds of brand associations that exist in consumer memory. Based on the results of this study, it can be seen that brand image affects purchase intention in the context of skincare. Wardah skincare is one of the face masks. Thus, brand image is thought to have a positive effect on purchase intention in the context of Wardah face masks. Based on the explanation above, the following tenth hypothesis is determined:

H7: brand image has a positive effect on purchase intention

Homer (2008) argues that quality perceptions can be influenced by information and communication between consumers. EWOM can influence the perception of good and bad quality which will be considered by consumers in buying products (Putri & Mahfudz, 2022). The results of research by Yusendra & Wijaya (2017) show that perceived quality as a mediating variable has a positive effect

on purchase intention. Other research shows that perceived quality as a mediating variable is influenced by quality, quantity, credibility electronic word of mouth (Evgeniy & Lee, 2019). Purchase intention according to Kotler (2009) is a person's activity or behavior that arises through a response so that it shows the customer's desire to buy an object. According to Fandos and Flavian (2006), purchase intention refers to consumer behavior that is planned in a short time to make purchases in the future. In addition, purchase intention is used as a basis before consumers make real purchases (Pandey & Srivastava, 2016).

- H9: quality has a positive effect on purchase intention through brand image  
H10 : quantity has a positive effect on purchase intention through brand image  
H11: credibility has a positive effect on purchase intention through brand image  
H12: quality ewom has an effect on purchase intention through perceived quality  
H13: quantity ewom affects purchase intention through perceived quality  
H14: ewom credibility affects purchase intention through perceived quality

## METHODS

The method used in this research is a survey, which is a research method that takes data from samples using a questionnaire which aims to test hypotheses while explaining causal relationships. This research instrument has passed the validity and reliability tests through outer model measurements consisting of convergent validity, discriminant validity and composite reliability. The software used in these three stages is Smart-PLS version 3.0. All loading factor values  $\geq 0.70$  which implies that all measures of each variable can be used to measure what should be measured. Furthermore, based on the discriminant validity test, the cross loading value, namely the correlation value of the manifest variable with the correlation of each latent variable, is higher than the other correlation values.

**Table 1 Loading Factor and Composite Reliability Values**

Variabel Manifest	Loading Factor	Composite Reliability
<b>QL (X1)</b>		0,838
Wardah face masks are clearly reviewed on social media	0,728	
Reviews of Wardah face masks are easy to understand on social media	0,777	
Wardah face masks are reviewed appropriately on social media	0,779	
<b>QN (X2)</b>		0,860
Reviews about moisturizing the face are often discussed so that it has a valuable product	0,817	
Reviews about preventing acne are often discussed in large numbers	0,721	
Reviews about overcoming dull skin with Wardah face masks are often recommended	0,793	
<b>CR (X3)</b>		0,837
Reviews of Wardah face masks on social media are trustworthy	0,814	
Wardah face mask users provide convincing reviews	0,767	
I believe the reviews submitted by Wardah face mask users emphasize honesty	0,875	
<b>BI (Y1)</b>		0,871
Wardah face mask has a good reputation as a solution to prevent excess oil	0,837	
Wardah face mask has a good reputation as a solution for sensitive skin	0,784	
Wardah face mask has a good reputation as a solution for skin	0,764	
<b>PQ (Y2)</b>		0,806
Wardah face mask has good quality to moisturize the face	0,861	
Wardah face mask is safe for acne-prone skin	0,767	
Wardah face mask provides benefits to prevent acne	0,753	

PI (Z)		0,821
I am interested in finding information about Wardah face masks	0,779	
I want to know more about Wardah face masks	0,722	
I am interested in trying to make a Wardah face mask purchase	0,846	
I am considering buying a Wardah face mask	0,691	
I want to have Wardah face mask products	0,745	

Source: SEM-PLS output version 3.0 (Primary Data, 2023)

**Table 2 Cross Loading Value**

Symbol Size	Quality (QL)	Quantity (QN)	Credibility (CR)	Brand Image (BI)	Perceived Quality (PQ)	Purchase Intention (PI)
QL1	0.728	0.511	0.512	0.493	0.496	0.548
QL2	0.777	0.573	0.601	0.546	0.572	0.560
QL3	0.779	0.627	0.610	0.553	0.668	0.657
QN1	0.599	0.817	0.628	0.628	0.610	0.699
QN2	0.598	0.721	0.723	0.616	0.662	0.672
QN3	0.555	0.793	0.626	0.625	0.627	0.686
CR1	0.571	0.661	0.814	0.642	0.659	0.695
CR2	0.564	0.677	0.767	0.672	0.640	0.585
CR3	0.718	0.748	0.875	0.765	0.744	0.753
BI1	0.611	0.712	0.712	0.837	0.665	0.715
BI2	0.465	0.601	0.690	0.784	0.570	0.569
BI3	0.584	0.594	0.619	0.764	0.668	0.609
PQ1	0.655	0.723	0.749	0.684	0.861	0.684

This study involves a sample of the population who have not experienced using Wardah face masks with a minimum age of 17 years from students to parents and this age level is considered to have sufficient cognitive ability to answer all statements in the questionnaire. The number of samples in this study was determined as 120 tourists as shown in table 3. Meanwhile, convenience sampling was used to collect data from respondents related to characteristics who have never used Wardah face masks.

**Table 3 Respondents Profile**

DESCRIPTION	NUMBER	
	PEOPLE	PERCENTAGE
<b>Gender</b>		
Male	24	20%
Female	96	80%
<b>Age</b>		
17-22 years	77	64,17%
23-28 years	40	33,33%
> 29 years old	3	2,5%
<b>Domicile</b>		
Cimahi City	120	100%
<b>Occupation</b>		
Student	6	5%
Student	77	64,17%
Housewife	3	2,5%
Private Employee	34	28,3%

Source: kuesioner

The type of data in this study is included in primary data sourced from respondents who have not experienced using Wardah face masks. Based on the time horizon in the data collection process, this research is classified as crosssectional studies where data is collected only once in one period of time, namely one week. The data collection process was carried out by distributing questionnaires directly using google forms. Partial least square (PLS) structural equation modeling (SEM) version 3 based on variants is used to build and test statistical models. Based on the results of the model fit test using the model fit menu in SEM-PLS, it is known that the standardized root mean square residual (SRMR) of  $0.096 < 0.10$  and the normal fit index (NFI) of 0.587 is between 0.00-1.00 which means that the model is declared suitable (fit) so that it can be used for further analysis.

## RESULTS AND DISCUSSION

The previous information shows that the proposed model is fit so that it can be used as a basis for testing statistical hypotheses. The bootstrapping procedure is used to determine the status of the hypotheses by comparing the t- statistic with the t-table of 1.65 comparing the p-value with the  $\alpha$  value of 0.05 in one-way testing. The results of testing the thirteen statistical hypotheses are shown in table 4 as follows:

**Table 4 Statistical Hypothesis Test Results**

	Hypothesis Description	Path Coefficient	T- STATISTIC	P- VALUE	Description
H1	QL → BI	0,061	0,646	0,259	Not supported
H2	QN → BI	0,272	2,222	0,013	Supported
H3	CR → BI	0,57	4,823	0,000	Supported
H4	QL → PQ	0,241	2,602	0,005	Supported
H5	QN → PQ	0,95	2,525	0,006	Supported
H6	CR → PQ	0,400	3,016	0,001	Supported
H7	BI → PI	0,463	4,079	0,000	Supported
H8	PQ → PI	0,419	3,596	0,000	Supported
H9	QL → BI → PI	0,028	0,631	0,264	Not supported
H10	QN → BI → PI	0,126	2,224	0,013	Supported
H11	CR → BI → PI	0,264	2,741	0,003	Supported
H12	QL → PQ → PI	0,101	2,002	0,023	Supported
H13	QN → PQ → PI	0,124	1,976	0,024	Supported
H14	CR → PQ → PI	0,167	2,190	0,014	Supported

Source: SEM-PLS output version 3.0 (Primary Data, 2023)

Based on the results of hypothesis testing, it is known that H1 is not supported by empirical data. Quality does not contribute to the emergence of brand image with a path coefficient of 0.061. The quality of information for customers for purchasing decisions for Wardah face masks has no effect on the perceptions or beliefs embedded in consumers' memories about Wardah face masks.. The logical inference from the first hypothesis test results illustrates that the results of this study do not support the findings of Pujiastuti et al., (2019;) Wajdi & Aji, (2020) which suggest that quality has a positive effect on brand image. Then, it is known that H2 and H3 are supported by empirical data. Quantity and credibility contribute to the emergence of brand image with path coefficients of 0.272 and 0.570. This finding has the impact that valuable products, the large number of reviews, recommending products, trust in reviews, confidence in reviews, honesty of reviews have an impact on the perception or belief embedded in consumers' memories about Wardah face masks. Logical inference from the results of the second and third hypothesis tests illustrates that the results of this study support the findings of Pujiastuti et al., (2019;) Wajdi & Aji, (2020). Then it is known that H4-H6 are supported by empirical data. Quality, quantity, and credibility contribute to the

emergence of perceived quality with path coefficients of 0.241, 0.295 and 0.400. This finding has the impact that the clarity of the review, the ease of understanding the review, the accuracy of the review, the value of the product, the large number of reviews, recommending the product, trust in the review, confidence in the review, honesty of the review have an impact on the onset of consumer assessment or perception of the superiority of Wardah face masks. Logical inference from the results of the fourth to sixth hypothesis tests illustrates that the results of this study support the findings of Evgeniy & Lee, (2019); H. A. S. Putri & Mahfudz, (2022).

Furthermore, it is known that the results of hypothesis testing H7 and H8 are supported by empirical data. Brand image and perceived quality contribute to the emergence of purchase intention with a path coefficient of 0.463 and 0.419. This finding has the impact that reputation in preventing excess oil, sensitive skin solutions, bruntusan skin solutions, good mask quality, safe masks to use, masks provide the benefits needed have an impact on the onset of consumer tendencies to act before actually buying Wardah face masks. Logical inference from the results of the seventh and eighth hypothesis tests illustrates that the results of this study support the findings of Irawan et al., (2022); Medinna & Imanuddin, (2020); Then & Johan, (2020); Yulianti & Keni, (2022). The results of hypothesis testing show that H9 is not supported by empirical data. Brand image does not mediate the effect of quality on purchase intention with a path coefficient of 0.028. This finding implies that the reputation in preventing excess oil, sensitive skin solutions, bruntusan skin solutions is caused by the clarity of the reviews, the ease with which the reviews are understood, and the accuracy of the Wardah face mask reviews which do not cause respondents' interest in seeking information, wanting to know the product, interested in trying, considering buying and wanting to own Wardah face masks. Logical inference from the results of the ninth hypothesis test illustrates that the results of this study support the findings (Bataneh, 2015; Mariasih & Setiyaningrum, 2021). Then it is known that H10 and H11 are supported by empirical data. Brand image mediates the effect of quantity and credibility on purchase intention with a path coefficient of 0.126 and 0.264. This means that valuable products, the large number of reviews, recommending products cause trust in reviews, confidence in reviews, honesty of reviews so that it has an impact on the emergence of respondents' interest in seeking information, wanting to know the product, interested in trying, considering buying and wanting to own a Wardah face mask. Logical inference from the results of the tenth and eleventh hypothesis tests illustrates that the results of this study support the findings (Bataneh, 2015; Mariasih & Setiyaningrum, 2021). The results of hypothesis testing H12-H14 are supported by empirical data. Perceived quality mediates the effect of quality, quantity, and credibility on purchase intention with path coefficients of 0.101, 0.124, and 0.167. This means that the clarity of the reviews, the ease with which the reviews are understood, the accuracy of the Wardah face mask reviews cause valuable mask products, the large number of reviews, product recommendations, trust in the reviews, confidence in the reviews, honesty in the reviews so that they have an impact on the emergence of good mask quality, masks that are safe to use, masks provide the benefits needed. It is known that the Wardah brand is in 4th position compared to its other competitors, namely Mustika Ratu, Ovale, and Sariayu during the 2022 period. Therefore, this research is expected to provide practical benefits for Wardah's management and other skincare industries. In this regard, this research can be considered and utilized by practitioners to gain knowledge about the role of brand image variables and perceived quality in mediating the influence of the electronic word of mouth dimension on the purchase intention of Wardah face masks. Stakeholders are expected to gain knowledge about the strategies that must be carried out to increase purchase intention.

## CONCLUSION

The results of this study found that quality has no effect on brand image. Then quantity and credibility have a positive effect on brand image. Brand image and perceived quality were also found to have a direct effect on purchase intention. On the other hand, brand image does not mediate the effect of quality on purchase intention. Meanwhile, quantity and credibility mediate the effect of brand image.

And quality, quantity, credibility mediate the effect of perceived quality on purchase intention. What distinguishes this research from previous research is the object studied by Wardah skincare and the research locus in Cimahi City (Evgeniy & Lee, 2019). The limitation of this study is the determination of the sample using convenience sampling techniques so that it cannot be generalized to the population. Therefore, further research is recommended to use probability sampling techniques if possible so that the research results can be generalized to the population. This study found that quality does not have a positive effect on brand image. In addition, brand image was found not to mediate the effect of quality on purchase intention. Future researchers are advised to explore other variables that can mediate the effect of quality on purchase intention.

In connection with the purpose of this study is to provide solutions to the low purchase intention of Wardah face masks, it is important for Wardah companies to understand what factors can increase purchase intention. The results of this study indicate that purchase intention is influenced by quantity and credibility through brand image and perceived quality. First, the Wardah company can increase information about Wardah face masks again. In increasing Wardah face mask products, the number of face mask reviews, and many who recommend Wardah face masks. Second, further increase consumer confidence in Wardah face mask products. In increasing trust, confidence, and honesty about Wardah face masks.

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