

## The Impact of EWOM on Purchase Intentions by Mediating Brand Image, Satisfaction and Trust in E-commerce in Indonesia

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### ARTICLE INFO

Date of entry:

11 September 2023

Revision Date:

18 September 2023

Date Received:

29 September 2023

### ABSTRACT

Progress in various fields of life always gives rise to new ideas that meet consumer needs, one of which is in the field of trade. With the rapid development of information technology, it provides a more flexible space for business people to reach the market for their products. This has fueled the emergence and development of digital marketing. This study aims to analyze the effect of EWOM on Purchase Intention by mediating Brand Image, Satisfaction, and Trust in e-commerce in Indonesia. The sample in this study was determined by uses probability sampling with SmartPLS, so that for sample of 288 respondents was obtained. The results of the study show that there is a significant relationship between Electronic Word of Mouth (EWOM) and Purchase Intention. Meanwhile, Brand Image, Satisfaction, and Trust also have a significant effect on Purchase Intention directly or indirectly.

Keywords: Brand Image, Electronic Word of Mouth (EWOM), Purchase Intention, Satisfaction, Trust.



Cite this as: Qadri, R. A. ., Sinambela, F. A., & Ana, A. (2023). The Impact of EWOM on Purchase Intentions by Mediating Brand Image, Satisfaction and Trust in E-commerce in Indonesia. *Wiga : Jurnal Penelitian Ilmu Ekonomi*, 13(2), 138–152. <https://doi.org/10.30741/wiga.v13i2.1128>

### INTRODUCTION

Advancements in different areas of life consistently generate fresh concepts that cater to the demands of consumers, one of which is within the realm of commerce. As the desires of diverse consumers continue to grow, manufacturers must evolve into inventive enterprises that generate goods and ventures unrestricted by physical boundaries and temporal limitations (Syukri Amri Hasbullah et al. 2021). The swift advancement of information technology offers a more adaptable arena for entrepreneurs to access the market for their goods. This has sparked the rise and progress of online advertising or digital marketing.

E-commerce is the exchange of commodities and services on the web and distribution channels are a component of a broader plan, encompassing brick-and-mortar stores and alternative revenue streams. Digital marketing, also known as internet marketing, is the process of establishing a brand using the web and other types of digital communication to engage with potential clients, which encompasses not only electronic mail, social media, and online advertising, but also SMS and multimedia as marketing mediums. As time progresses, the number of internet users in Indonesia is growing significantly each year. Based on data from Data Indonesia.id, it illustrates that the

amount of internet users in Indonesia from 2012 to 2022 period has experienced a significant increase. In 2012 the number of internet users in Indonesia was only 39.6 million, but in 2020 it reached 205 million.



**Figure 1. Shows the number of internet users in Indonesia**

Source : We Are Social (2022)

A digital marketing plan involves evaluating what particular objectives can be accomplished through the utilization of Internet platforms. The effective execution of digital marketing tactics is extremely crucial for the triumph of a company, particularly at a time when an increasing number of customers are conducting business in online commerce. The development of information technology and marketing through digital marketing is predicted to be a point of change in the technique of marketing a product from conventional marketing to using digital marketing (AH Diventy 2020), not only on marketing elements but will have an impact on all business activities as a whole, both large-scale businesses and national as well as small-scale individual businesses. Utilizing technology in business of course is one of the most popular and effective methods used today because it makes it easier for business owners to provide marketing information to consumers, for example companies that work on vehicles find marketing easier with digital marketing (Mkwizu 2019).

According to (Makvandi and Farzin 2022) defines E-WoM (Electronic Word of Mouth) as verbal, written and digital communication between individuals regarding the benefits or experiences in obtaining or using products or services. With the E-WoM (Electronic Word of Mouth) strategy, a product continues to be talked about by the audience so that it becomes popular, which ultimately creates an exponential referral chain that helps increase long-term prospects, sales and traffic for a brand.

According to (Muchlisin Riadi 2020) defines Trust as a customer's or consumer's perception of a brand's ability to be trusted (brand reliability), a series of transactions and interactions with experiences or brands that meet expectations and promised value and produce satisfactory or positive results.

According to (Haryanto and Harsono 2022) defining Brand Image is consumers' understanding of the company/brand and its products and services. Brand image is formed in consumers' minds through experiences and interactions, as well as perceptions about the company/brand's goals and principles.

According to (Marshall 2020) defines Satisfaction as consumer pleasure or dissatisfaction that arises after comparing the product's performance or results with the expected performance. Increasing customer satisfaction has an important positive influence on customer loyalty because it causes more customers to remain loyal.

## LITERATURE REVIEW

### Purchase Intention

Purchase Intention is a customer's willingness to buy a particular product or service. Purchase intention is the dependent variable that depends on various external and internal factors (Watanabe et al., 2019). In addition, purchase intention is also a measure of the attitude of respondents towards purchasing a product or using a service. Purchase Intention can be influenced by several factors, including (1) EWOM, (2) Trust, (3) Brand Image, and (4) Satisfaction (Gennaro Cuofano 2023). Purchase intention is the attitude of consumers who are happy with this object by paying money or sacrificing (Arachchi, 2022). Marketing focused on purchase intention as a metric results in enhanced return on investment regarding marketing endeavors, and additionally, determining customer intentions accurately can aid in crafting marketing campaigns that effectively reach the desired target audience and accomplish anticipated objectives, while simultaneously boosting customer engagement and yielding greater investment yields (Miguel et al., 2022). Marketing based on purchase intention as a measure leads to increased return on investment in terms of marketing activities and the right idea or the right way to measure customer intentions (MBA Skool Team 2021) can also help in designing marketing campaigns in such a way that the company or peacock can reach the target audience and achieve the expected goals and also increase customer participation and gain greater investment returns (Charles Yanses, 2023).

### Electronic Word of Mouth (EWOM)

Electronic Word of Mouth (EWOM) is marketing that uses internet word of mouth to support marketing efforts and goals (SA Matutina 2019). This marketing is as contagious as a virus is another form of word of mouth, word of mouth or next-click will encourage consumers to talk online, via audio, video, and print, about the products and services the company is developing (Chen & Gao, 2019); (Van Pinxteren et al., 2020). EWOM refers to the exchange of information, opinions, or recommendations about the advantages or encounters related to acquiring or utilizing goods or services (Hakim & et al., 2021). By implementing an EWOM approach, a product can sustain ongoing conversations among consumers, resulting in increased popularity and generating a cascading network of referrals, ultimately leading to enhanced prospects, sales, and brand visibility (Mohd Isa et al., 2019).

H1: Electronic word of mouth has a significant effect on trust.

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

H3: Electronic word of mouth has a significant effect on satisfaction.

H4: Electronic word of mouth has a significant effect on purchase intention.

H5: Electronic word of mouth has significant effect on purchase intention dengan medias trust.

H6: Electronic word of mouth has significant effect on purchase intention dengan mediasi brand image.

H7: Electronic word of mouth has significant effect on purchase intention dengan mediasi satisfaction.

### Trust

Confidence is the customer's or consumer's understanding of the brand's capacity to be relied upon (brand dependability) a succession of transactions and interactions with encounters or brands that fulfill the expectations and principles pledged and generate gratifying or affirmative outcomes (Amera P. Safira 2021). Trust is based on an experience or series of transactions and interactions with a brand, customer, or consumer perception of brand credibility to provide expected and promised value and produce satisfactory or positive results (Munaier et al., 2022). Brand trust covers all aspects of the customer transaction experience, from product quality, customer service, price, competition, and brand image, all of which affect brand trust (IZZAZA, 2022). Measuring customer trust in a brand is important for discovering the actions we need to take to build better relationships with customers and the belief in marketing is the belief that a company or product will meet the needs of its customers (Shaker et al., 2023). Trust is built over time through consistent and reliable performance, positive customer interactions and communication (Muchlisin Riadi, 2020).

H8: Trust influence has a significant effect on purchase intention.

### **Brand Image**

Brand image is the consumer's perception of the organization/brand and its offerings (Francioni et al. 2022). Brand image is developed in the minds of consumers through involvement and engagement, as well as beliefs about the objectives and values of the organization/brand. Brand image is the consumer's understanding of the organization and its goods and services (Indeed Editorial Team, 2023). Brand image is shaped in the minds of consumers through their encounters and engagements, as well as their viewpoint on the organization's purpose and principles (Truong, 2019). Brand image encompasses all the outward perspectives of the reputation that consumers and society hold for a brand (Anita et al., 2020). Brand image includes all the ideas, opinions, associations and emotions that a person can have with a brand or brand products (Nguyen et al., 2021).

H9: Brand image influence has a significant effect on purchase intention.

### **Satisfaction**

Contentment is an assessment of the degree to which products, services, and the general customer encounter fulfill customer anticipations (Sheeraz Shamsi, Sablu Khan, and Mohd Afaq Khan 2023). Contentment is characterized as a gauge of customer gratification with the organization's products, services, and abilities (Malekpour et al., 2022). Contentment data, including appraisals and rankings, can assist companies in identifying the finest choices for enhancing or altering products and services (Garcia et al., 2020). Satisfaction is the delight or discontent that arises after contrasting the performance or outcomes of a product with the anticipated performance (Tran & Tran, 2023). It reflects the success of the business by showing how well the product or service offered matches the needs of the buyer, heightened customer satisfaction has a significant beneficial impact on customer allegiance as it results in a greater number of devoted customers (Khoo, 2022).

H10: Satisfaction influence on purchase intention.

## **METHODS**

This study aims to conduct research on problems with a theoretical form and not have a spontaneous impact on behavior, determinant aspects or performance. This study intends to test whether the independent variable is related to the dependent variable in the formulation of the hypothesis and comparison with the results of previous studies. The research variables are Electronic Word of Mouth the dependent variable, Trust, Brand Image, and Satisfaction including the mediating variable, and Purchase Intention including the independent variable. The data collection technique in this study is to use an online questionnaire method which will be given to consumers who have shopped through e-commerce. The data analysis method used in this research is quantitative analysis. Quantitative research is systematic scientific research into parts and phenomena and the causality of their relationships, the aim of quantitative research is to develop and use mathematical models, theories and/or hypotheses related to a phenomenon (Salsabila Nanda 2022). Based on the quantitative research process above, it appears that the quantitative research process is linear, namely that the steps are clear, starting from problem formulation, theorizing, hypothesizing, collecting data, analyzing data, and making conclusions and suggestions. The sampling method uses non-probability and observational sampling, and the total sample is 288 respondents. As a survey method, data collection is done by distributing questionnaires in the form of Google Forms. SEM (Structural Equation Modeling) is a method of data analysis using the least squares method (PLS) using computer software, i.e. SmartPLS. SmartPLS (Smart Partial Least Square) is a data processing application developed in Germany since 2015 and specializes in providing solutions for researchers in processing data. This

application is used to process quantitative primary data by researchers (Marko Sarstedt and Jun-Hwa Cheah 2019).

## RESULTS AND DISCUSSION

The data used is the result of collection from questionnaires that have been distributed online to objects that have shopped through e-commerce. The total sample consists of 288 respondents, and then the data will be processed using the SmartPLS application.

### Average Variance Extracted (AVE) Test Results

In this study, a sample of 288 respondents was collected. Table 1 shows that all variables in this study, namely Brand Image, Electronic Word of Mouth (EWOM), Purchase Intention, Satisfaction, and Trust, were declared valid.

**Table 1. Average Variance Extracted (AVE)**

Statement	AVE	Conclusion
<i>Brand Image</i>	0,780	Valid
<i>Electronic Word of Mouth (EWOM)</i>	0,776	Valid
<i>Purchase Intention</i>	0,714	Valid
<i>Satisfaction</i>	0,778	Valid
<i>Trust</i>	0,743	Valid

Source: Processed data, (2023)

### Cronbach's Alpha Test Results

It can be seen in Table 2 which is the result of the reliability test where the Cronbach's Alpha value on the Electronic Word of Mouth (EWOM) variable is 0.932, the Brand Image variable is 0.914, the Satisfaction variable is 0.913, the Trust variable is 0.895 and the Purchase Intention variable is 0.881. So based on the results of the research test it can be inferred that all of the research variables are dependable since Cronbach's Alpha value is  $> 0.60$ .

**Table 2. Cronbach's Alpha**

Statement	Cronbach's Alpha	Conclusion
<i>Electronic Word of Mouth (EWOM)</i>	0,932	<i>Reliable</i>
<i>Brand Image</i>	0,914	<i>Reliable</i>
<i>Satisfaction</i>	0,913	<i>Reliable</i>
<i>Trust</i>	0,895	<i>Reliable</i>
<i>Purchase Intention</i>	0,881	<i>Reliable</i>

Source: Processed data, (2023)

### Path Coefficient / Direct Effect Test Results

**Table 3. Structural Test Results without Intervening**

Direct Effect	Mean	T-Statistics	P-Values	Hypothesis
<i>Electronic Word of Mouth (EWOM) → Trust</i>	0,918	57,803	0,000	Significant Influence
<i>Electronic Word of Mouth (EWOM) → Brand Image</i>	0,922	66,850	0,000	Significant Influence

<i>Electronic Word of Mouth (EWOM) → Satisfaction</i>	0,982	308,373	0,000	Significant Influence
<i>Trust → Purchase Intention</i>	0,548	8,066	0,000	Significant Influence
<i>Brand Image → Purchase Intention</i>	0,201	3,924	0,001	Significant Influence
<i>Satisfaction → Purchase Intention</i>	-0,402	3,155	0,002	Significant Influence
<i>Electronic Word of Mouth (EWOM) → Purchase Intention</i>	0,369	5,685	0,000	Significant Influence

Source: Processed data, (2023)

#### Indirect Effect Test Results

**Table 4. Structural Test Results with Intervening**

<i>Indirect Effect</i>	<i>T-Statistics</i>	<i>P-Values</i>	<i>Hypothesis</i>
<i>Electronic Word of Mouth (EWOM) → Trust → Purchase Intention</i>	0,062	0,000	Significant Influence
<i>Electronic Word of Mouth (EWOM) → Brand Image → Purchase Intention</i>	3,256	0,001	Significant Influence
<i>Electronic Word of Mouth (EWOM) → Satisfaction → Purchase Intention</i>	3,161	0,002	Significant Influence

Source: Processed data, (2023)

#### R Square Test Results

Table 5 shows that the R squares value for the Brand Image endogenous variable is 0.849, for the Purchase Intention endogenous variable is 0.931, for the Satisfaction endogenous variable is 0.964 and for the Trust endogenous variable is 0.842. So it can be concluded that the prediction results in the category are stated as "Strong".

**Table 5. R Square Adjusted**

<i>Variable</i>	<i>Mean</i>	<i>R Square</i>	<i>Conclusion</i>
<i>Brand Image</i>	0,850	0,849	Strong
<i>Purchase Intention</i>	0,930	0,931	Strong
<i>Satisfaction</i>	0,964	0,964	Strong
<i>Trust</i>	0,843	0,842	Strong

Source: Processed data, (2023)

#### Discussion

Research in line with (Mohd Isa, Lim, and Chin 2019) that E-Wom has a positive significant on trust, EWOM can have an inhibitory effect and assess the level of consumer trust in a product with suggestions or reviews provided by buyers who have made a purchase, they will share their experiences through sharing platform reviews which can influence potential buyers in deciding to buy a product or service (Chen & Gao, 2019); (Van Pinxteren et al., 2020). Study (Garcia et al., 2020) found that reviews or comments in text-based format provided by buyers will have an inhibiting effect and buyers will have difficulty assessing the level of trustworthiness of the preview source and (Kamboj, 2019) that the excessive amount contained in online eWOM content

can lead to delayed sender regret and reduced trust in the eWOM information as a whole. This may cause consumers aged 20-34 years to tend to shop online so they will have broader and sharper thinking in choosing finished products which will cause the spread of EWOM which can influence consumer confidence in the product. Word of mouth marketing is effective because people have a tendency to trust information from people they know. For example, in Shopee that information provided by other consumers will have a more effective influence compared to advertising. Trust and risk felt by consumers who do online purchases have a significant impact strong influence on their purchasing decisions and also consumer trust can be influenced by comments from other consumers on the network social media as well as advice from people closest to you such as family, friends or other closest people. Deep the purchasing decision process carried out consumers, consumers can pay attention to things that can influence their decisions. influenced by other consumers (Yang 2022).

Word of Mouth (EWOM) has an impact on Brand Image, because consumers have tried the product and know that the brand image is positive, they will spread or recommend it through eWOM so that positive spread in the form of news can be achieved. creating a brand image (Khoo, 2022a). A study (Qadri 2021) in line with (Wisnu Wardhana et al. 2021) that Electronic a website needs to create enough content to build brand loyalty eWOM can enhance marketing campaigns, but if these campaigns are detrimental to the organization they can also damage the brand's reputation and image (Candra and Suparna 2019). Study (Anita et al. 2020) a good brand image will be more easily remembered by customers and will spread positively, thus strengthening a better brand image. More positive perceptions of quality and a lower brand image will result in a decrease in more positive word-of-mouth perceptions of quality, whereas better perceptions of quality will strengthen a better brand image. Consumers aged 20-34 years tend to shop online so they will have a faster and stronger spread which can affect the brand image of the company or product. For explanation above, the reviews that consumers get through electronic word of mouth has an important meaning for consumers to obtain information about products or services (Romero and Ruiz-Equihua 2020). The purpose of a brand is to provoke consumer confidence, strength, power durability, security and also exclusivity. Brand becomes an important meaning for companies to be able to reduce uncertainty and provide valuable information to consumers.

EWOM has a significant influence on satisfaction. Therefore, it will trigger consumers to rethink whether they will be satisfied with the results of their shopping and will give rise to negotiations through EWOM. This significant influence is due to the high level of satisfaction with the company resulting in the spread of positive word of mouth about the company (Van Pinxteren, Pluymaekers, and Lemmink 2020). A study (Rasoolimanesh et al. 2022) in their study said EWOM contributes to consumer satisfaction and increases the likelihood of customers repurchasing the company's products and in line with (Dhyayi Warapsari and Effy Zalfiana Rusfian 2021) that in this regard, it is stated that EWOM is an effective means of marketing products and services. When consumers suggest to other people about certain products and services, it can reflect consumer loyalty to the brand or company (Khoo, 2022b). in line with (Quynh et al., 2021). From explanation above it spreading and commenting on feelings of satisfaction and dissatisfaction with a product or brand will have an impact on customer loyalty. E-WOM and purchase intention are often considered as two important dimensions of e-loyalty. Satisfaction leads to loyalty, so it is one of the main factors resulting from customer decisions and eWOM. E-wom has increased the value of product sales in new forms of communication such as blogs, forums, discussions, social networking sites or research via websites (Kusawat and Teerakapibal 2022). Online buyers always do research on other buyers in the form of testimonials and experiences before buying a product online. Millions of people have access to the Internet, and therein lies the power of e-WOM (Illescas-Manzano, Martínez-Puertas, and Sánchez-Pérez 2022). Customers who have positive experiences with suppliers tend to be perceived better in terms of WOM.

EWom has significant impact on purchase intention in line with (Komariah Ulan, Agung Kresnamurti Rivai, and Dewi Agustin Sari 2022) may be caused by the age range of 21 - 29 years, one of the user groups is students, which will influence consumer purchasing intentions with EWOM which will spread quickly and widely. Consumers have references to the products they want to buy so they can compare products and this will influence consumers' interest in buying certain products. In the study of (Yang, 2022); (Shen 2021), E-WOM such as online ratings and online reviews can influence or influence purchasing interest in a product. If customers show a favorable attitude or expression toward a product or service brand, a desire to buy will occur because they are influenced by their positive attitude toward the product or service (Makvandi and Farzin 2022b) in line with (Qadri 2021). Electronic word of mouth is also a factor that influences consumer purchasing decisions, for example in Shopee, the better or more positive the comments left by consumers, the more consumers will believe in the product, both in terms of quality and price.

EWOM on Purchase Intention mediating Trust has a significant impact. Many respondents aged 20-34 years tend to shop online so they will have broader and sharper thinking in choosing finished products, which will cause the spread of EWOM which can influence consumer confidence in the product and will also influence consumer purchasing intentions (Shaker, Mostafa, and Elseidi 2023). A study (Karunasingha and Abeysekera 2022) in their study said E-WoM is sharing information about a product or service in the form of social media recommendations, online reviews, or content produced by influencers so that E-WOM will have a huge influence on consumer purchase intention towards consumers. The product/brand, apart from E-WOM will also influence consumer trust in the product/brand (Anaya-Sánchez et al., 2020a). Many factor that influences consumer purchasing decisions, the better or more positive the comments left by consumers, the more consumers will believe in the product, both in terms of quality and the price (Ismail, 2022). Word-of-mouth marketing is effective because people tend to trust information from people they know. In other words, the information someone gives about a product to other people will have a greater influence on consumer purchasing intentions (Munoz 2022). The number of reviews on a website is very important for the users who visit it. A study (Belanche, Cenjor, and Pérez-Rueda 2019) in their study said it has been proven that the number of reviews published on the Web depends on the volume of online reviews posted on the site, which is considered a representative element of the popularity of a product or service. Consumers consider surveys useful if they provide reliable information for making purchasing decisions (Ishii and Kikumori 2023). Therefore, if consumers believe that reviews published on a seller's website are trustworthy, they will find them relevant and contribute to purchasing decisions, making them more likely to visit the store for future purchases (Lappeman et al. 2022).

This research finds that the Mediating variable Brand Image has a significant impact on the EWOM and Purchase Intention variables caused that consumers aged 20-34 years tend to shop online so that it will have a faster and stronger spread which can affect the brand image of the company or product and this problem will influence consumers' purchasing intentions. This research is in line with (Ni Kadek Yora Yohana, Komang Ayu Puspita Dewi, and Gusti Ayu Ketut Giantari<sup>3</sup> 2020) and (Candra and Suparna 2019) that consumer preferences for products that are well-known or have an appropriate brand image. When a product has a brand image that has positive value in the minds of consumers and can fulfill their needs and desires, this will attract consumers' interest in buying the product or trigger purchase intentions (Wisnu Wardhana et al. 2021) in line with (Al Qaimari et al. 2021). The interest in buying will arise if there is an urge that continues to be imprinted in the mind and becomes a strong desire and in the end, when consumers have to fulfill their needs, they will realize what they have in mind (Roli Ilhamsyah Putra et al., 2020). Brand image will directly influence consumer perceptions of service quality, because this image is formed from the consumption experience and quality received by consumers and to support the real identification process or job, business or company needs a brand. Consumers may want to buy products based on the brands they are most interested in.



Based on the test result the Satisfaction mediating variable has a significant influence on the Electronic Word of Mouth (EWOM) variable and Purchase Intention variables. Satisfaction will trigger consumers to rethink whether they will be satisfied with the results of their shopping and will give rise to negotiations through EWOM that will influence consumers' purchasing intentions (Farzin et al. 2021). E-WOM is related to the collection of positive or negative opinions made by potential, actual, or former customers about the seller and also investigates the relationship between eWOM satisfaction and purchase intention (Kusawat & Teerakapibal, 2022); (Aslam, Farhat, and Arif 2019). Satisfaction is one of the most important tasks of digital marketing and in general, the eWOM context produces a positive effect on individual satisfaction, and satisfaction with C2C commerce is influenced by several dimensions related to service quality, such as empathy, responsiveness, reliability, and assurance. E-WOM has a positive effect on repurchase intention and perceived value (Quynh et al., 2021a). E-WOM negatively influences perceived risk, customers tend to seek information directly from experience that matches what they want to buy (Ismail, 2022).

Trust has a significant influence on Purchase Intention, Trust will have a very big influence on purchase intentions because if someone no longer trusts the product, they will not make a second purchase again, and vice versa (Munaier, Miyazaki, and Mazzon 2022). Consumers' desire to buy is very dependent on the consumer's trust in the company or brand (Mahliza 2020) in line with (Prathap & C.C., 2022) and (Ismail, 2022). To attract consumer visits and trade through their website, e-commerce companies must build high trust in potential consumers. In a social commerce (SC) environment, trust also plays an important role in consumer purchase intentions (Garcia et al., 2020). Every consumer has a different level of trust, some have high trust and some have low trust (Anaya-Sánchez et al. 2020). This is caused by customer trust and confidence that products have different qualities and the value of these qualities is different. consumer confidence in the product, product characteristics determine consumer opinion, doing online business definitely has asymmetrical information (Ischen et al. 2022). Therefore, there must be trust between sellers and consumers.

Brand Image has a significant influence on Purchase Intention. Brand as a tool for consumers to identify products and as a reference for consumers to evaluate purchases not as an experience, but as a consistent guarantee of brand origin and quality (Prathap and C.C. 2022b). in line with (Vaziri, Llonch-Andreu, and López-Belbeze 2023) product purchasing decisions are strongly influenced by brand image evaluation. Brand as a tool for consumers to identify products and as a reference for consumers to evaluate purchases not as an experience, but as a consistent guarantee of brand origin and quality (Nguyen et al. 2021). Brands have unique characteristics that differentiate products, and advances in e-commerce have significantly increased the number of brands in the market (Komariah Ulan, Agung Kresnamurti Rivai, and Dewi Agustin Sari 2022) in line with (Kraus et al., 2022). Brand image is often used as an extrinsic guide when consumers evaluate a product before deciding to buy so it can be explained that branding is an important part of a product, be it a product or a service and in the business world, the influence of brand image on purchasing decisions is closely related and cannot be separated (Macheka, Quaye, and Ligaraba 2023). The better the brand image, the more customers will see the products and services offered. Brand image reflects the image and perception that consumers have of a brand or company (Ndofirepi et al. 2022). A strong and positive brand image can bring benefits to a business, such as increasing the customer base, increasing sales and customer loyalty. For example, on Shopee consumers will choose products that have a good brand image circulation and will also generate purchase intentions.

Satisfaction has a significant influence on Purchase Intention. Consumer decisions to purchase products are greatly influenced by the satisfaction felt by consumers. Greater satisfaction should be associated with increased product purchase intentions or loyalty (Sánchez García and Curras-Perez 2019) in line with (Malekpour, Yazdani, and Rezvani 2022) and also in the study by (Garcia et al., 2020) found the correspondence between satisfaction and purchase intentions can be

explained by the strengths or weaknesses with which individuals hold their satisfaction or dissatisfaction. The findings of this investigation align with the study carried out by (Watanabe et al., 2019) Satisfaction is a feeling that arises as a result of achievements and expectations. If performance does not meet expectations, consumers will feel dissatisfied. Conversely, if the results match expectations, consumers will feel satisfied. If performance exceeds expectations, consumers will feel happy or very satisfied and this will influence purchasing intentions (de Menezes, Escrig-Tena, and Bou-Llusar 2022).

## CONCLUSION

The objective of this study is to determine which E-commerce platform is frequently utilized for conducting online purchase transactions and also the relationship between variables that have been used by researchers. The independent variable used for this analysis is electronic word of mouth (ewom). The research collected data by distributing online questionnaires in the form of Google Forms targeting people who had shopped through e-commerce. The mediating variables are in the form of Trust, Brand Image, and Satisfaction towards their dependents in the form of Purchase Intention. Based on the findings of this research, the authors determine that there is a noteworthy correlation between electronic word of mouth and purchase intention, both directly and indirectly, besides that there is also a significant relationship between trust and purchase intention, both directly and indirectly, besides that there is a significant relationship between brand image and purchase intention both directly and indirectly and there is a significant relationship between satisfaction and purchase intention both directly and indirectly, From the results of the research above, it is recommended that companies consider or maintain trust and satisfaction with their product/brand image, because it can be concluded that sharing or comments in the form of satisfaction from other consumers will have a big influence on consumer confidence in shopping and will also influence consumers' purchasing intentions. The following are recommendations that can be used as reference material for further research, namely: There is a suggestion that the author wants to convey, namely that the data collection carried out in this research was collected through a questionnaire which only collected 288 respondents. The data could be better if it was taken from several more and wider respondents so that the results obtained would be more accurate, it is suggested for further research to use other variables on purchase intention that are not included or analyzed in this study and the lastly the author hopes that e-commerce in Indonesia can be expanded overseas by adding an overseas shipping system so that people abroad can find out more about Indonesian products.

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