The Influence of E-WOM and Brand Attitude on the Purchase Intention of Skintific Skincare Products

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Abstract

Purpose: Information technology, which is currently undergoing continuous change, has brought great changes to human life. Where today, many people spend their time accessing the internet in carrying out daily activities and looking for information on goods and services. This study aims to analyze the effect of E-WOM, and Brand Attitude on Purchase Intention

Methodology: This study uses quantitative methods, the sampling technique in this study is non-probability sampling with purposive sampling technique. The data collection method used in this study was the distribution of questionnaires with a Likret scale. The population in this study were consumers who were interested in purchasing skincare skintific. which amounted to 150 respondents. The data analysis technique in this study uses Partial Least Square (PLS) using the help of SMARTPLS software which consists of Outer model and Inner model analysis

Results: This study reveals that E-WOM and Brand Attitude variables can have a positive and significant effect on Purchase Intention Positive brand attitudes influence consumer priorities towards brands and purchases. This is because increasing brand valuation by consumers will also increase brand attitudes and can encourage consumer buying intentions. Brand attitude is considered a marker of consumer behavioral intentions Consumers.

Applications/Originality/Value This study recommends skintific skincare management to strengthen and encourage customers to do testimonials about skintific products. With positive testimonials from consumers, it will encourage other consumers to have the intention to buy skintific products. In fact, testimonials provided by consumers who have purchased skintific products are able to encourage and convince the purchase of skintific products.

Keywords: E-WOM, Brand Attitude, Purchase Intention

Introduction Section

Information technology, which is currently undergoing continuous change, has brought great changes to human life. Nowadays, many people spend their time accessing the internet to do their daily activities and looking for information on goods and services. Based on a survey conducted by APJII (Indonesian Internet Network Implementation Association) in 2016 revealed that 97.4 percent of internet users in Indonesia access social media. One of the most accessed social media in 2017 is Youtube and one of the most popular content is about beauty vlogging uploaded by beauty vloggers [1].

Cosmetics have always been in demand all over the world. The growing population in emerging markets has attracted many cosmetic giants to invest in them. Asia Pacific has accounted for the largest share (32%) for the beauty and personal care market globally (Doan, 2019). Malaysia along with Indonesia and Thailand are among the top three cosmetic markets in Southeast Asia [2].

Social media has become an increasingly important platform for brands to showcase their products. In addition to Facebook and Twitter, new platforms such as Instagram and YouTube have spawned a trend of creating products made to accommodate social media-savvy lifestyles and have changed the market path of brands and consumer purchases. [3] study on millennial college students in particular also identified Instagram and YouTube as the most used sources of information for cosmetics and hair products. In addition to using celebrities, companies are also working with social media influencers with large followings to promote their products. Therefore, social media posts have the potential to reach a wide variety of customers from all over the world [4].

The growth of the Internet also offers a promising venue for electronic word of mouth (eWOM). People are starting to use web 2.0 (online forums, web blogs, social media) as a place to exchange information and opinions about a product. Experience in using a product or service with friends and acquaintances on social media.

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Electronic word of mouth is defined as a form of marketing communication that contains positive or negative statements made by potential consumers, real consumers, former consumers, about a product or company that is available to many people or institutions through the Internet media [5]. Some authors consider eWOM as a development of traditional word of mouth (WOM) in a virtual way (Yeap, et al., 2014). Although similar to WOM, Jansen (2009) in [6] says that in general, electronic word of mouth (eWOM) can provide new alternatives for sharing information anonymously and confidentially, and can also cross distance and regional boundaries.

In addition to being seen from E-WOM, purchase intention is also obtained from Attitude towards the brand is shown as a dual function of the most important beliefs that consumers have about a brand (for example, the degree to which a consumer thinks that a brand has some attributes or usefulness in it) and also the evaluative judgment of that belief (i.e. how good or bad the attributes or usefulness possessed by a brand) (Fishbein, 1980; Keller, 1993) in [7]. Attitude towards the brand represents consumer influence on a brand. It is commonly discussed that the more interested a person is in a brand, the stronger the person's desire to own and choose that brand [8].

Purchase intention is a behavior that arises as a response to an object, or also a purchase interest that shows customer's desire to make a purchase. In addition, Assael also states that purchase intention is the final stage the final stage of a complex purchasing decision process which is complex [9]. This process starts from the emergence of a need for a product or brand followed by processing information processing by consumers (customer information processing). Furthermore consumers will evaluate the product or brand brand. The results of this evaluation will will eventually give rise to intentions or intentions to buy before consumers finally actually make a purchase [10].

Research conducted by [11] revealed that E-WOM variables and brand attitudes are positive and significant to consumer purchase intentions. Word of mouth marketing is fairly effective because people have a tendency to trust the information of people they know. In other words, the information that someone gives about a product to another person is as or more effective as advertising. Meanwhile, research conducted by [12] shows that E-WOM has no effect on purchase intention because the information provided by consumers does not have a good reputation. Therefore, the research conducted will prove that E-WOM and brand attitude have an effect on purchasing intentions.

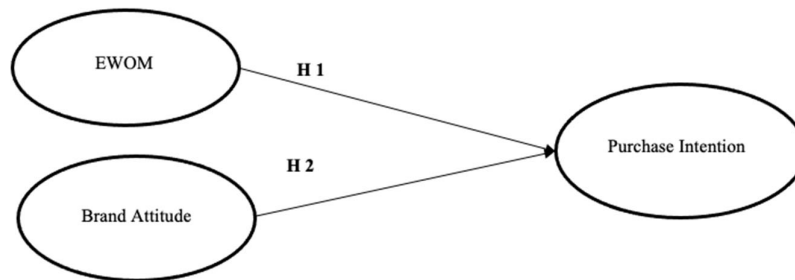## 2 Literature Review and Hypothesis Model

Figure 1. Conceptual model

1. Effect of E-WOM on Purchase Intention

Electronic word of mouth as "any positive or negative statement made by potential, actual, or former customers about a product or company that is available to many people and institutions via the Internet" [13]. Researchers are interested in investigating the motives for seeking e-WOM. Electronic word of mouth is all consumer-directed information communication via Internet technology relating to the use or characteristics of a particular good, service, or seller that is included in communication between producers and consumers, and between consumers themselves [14].

This means that the higher the intensity of e-WOM communication that occurs will increase consumer curiosity about what is communicated so that it will lead to purchase intentions over time. Positive e-WOM will have an effect on increasing sales because consumers indirectly participate in promoting a product based on the experience they have gained from other consumers. This becomes a consideration for others before finally deciding to buy a skincare product.

This hypothesis is formed on the basis of research conducted by [15] which reveals that E-WOM has a positive and significant effect on consumer purchase intentions.
H1: E-WOM has a positive and significant effect on purchase intention

2. The effect of brand attitude on purchase intention

Brand Attitude or attitude towards brands is an attitude that will have consistency with consumer answers to questions about how satisfied consumers are with consumer choices in consuming a product [16]. Attitude towards brands is also defined as the tendency of consumers to evaluate a brand in a favorable or unfavorable form and in a good or bad form according to Assael, 1998 in [17]. Meanwhile, purchase intention is a consumer's tendency to buy a brand or take action related to a purchase as measured by the level of probability of consumers making a purchase [18].

A positive brand attitude affects consumer priorities towards brands and purchases. This is because increasing brand valuation by consumers will also increase brand attitudes and can encourage consumer buying intentions. Consumers who have an interest in a brand, the stronger a person's desire to choose that brand.

This hypothesis is formed on the basis of research conducted by [19] which reveals that Braand attitude has a positive and significant effect on consumer purchase intentions.

H1: Brand attitude has a positive and significant effect on purchase intention

3. Metodology

This research is a study that uses quantitative methods. Quantitative research is a research method using statistical tools and data analysis that can be done [20]. The data used in this research is primary data. Primary data is defined as research data obtained directly from the original source. Primary data in this study were obtained through questionnaires that had been distributed to respondents. This quantitative research aims to test hypotheses with existing theories [21].

The population in this study were consumers who had purchased skincare skintific products totaling 150 respondents. The sampling technique used is non-probability sampling, which does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The criteria for respondents are that they have purchased skintific skincare products. The analysis technique used is SmartPLS 3.2 with outer model analysis for hypothesis testing.

4. Result And Discussions
Result

In this study, hypothesis testing used the Partial Least Square (PLS) data analysis technique with the SmartPLS 3.2 program. The following is a scheme of the PLS program model tested. Outer model testing is used and carried out to determine the specification of the relationship between latent variables and their indicators, this test includes validity, reliability and multicollinearity.

Outer Model Analysis

1. Convergent Validity

An indicator is declared to meet convergent validity in a good category if the outer loading value is> 0.7. The following is the outer loading value of each indicator on the research variables.

Table 1.
Outer Loading Value

Variabel	Indikator	*Outer Loading*
E-WOM (X1)	X1.1	0,749
	X1.2	0,721
	X1.3	0,798
	X1.4	0,653
	X1.5	0,847
Brand attitude (X2)	X2.1	0,899
	X2.2	0,919
	X2.3	0,865
Purchase intention (Y)	Y.1	0,922
	Y.2	0,916
	Y.3	0,922

Source: Processed primary data (2023)

Based on table 1. it is known that each indicator of the research variable has many outer loading values> 0.7. However, according to (Chin, 1998) the measurement scale loading value of 0.5 to 0.6 is considered sufficient to meet the requirements of convergent validity. The data above shows that there are no variable indicators whose outer loading value is below 0.5, so all indicators are declared feasible or valid for research use and can be used for further analysis.

Apart from looking at the outer loading value, convergent validity can also be assessed by looking at the AVE (Average Variance Extracted) value > 0.5 so that it can be said to be valid in convergent validity (Fornell and Larcker, 1981). The following is the AVE value of each variable in this study:

Table 2.
Average Variance Extracted Value

Variabel	*AVE (Average Variance Extracted)*	Description
E-WOM (X1)	0.572	Valid
Brand Attitude (X2)	0.800	Valid
Purchase Intention (Y)	0.846	Valid

Source: Processed Primary Data (2023)

Based on Table 2, each variable in this study shows the AVE (Average Variance Extrancted) value, which is > 0.5. Each variable in this study has a respective value for E-WOM of 0.572, Brand Attitude of 0.800, and Purchase Intention of 0.846. This shows that each variable in this study can be said to be valid in terms of discriminant validity.

1. **Descriminant Validity**

The discriminant validity test uses the cross loading value. An indicator is declared to meet discriminant validity if the cross loading value of the indicator on the variable is the largest compared to other variables (Chin, 1998b). The following is the cross loading value of each indicator:

Table 3.
Cross Loading

Indikator	E-WOM (X1)	Brand Attitude (X2)	Purchase Intention (Y)
X1.1	**0,749**	0,342	0,399
X1.2	**0,721**	0,471	0,386
X1.3	**0,798**	0,323	0,384
X1.4	**0,653**	0,246	0,269
X1.5	**0,847**	0,572	0,539
X2.1	0,479	**0,899**	0,629
X2.2	0,458	**0,919**	0,642
X2.3	0,510	**0,865**	0,613
Y.1	0,567	0,639	**0,922**
Y.2	0,472	0,619	**0,916**
Y.3	0,449	0,679	**0,922**

Source: Processed primary data (2022)

Based on the data presentation in table 3. it can be seen that each indicator in the research variable has the largest cross loading value on the variable it forms compared to the cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

2. **Reliability Test**

Reliability test shows the level of consistency and stability of measuring instruments or research instruments in measuring a concept or construct (Abdillah and Hartono, 2015). Reliability testing in this study used Composite Reliability and Cronbach Alpha.

Composite reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value> 0.7. Below is the composite reliability value of each variable in this study.

Table 4.
Composite Reliability

Variabel	Composite Reliability
E-WOM (X1)	0.869
Brand Attitude (X2)	0.923
Purchase Intention (Y)	0.943

Source: Processed primary data (2023)

From table 4. it can be shown that the composite reliability value of all research variables is> 0.7. For E-WOM it is 0.869, Brand Attitude is 0.923, and Purchase Intention is 0.943. This shows that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

3. Cronbachs Alpha

The second reliability test is Cronbachs Alpha. Cronbachs Alpha is a test where this test is a statistical technique used to measure internal consistency in instrument reliability tests or psychometric data. According to Cronbach, (1951) the construct is said to be reliable if the Cronbach alpha value is more than 0.60. below is the Cronbachs Alpha value in this study.

Table 5.
Cronbachs Alpha

Variabel	*Cronbachs Alpha*
E-WOM (X1)	0.814
Brand Attitude (X2)	0.875
Purchase Intention (Y)	0.909

Source: Processed Primary Data (2023)

Based on table 5. it shows that the Cronbach alpha value of all variables in this study is above> 0.6, which means that the Cronbach alpha value has met the requirements so that all constructs can be said to be reliable.

4. Multicollinearity Test

The multicollinearity test can be seen from the tolerance value and variance inflation factor (VIF). Multicollinearity can be detected with a cut off value that shows a tolerance value> 0.1 or the same as a VIF value < 5. Below is the VIF value in this study:

Table 6.
Collinearity Statistic (VIF)

Inner VIF Values	VIF	Description
X1 -> Y	1.409	*Non multicollinearity*
X2 -> Y	1.409	*Non multicollinearity*

Source: Processed primary data (2023)

From table 6. the results of Collinearity Statistics (VIF) to see the test of each variable have a cut off value> 0.1 or the same as the VIF value < 5, so it does not violate the multicollinearity test.

Inner Model Analysis

This study will explain the results of the goodness of fit test, path coefficient test and hypothesis testing.
The inner model is used to test the effect between one latent variable and another latent variable. Inner model testing can be done with three analyses, namely measuring the R2 (R-square) value, Godness of Fit (Gof), and the path coefficient.

1. Model Goodness Test (Goodness of fit)

Structural model evaluation is carried out to show the relationship between manifest and latent variables from the main predictor, mediator and outcome variables in one complex model. This model goodness test consists of two tests, namely R-Square (R2) and Q-Square (Q2).
The R2 or R-Square value shows the determination of exogenous variables on endogenous variables. The greater the R2 value indicates a better level of determination. R2 values of 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate, and weak (Ghozali, 2015). The following is the value of the coefficient of determination in this study.

Table 7.
R-Square Value

	R-Square	*R-Square Adjusted*
Purchase Intention (Y)	0,530	0,524

Source: Processed primary data, (2023)

Based on table 7, R-Square is used to see the magnitude of the influence of the E-WOM and Brand Attitude variables on Purchase Intention, namely with a value of 0.530 or 53%, it can be said that this relationship is a moderate relationship.

The next test is the Q-Square test. The Q2 value in structural model testing is done by looking at the Q2 (Predictive relevance) value. The Q2 value can be used to measure how well the observation value produced by the model is also its parameter. A value of Q2> 0 indicates that the model has predictive relevance, while a value of Q2 <0 indicates that the model lacks predictive relevance. The following is the result of calculating the Q-Square value:

$$
\begin{aligned}
Q\text{-}Square &= 1 - [(1 - R^2 1) \\
&= 1 - [(1 - 0{,}530) \\
&= 1 - (0{,}47) \\
&= 0{,}53
\end{aligned}
$$

Based on the research results above, the Q-Square value is 0.53. This value explains the diversity of the research data can be explained by the research model by 53%, while the remaining 47% is explained by other factors that are outside this research model. Thus, from the results of these calculations, this research model can be declared to have good goodness of fit.

2. Hypothesis Test

For hypothesis testing in this study, you can use the path coefficient value table for influence. Testing the path coefficient using the bootsraping process to see the t statistics or p values (critical ratio) and the original sample value obtained from the process. A p-value <0.05 indicates a direct influence between variables while a p-value> 0.05 indicates no direct influence between variables. In this study, the significance value used is t-statistic 1.96 (significant level = 5%). If the t-statistic value> 1.96 then there is a significant influence. Hypothesis testing was carried out with the help of SmartPLS (Partial Least Square) 3.2 software. Below is the path coefficient value of the test results.

Direct Effect
Table 8.
Path Coefisient (Direct Effect)

	Hypothesis	*Original Sample*	*t-Statistics*	*P Values*	Description
E-WOM(X1) -> Purchase Intention (Y)	H1	0,228	2,944	0,003	**Positif Signifikan**
Brand Attitude (X2) -> Purchase Intention (Y)	H2	0,580	4,110	0,000	**Positif Signifikan**

Source: Processed primary data, (2023)

Based on table 8. the interpretation is as follows:

1. The first hypothesis tests whether E-WOM has a positive and significant effect on Purchase Intention. The table above shows a t-statistic value of 2.944 with an effect of 0.228 and a p-value of 0.003. With a t-statistic value> 1.96 and a p value <0.05, it can be concluded that the first hypothesis is accepted.
2. The second hypothesis tests whether Brand Attitude has a positive and significant effect on Purchase Intention. The table above shows a t-statistic value of 4.110 with an effect of 0.580 and a p-value of 0.000. With a t-statistic value> 1.96 and a p value <0.05, it can be concluded that the second hypothesis is accepted.

Discussion

1. The Effect of E-WOM on Purchase Intention

    Electronic Word of Mouth is a statement containing opinions or reviews (reviews) briefly, concisely and permanently through the assessment features (forums) that have been provided, both positive and negative on a product or service provided by consumers after experiencing the product or service they have consumed. Meanwhile, purchase intention is something related to the customer's plan to buy a particular product and how many units of the product are needed in a certain period.

    The first hypothesis in this study is that Electronic Word of Mouth has an effect on purchase intention. Based on the results of the study, it shows that Electronic Word of Mouth has a positive and significant effect on Purchase Intention. This shows that the more positive E-WOM received by consumers will increase the purchase intention of Skintific Skincare products.

    The results of this study are in line with research conducted by [15] which found that E-WOM has a positive and significant effect on Purchase Intention.

2. The Effect of Brand Attitude on Purchase Intention

    According to (Keller, 1998) in [22] Attitude towards brands is defined as an overall evaluation of brands made by consumers and reflects consumer responses to these brands. Meanwhile, Buying Intention is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of probability of consumers making purchases. Positive brand attitudes affect consumer priorities towards brands and purchases. This is because increasing brand valuation by consumers will also increase brand attitudes and can encourage consumer buying intentions. Brand attitude is considered a marker of consumer behavior intention.

    The second hypothesis in this study is that brand attitude has an effect on purchase intention. Based on the results of the study, it shows that Brand Attitude has a positive and significant effect on Purchase Intention. Brand attitude has a significant influence on purchase intention because brand attitude is important in determining purchase intention. Buying intentions are high if consumer attitudes towards the brand are favorable.

    The results of this study are in line with research conducted by [19] which found that Brand Attitude has a positive and significant effect on Purchase Intention.

5. Conclusion and Suggestions

Judging from the results of the analysis that has been carried out, this study can be concluded that E-WOM has a positive and significant effect on Purchase Intention, with this electronic word of mouth, potential consumers feel they want to know more information by seeking information from various kinds of stimuli, which can then form trust in online merchants and can then lead to purchase intentions. Brand Attitude has a positive and significant effect on Purchase Intention, this is because increasing brand valuation by consumers will also increase brand attitudes and can encourage consumer buying intentions.

1. **Suggestion for company**

Based on the indicator value on the results of the analysis in the electronic word of mouth (E-WOM) variable in the question indicator "Reviews from fellow online consumers make me confident in making decisions to buy skincare skintific products" get an SS (Strongly Agree) response. This indicator is the highest among other indicators. From these indicators it can be concluded that many people get positive reviews about Skintific cosmetic products. Therefore, Skintific must continue to improve the quality of better products by, among other things, matching the skin tone contained in its cosmetic products with the color of Indonesian skin tones, so that the reviews received by consumers will be positive.

The company must need to strengthen and encourage customers to do testimonials about Skintific products. With positive testimonials from consumers, it will encourage other consumers to have the intention of buying skintific products. In fact, testimonials provided by consumers who have purchased skintific products are able to encourage and convince the purchase of skintific products.

Companies need to optimize communication with customers about the advantages of their products. Marketing communication has a very important role for companies to image a particular brand. In addition, marketing communication can develop consumer awareness of the products produced by the company. In purchase intention behavior, information received by consumers through communication plays an important role in shaping consumer perceptions which will ultimately result in behavior by consumers, and companies need to optimize communication with customers about the safety of their products.

In marketing its products, Skintific can utilize the popularity of the product to develop a broader marketing campaign and reach more consumers through various online platforms and social media to create increasingly positive electronic word of mouth (E-WOM). By implementing these strategies, Skintific can increase consumers' purchase intention for their products, thereby expanding market share and increasing sales.Based on the indicator value on the results of the analysis in the brand attitude variable, in the question indicator "Evaluation of customer feelings towards a skintific brand" has the most response (SS) Strongly Agree, so that companies must continue to maintain their products by seeing what consumers need to achieve a positive image of customer feelings, so that customers will have the intention to repurchase the product.

Customer trust in the skintific brand needs to be increased again, by ensuring consumer safety in buying these products, the company must make skintific products that exceed consumer expectations, because brand attitude is important for companies because it is able to increase consumer loyalty, provide credibility to other products owned by the company, and strengthen the brand in the market so that it can compete and is always remembered by consumers. Based on the indicator value on the results of the analysis in the consumer purchase intention variable, the question indicator "I intend to repurchase skincare skintific products" has the most response (SS) Strongly Agree. The skincare skintific company has been able to reach consumers by offering its products, if the company continues to innovate and guarantee quality, consumer buying intentions will increase.

2. **Suggestion for future researchers**

Suggestions for future researchers, take a sample with a larger number of respondents with varied characteristics in order to increase generalization and diversity in research results and aim for better data accuracy in their research. Complementing other variables besides E-WOM, Brand Attitude and Purchase Intention and it is hoped that the results of this study can be a reference for research on the same topic.

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