

Impact of electronic Word-of-Mouth, product quality, and brand image on purchasing decisions in the skincare industry

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ABSTRACT

Purpose — *This paper aims to investigate how electronic Word of Mouth (e-WOM), product quality, and brand image influence consumer purchasing decisions in the skincare industry.*

Method — *This study utilizes a quantitative research method involving 100 consumers of cosrx skincare products as respondents. The researchers adopted non-probability sampling techniques, specifically purposive sampling, to select participants for the study. Primary data was collected through questionnaires distributed on Twitter, where respondents provided direct responses using a Likert scale. To analyze the data and assess the positive and significant effects, the researchers employed Partial Least Squares Structural Equation Modeling (PLS-SEM) version 4.0.*

Result — *The findings of the study indicate that both e-WOM and product quality have a positive and statistically significant influence on consumer purchasing decisions. Additionally, the research highlights the mediating role played by brand image, which serves as a connecting factor between e-WOM, product quality, and the ultimate purchasing decisions of consumers. This suggests that a favorable brand image enhances the impact of positive e-WOM and product quality on consumers' willingness to make a purchase.*

Contribution — *This research adds to the existing body of knowledge by specifically focusing on the skincare industry and providing empirical evidence for the interplay between e-WOM, product quality, brand image, and their influence on consumer purchasing decisions, while also uncovering the mediating role of brand image.*

Keywords: *e-WOM, product quality, brand image, purchase decision*



INTRODUCTION

The rapid advancement of technology has brought significant convenience and transformative changes to society. In today's digital era, smartphones and the internet have become essential necessities for everyone. In Indonesia, 98.3% of the population accesses the internet through smartphones, and the availability of affordable internet plans has further contributed to the increased adoption of smartphones among users ([We are social, 2023](#); [Hanum, 2021](#)). Consequently, the average Indonesian spends more than 8 hours per day using the internet, with women generally spending more time than men on social media and internet activities ([katadata.co.id](#); [We are social, 2023](#)).

Social media plays a pivotal role in facilitating communication, interaction, and active participation in discussions, while also serving as a valuable source of information and knowledge on trending topics and the freedom of expressing opinions ([Puriwat & Tripopsakul, 2022](#)). According to the We Are Social 2022 report, the primary reasons Indonesians use the internet are to acquire information (80%) and seek new ideas and inspiration (72.9%) ([We are social, 2023](#)). Within the realm of social media, beauty-related content and trends hold a prominent place, offering information about beauty products and treatments in captivating formats and themes. Specifically, 13.5% of Indonesian women rely on Twitter to seek beauty-related information, while online beauty forums are frequented by 66.9% of Indonesian women to gather more insights about beauty-related topics ([We are social, 2023](#)).

Currently, the skincare industry is experiencing widespread popularity across all segments, both domestically and internationally, resulting in intensified competition among companies striving to maintain a positive consumer image and continuously improve their products. As indicated by [Muthia's \(2022\)](#) findings, the beauty and care income report in 2022 reached an impressive IDR 111.83 trillion, with skincare dominating the market with US\$ 3.18 billion in revenue and cosmetics contributing US\$ 1.61 billion. Moreover, these figures are projected to grow further, with an estimated increase of 5.81% from 2022 to 2027.

Purchasing skincare products involves a unique challenge, as they are considered experiential products that consumers may not be familiar with before usage, and they are particularly sensitive due to being tailored to individual skin needs. To ensure they make the right choice, consumers heavily rely on reviews from other users, which they often find on social media platforms. [Wijaya \(n.d.\)](#) highlights that consumers actively engage with social media to access reviews, recommendations, and evaluations of skincare products. These reviews and recommendations form a significant part of

electronic Word of Mouth (e-WOM) and greatly influence consumer decision-making in the skincare industry.

Electronic Word of Mouth (e-WOM) serves as a communication tool connecting consumers across various social media platforms, where they share positive or negative information about products and brands through technology-based internet channels ([Kusumawati, 2012](#)). The accessibility, broad reach, and transparency of e-WOM make it an effective means of communication between companies and consumers. For companies, e-WOM provides valuable insights into consumer preferences, leading to increased profitability and reduced promotion costs. Consumers, on the other hand, use e-WOM to gather information about product quality and brand reputation when making purchasing decisions.

Product quality encompasses a combination of attributes from marketing, engineering, manufacturing, and maintenance, aimed at meeting customer needs and desires ([Feigenbaum, 1983](#)). Consumers actively seek information on social media to assess product quality and make informed decisions about their purchases.

Brand image, on the other hand, is the impression formed by consumers based on information and personal experiences with a product, shaping their perception of the brand. Consumers often seek product reviews on social media, which includes information about the brand image, to inform their purchase decisions. The brand serves as the identity of a product and significantly influences consumer purchasing choices ([Kusumawati, 2012](#)). Individuals actively participate in the marketing process, as their interpretations of a product signal to others shape the brand's image and attitude, ultimately influencing consumer purchasing decisions ([Tjiptono, 2005](#)).

Purchasing decisions involve a cognitive process in which individuals, acting as consumers, determine their preferred product choices and make the final purchase ([Nasution et al., 2018](#)).

In various research studies with different scopes, the impact of product brand image on funding decisions and consumer behavior has been investigated. Some studies have shown a noteworthy positive influence of brand image on funding decisions and consumers' purchasing behavior. For instance, [Rusmiyati and Hartono \(2022\)](#) found a significant impact of product brand image on funding decisions, while [Arianty and Andira \(2021\)](#) discovered that consumers' purchasing behavior is positively and significantly influenced by brand image. Moreover, product quality has been identified as a significant factor affecting consumer satisfaction, as shown in the study by [Naini et al. \(2022\)](#).

Additionally, the influence of Electronic Word of Mouth (e-WOM) on decision-making has been found to be both positive and significant, as evidenced by [Suarsa and Sugesti \(2020\)](#).

However, it is worth noting that not all studies have reached the same conclusions. [Restanti \(2019\)](#) found that e-WOM does not exhibit a significant influence on consumer purchasing decisions. Furthermore, studies conducted by [Shintia et al. \(2019\)](#) and [Pratyaharani et al. \(2022\)](#) did not find a significant impact of brand image on funding decisions. Similarly, [Fauzi \(2020\)](#) also reported that brand image does not have a significant effect.

The inconsistent findings from prior research indicate a pressing need for further investigation in this domain. Conducting additional research would be of significant interest and value, as it would enhance our comprehension of the interrelationships between e-WOM, product quality, brand image, and consumer purchasing decisions. An evident research gap lies in the absence of empirical studies that explore how individuals make skincare buying decisions and how this process shapes their brand preferences based on their specific skincare needs.

This study aims to address this gap and contribute to the body of knowledge on e-WOM and product quality, providing profound insights into their impact on consumers' skincare purchase decisions. The primary objective of this research is to thoroughly examine and evaluate the influence of e-WOM and brand image on consumers' buying behaviors in the skincare context.

METHOD

The study employed a quantitative descriptive research method to investigate skincare consumers, specifically those utilizing cosrx products, who formed the population sample. Non-probability sampling, particularly purposive sampling, was utilized, taking into account specific criteria. A total of 100 respondents were included in the sample, drawn from the followers of the @ohmybeautybank Twitter account. As the population size was unknown and continually expanding, the researchers applied the Lemeshow formula to determine the appropriate sample size ([Lemeshow et al., n.d.](#)).

Data was collected through an online questionnaire employing a Likert scale. The questionnaires were distributed on Twitter to individuals who met the study's criteria: consumers of Cosrx skincare products following the "ohmybeautybank" Twitter account, and individuals of both genders aged over 17 years. The questions and statements in the questionnaire were designed based on specific dimensions and indicators for each variable, providing respondents with

alternative answer options, namely: Strongly Disagree (SD), Moderately Disagree (MD), Undecided (UD), Agree (A), and Strongly Agree (SA).

The acquired data was subjected to processing through Microsoft Excel, wherein the data was organized into tabular form. Further analyses were conducted using Excel, SPSS, and SEM-PLS to yield outcomes regarding the influence of e-WOM and brand image variables on consumers' purchasing decisions. SEM-PLS was employed with the implementation of two testing models, specifically the outer model and the inner model, encompassing hypothesis testing and an assessment of indirect effects.

Hypothesis development

e-WOM and brand image

As per [Hennig-Thurau et al. \(2004\)](#), electronic word-of-mouth (e-WOM) refers to positive and negative statements disseminated by potential, current, and past consumers through online channels, which pertain to a particular product or brand. The e-WOM phenomenon contributes to the formation of consumer expectations towards a brand, thereby exerting an impact on the brand's overall image. To put it differently, e-WOM represents an interpretation of the brand image ([Krishnamurthy & Kumar, 2018](#)).

H1: e-WOM has an influence on brand image

Product quality and brand image

Product quality refers to the multifaceted attributes of a product that align with customer expectations ([Feigenbaum, 1983](#)). According to [Charantimath \(2017\)](#), a quality product is one that delivers satisfactory performance in terms of its price or suitability. A high level of product quality fosters positive associations with the product or brand, leading to the establishment of a favorable brand image ([Sanjaya & Anrdani, 2018](#)). Brand image represents the perception held by consumers regarding the identity and values associated with a brand, reflecting how well it fulfills their functional and representational needs ([Chernatony et al., 2011](#)).

H2: Product quality has an influence on brand image

Brand image and purchasing decision

The brand represents the distinct identity of a product, constituting a crucial factor in consumers' deliberations during the purchasing process ([Kusumawati, 2012](#)). [Kapferer \(2008\)](#) elucidates that brand image pertains to the collective perceptions formed by a group of individuals based on their interactions with the products, services, and communications associated with the brand. It is essential for the brand image to align with the customers' desired perception, thereby fostering a positive image ([Nam et al., 2019](#)).

H3: Brand image has an influence on purchasing decision

e-WOM and purchasing decision

e-WOM, also known as electronic word-of-mouth, entails informal and non-commercial online communication wherein individuals share their opinions about products or services. This type of communication takes place through various channels, including in-person interactions, electronic media, and other communication methods ([Goyette et al., 2010](#)). e-WOM occurs spontaneously, as consumers openly express their genuine perceptions and experiences related to products and brands ([Alzate et al., 2022](#)). Social media serves as a prominent platform for e-WOM, allowing consumers to access and trust the appeal of past consumer experiences, thereby contributing to its credibility and reliability ([Sari et al., 2020](#)).

H4: e-WOM has an influence on purchasing decision

Product quality and purchasing decision

Product quality represents a significant determinant in shaping consumers' purchase decisions, garnering paramount attention as it endeavors to allure consumers ([Husna et al., 2022](#)). Consumers assess product quality based on its ability to fulfill their needs and meet their expectations ([Sanjaya & Anrdani, 2018](#)). The perception of product quality emanates from information acquired and possessed by consumers, influencing their purchasing decisions in a positive manner ([Yoesmanam, 2018](#)).

H5: Product quality has an influence on purchasing decision

e-WOM and purchasing decision with brand image as the mediator

According to the findings of [Dirsehan and Kurtulus \(2018\)](#), electronic word-of-mouth (e-WOM) exerts a positive and significant influence on consumers' purchase intentions. Social media product reviews, shared by previous consumers, serve as valuable resources for prospective customers, enabling them to gather information about product quality, whether it is positive or negative ([Suryadiningrat et al., 2022](#)). The impact of e-WOM on purchase intention was further supported by the comprehensive study conducted by [Sambashiva et al. \(2021\)](#), wherein brand image was identified as a mediating factor in this relationship.

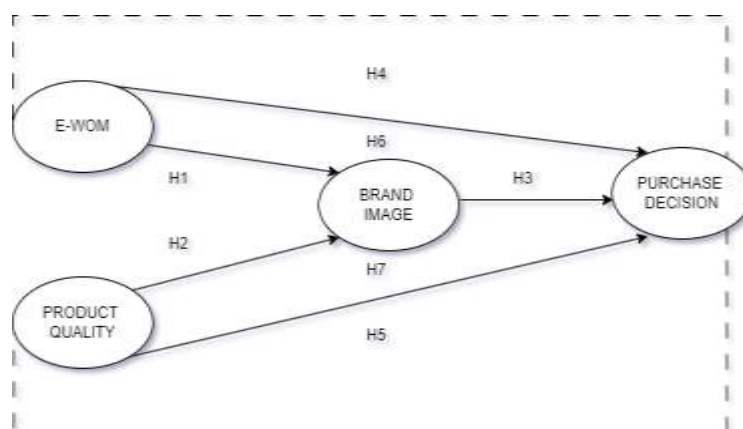
H6: Brand image can mediate the influence of e-WOM on purchasing decision

Product quality and purchasing decision with brand image as the mediator

[Fatmawati and Soliha \(2017\)](#) conducted a study revealing the considerable impact of e-WOM on consumers' purchasing decisions. Their findings indicated that enhanced product quality enhances the likelihood of the product being regarded as a viable option during the decision-making process. Additionally, [Batubara \(2020\)](#) elucidates that product quality occupies a central position in influencing purchasing decisions, with brand image serving as a mediating factor. This brand image is shaped when consumers perceive that the offered products meet their needs and aspirations.

H7: Brand image can mediate the influence of product quality on purchasing decision

Figure 1. Conceptual framework



Source: authors' compilation (2023)

RESULT AND DISCUSSION

Respondents characteristics

Table 1 presents the characteristics of the respondents, comprising a sample of 100 individuals. The analysis reveals a notable dominance of female consumers, accounting for 92.9% of the respondents, while male Cosrx consumers represent a smaller proportion at 7%. The majority of respondents fall within the age group of over 25 years, constituting 52% of the sample, and a significant portion of them are employed, making up 48% of the participants. Regarding income distribution, 55% of the respondents earn between >IDR 1.000.000 - 3.500.000 per month, while 30% of the participants report a higher income range of > IDR 3.500.000 monthly.

Tabel 1. Respondents characteristics

		Frequency	Percent
Gender	Woman	92	92,9%
	Man	7	7,1%
Age	>17-25 years	48	48%
	>25 years	52	52%
Status	Working	48	48%
	Collage students	42	42%
	Students	10	10%
Income	>Rp.1000.000 - 3.500.000	55	55%
	<Rp.3.500.000	45	45%

Source: Processed data (2023)

Outer model

The Outer model, also referred to as the Measurement model, encompasses both the indicators and their relationships with the underlying constructs (Hair et al., 2014). During the analysis, various tests were conducted to assess the Convergent validity, Discriminant validity, and Reliability of the model.

Convergent validity

Table 2. Convergent validity

Variable	Indicator	Outer Loading	Result
e-WOM	X1.1	0,761	Valid
	X1.2	0,767	Valid
	X1.3	0,695	Valid
	X1.4	0,799	Valid
	X1.5	0,739	Valid
	X1.6	0,583	Valid
Product quality	X2.1	0,841	Valid

	X2.2	0,714	Valid
	X2.3	0,837	Valid
	X2.4	0,835	Valid
	X2.5	0,799	Valid
	X2.6	0,645	Valid
Purchase decision	Y1	0,855	Valid
	Y2	0,672	Valid
	Y3	0,653	Valid
	Y4	0,625	Valid
	Y5	0,768	Valid
	Y6	0,690	Valid
Brand Image	Z1	0,874	Valid
	Z2	0,788	Valid
	Z3	0,675	Valid
	Z4	0,645	Valid
	Z5	0,739	Valid
	Y6	0,770	Valid

Source: Processed data (2023)

Convergent validity serves as a means to establish construct validity by assessing the validity of reflexive indicators through the measurement of outer loadings for each variable indicator. The indicator in convergent validity specified valid if the indicator is > 0.60 . Based on the Table 2, it is known that all variables are valid.

Table 3. AVE

Variables	AVE	Decision
Brand image	0,566	Valid
e-WOM	0,529	Valid
Purchase decision	0,511	Valid
Product quality	0,611	Valid

Source: Processed data (2023)

The convergent validity can also indicated by AVE, a condition is said to be valid if it can meet the criteria of > 0.5 . In table 3, it can be concluded that there is no problem in convergent validity and each variable is valid and meets convergent validity.

Discriminant validity

According to the data presented in Table 4, it is evident that all items exhibit higher cross-loading values with their main variable compared to other latent variables. This comparison enables the assessment of the measurement of main

variable items with respect to the latent variables. As a result of this analysis, it can be inferred that the criteria for discriminant validity have been satisfied.

Tabel 4. Cross loading

Variables	Symbols	X1	X2	Y	Z
e-WOM	X1.1	0,761	0,620	0,559	0,383
	X1.2	0,767	0,415	0,510	0,455
	X1.3	0,695	0,320	0,408	0,340
	X1.4	0,799	0,345	0,407	0,397
	X1.5	0,739	0,470	0,489	0,458
	X1.6	0,583	0,196	0,297	0,205
Product quality	X2.1	0,511	0,841	0,576	0,463
	X2.2	0,475	0,714	0,430	0,373
	X2.3	0,451	0,837	0,530	0,502
	X2.4	0,364	0,835	0,477	0,369
	X2.5	0,423	0,799	0,509	0,439
	X2.6	0,433	0,645	0,437	0,327
Purchase decision	Y1	0,510	0,534	0,855	0,701
	Y2	0,411	0,339	0,672	0,569
	Y3	0,456	0,465	0,653	0,543
	Y4	0,343	0,514	0,625	0,497
	Y5	0,520	0,416	0,768	0,660
	Y6	0,431	0,460	0,690	0,511
Brand image	Z1	0,484	0,500	0,743	0,874
	Z2	0,462	0,456	0,665	0,788
	Z3	0,308	0,293	0,509	0,675
	Z4	0,439	0,427	0,554	0,645
	Z5	0,309	0,342	0,595	0,739
	Z6	0,344	0,346	0,589	0,770

Source: Processed data (2023)

Reliability test

Table 5. Reliability test

	Cronbach's Alpha	Composite Reliability	Conclusion
e-WOM	0,822	0,870	Reliable
Purchase decision	0,805	0,861	Reliable
Product Quality	0,871	0,903	Reliable
Brand Image	0,844	0,886	Reliable

Source: Processed data (2023)

Table 5 exhibits a Cronbach's Alpha value exceeding 0.70, surpassing the threshold of 0.70. This indicates that, overall, the measurement items are reliable. Based on the entirety of the data, it can be deduced that the convergent validity, discriminant validity, and internal reliability are all in favorable and satisfactory conditions.

Inner model

The inner model, or structural model, encompasses the latent constructs and their interrelationships. To assess the model's predictive power and predictive relevance, two tests, namely the R square test and the Q square test, are employed. The results presented in Table 6 demonstrate that the combined influence of e-WOM values and product quality on brand image accounts for 36% of the variance, signifying a moderate effect size. Conversely, the collective influence of e-WOM and product quality values on purchasing decisions amounts to 76.7%, indicating a substantial and high level of impact on consumers' purchase intentions.

Tabel 6. R square test

	R Square	R Square Adjusted
Brand Image	0,360	0,347
Purchase decision	0,747	0,739

Source: Processed data (2023)

In Table 7, the Q-square test, which assesses the predictive relevance and estimates model parameters, is presented. A Q-square value greater than 0 indicates predictive relevance. Upon examining Table 7, it is evident that the Q-square values for the independent variables, namely purchasing decision and brand image, surpass the threshold, signifying the presence of a predictive relationship between these variables.

Tabel 7. Q-square test

	Q-Square
Purchase decision	0,315
Brand Image	0,370

Source: Processed data (2023)

Hypothesis test

Direct effect

The output of path coefficient values present the outcomes of the bootstrapping resampling procedure, offering insights into the presence and magnitude of influences on each variable. Hypothesis testing relies on t-statistics and t-tests, with a significance level set at 0.05, corresponding to a critical t-table value of 1.96.

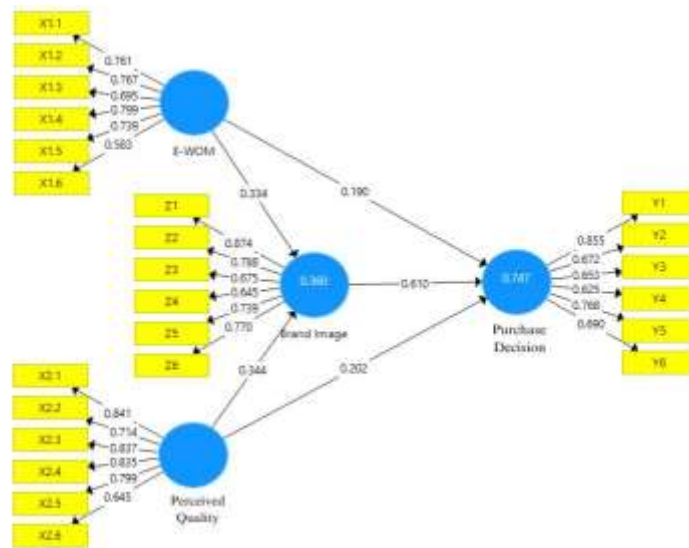
Table 8 reveals that all hypotheses are deemed acceptable and display a direct effect. This conclusion is supported by coefficient values exceeding 1.96, indicating statistical significance, and t-table values below 0.05, denoting a high level of confidence.

Tabel 8. Path coefficient

	Original Sample (O)	STDEV	T Statistics (O/STDEV)	P Values
e-WOM -> Brand image	0,334	0,117	2,860	0,004
Product quality -> Brand image	0,344	0,132	2,612	0,009
Brand image -> Purchase decision	0,610	0,111	5,483	0,000
e-WOM -> Purchase decision	0,190	0,094	2,017	0,044
Product quality-> Purchase decision	0,202	0,064	3,164	0,002

Source: Processed data (2023)

Figure 2. SEM result



Source: Processed data (2023)

Indirect effect

In Table 9, the results indicate that the e-WOM value exerts a direct influence on purchasing decisions, and this effect is mediated by brand image, as supported by the t-table value (> 1.96) and the p-value ($0.018 < 0.05$). Similarly, product quality has a direct impact on purchasing decisions, and this relationship is also mediated by brand image, as evidenced by the t-table value (> 1.96) and the p-value ($0.017 < 0.05$).

Tabel 7. Indirect influence result

	Original Sample (O)	STDEV	t- value	p-Values
e-WOM -> Brand image -> Purchase decision	0,203	0,086	2,377	0,018
Product quality -> Brand image -> Purchase decision	0,210	0,088	2,389	0,017

Source: Processed data (2023)

Discussion

e-WOM on brand image

The findings revealed a significant direct influence of e-WOM on brand image. e-WOM refers to electronic communication exchanged among consumers ([Weitzl, 2017](#)). Consumer involvement in extensively engaging with e-WOM information plays a crucial role in shaping product expectations and subsequently constructing a brand image ([Krishnamurthy & Kumar, 2018](#)). The presence of e-WOM contributes to the formation of a brand image, enabling consumers to readily recognize products through reviews and recommendations disseminated on social media platforms, which, in turn, establishes their product-related expectations.

Empirical evidence from a study conducted by [Jalilvand and Samiei \(2012\)](#) supports the assertion that e-WOM significantly influences brand image. Additionally, consumer preferences lean towards products that receive numerous positive comments ([Pangestika et al., 2023](#)).

Product quality on brand image

The study's results underscore a significant association between product quality and brand image. The quality of a product assumes a critical role in shaping consumers' perception of a brand, where encountering high-quality products fosters positive impressions characterized by attributes such as reliability, efficacy, and safety. This favorable brand image, in turn, exerts considerable influence on consumer perceptions, preferences, and purchase decisions, thereby contributing to heightened customer satisfaction and loyalty.

These findings corroborate prior research conducted by [Handayani et al. \(2020\)](#), which also highlighted the impact of product quality on brand image. Additionally, [Muliani et al. \(2023\)](#) emphasized the essential role of quality in cultivating enduring relationships with consumers and shaping the overall corporate image. Moreover, the study aligns with the work of [Nasution &](#)

[Khairunnisah \(2022\)](#), who demonstrated the paramount significance of maintaining and enhancing product quality to ensure customer retention.

Brand image on purchasing decision

The study's findings reveal a notable and meaningful correlation between brand image and purchasing decisions, which aligns with the results of prior research conducted by [Ayu et al. \(2020\)](#) which found that brand image exerts a positive and significant impact on purchase intention. This outcome suggests that brands with a favorable brand image attract greater attention from consumers, particularly in the context of skincare consumption. Consumers, driven by curiosity, are more inclined to seek out their own experiences.

[Kotler et al. \(2016\)](#) expound that brand image is a perception held by consumers, encompassing emotional and psychological associations with the brand that satisfy their needs and become part of their memories. Brand image formation is facilitated by the existence of brand associations.

e-WOM on purchasing decision

The research outcomes reveal a significant influence of e-WOM on consumers' purchasing decisions. As discussed by [Silverman \(2001\)](#), consumers are inclined to rely on recommendations and choices made by individuals they trust, particularly those who have prior purchase experiences. Consequently, information shared on social media platforms is often perceived as credible and trustworthy. Pertaining to product evaluation, such information serves as a critical foundation for consumers when making purchasing decisions, as it provides them with alternative product interpretations ([Sambashiva et al., 2021](#)). On Twitter, e-WOM discussions regarding cosrx products have gained a reputation as dependable information derived from the experiences of previous consumers, thus serving as a reliable reference for consumer preferences.

These findings are consistent with the research conducted by [Aslami et al. \(2022\)](#) and [Kurniawan & Saputra \(2022\)](#), which also highlight the significant impact of e-WOM on purchasing decisions. The presence of e-WOM encourages consumer confidence and strengthens purchase intentions, as consumers find assurance in the experiences and opinions shared by others in the digital space.

Product quality on purchasing decision

The study's result highlights that product quality plays a pivotal role in influencing consumer purchasing decisions. The quality of a product directly impacts its appeal to consumers, with higher perceived quality leading to increased likelihood of purchase. The explanation behind this finding lies in the fact that consumers prioritize products that meet their needs effectively and are reliable. Consequently, when a product is perceived to be of high quality, it creates a positive impression in the minds of consumers, influencing their choices during the buying process.

This result is supported by previous studies, such as the research conducted by [Pangestika et al. \(2023\)](#), which also emphasized the significant impact of product quality on consumer decisions. The consistent evidence from both the current study and prior research underscores the crucial role of product quality as a key driver in shaping consumer behavior and highlights the importance for businesses to prioritize and maintain high-quality products to meet consumer expectations.

e-WOM on purchasing decision through brand image

The study's findings reveal that electronic word-of-mouth (e-WOM) significantly impacts consumer purchasing decisions, with brand image as a mediator. Positive e-WOM, such as favorable reviews shared on digital platforms, contributes to a positive brand image, leading to increased sales, while negative e-WOM can have the opposite effect.

Previous studies by [Cheung et al. \(2008\)](#) and [Hennig-Thurau et al. \(2004\)](#) have similarly highlighted the significance of e-WOM in influencing consumer behavior and its role in shaping brand perceptions in the digital landscape.

Product quality on purchase decision through brand image

The study findings indicate a strong link between product quality and its impact on consumer purchasing decisions, with brand image serving as a mediator. High product quality contributes to a positive brand image, and by consistently maintaining quality, a company can uphold its brand image in the eyes of consumers which will then affect purchase decisions.

This relationship is consistent with previous research by [Cahayani & Sutar \(2020\)](#), which also highlighted the significant effect of quality on purchase decisions, with brand image playing a mediating role.

CONCLUSION

The objective of this study is to assess the influence of e-WOM and brand image on consumers' purchasing decisions. The research findings indicate a positive and statistically significant impact of both e-WOM and product quality on purchasing decisions. Moreover, brand image serves as a mediating factor in the relationships between e-WOM, product quality, and purchasing decisions. The study demonstrates that consumers place great trust in e-WOM information shared on social media, considering it a critical aspect in their decision-making process and utilizing it as a reference point. Furthermore, consumers tend to gravitate towards products with a positive brand image, highlighting the importance of brand perception in their purchasing decisions. Consequently, e-WOM, brand image, and product quality are key considerations for consumers when making purchasing decisions.

This study contributes valuable insights to the field of e-WOM and product quality, shedding light on the significant impact these factors have on consumers' decision-making processes. For companies, e-WOM can serve as a means to monitor market reactions to their brands or products, providing insights into favorable or unfavorable perceptions. For consumers, seeking credible information from social media is crucial in making informed decisions and selecting the right products.

Future researchers are encouraged to build upon this study by addressing its limitations and exploring additional factors that may influence purchasing decisions. There is a need to broaden the scope and depth of research in this area to achieve a more comprehensive understanding of the topic.

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